

**KOLHAPUR INSTITUTE OF  
TECHNOLOGY'S COLLEGE OF  
ENGINEERING**

**(EMPOWEREDAUTONOMOUS)  
GOKUL SHIRGAON, KOLHAPUR**



**Department of Computer Science and Business Systems**

**Curriculum Structure and Syllabus for  
Multi Disciplinary Minor in Finance and Management  
(As Per NEP, 2020)**

| Teaching and Evaluation Scheme                    |                                                     |                 |          |          |           |                   |            |                  |
|---------------------------------------------------|-----------------------------------------------------|-----------------|----------|----------|-----------|-------------------|------------|------------------|
| Course Code                                       | Course                                              | Teaching Scheme |          |          |           | Evaluation Scheme |            |                  |
|                                                   |                                                     | L               | T        | P        | Credits   | Components        | Max        | Min for Pass (%) |
| UCBMM034 1                                        | Fundamentals of Marketing                           | 2               | 0        | 0        | 2         | ESE               | 100        | 40               |
| UCBMM044 1                                        | Financial and Cost Accounting                       | 3               | 0        | 0        | 3         | ESE               | 100        | 40               |
| UCBMM054 1                                        | Business Strategies                                 | 3               | 0        | 0        | 3         | ESE               | 100        | 40               |
| UCBMM064 1                                        | Consumer Behaviour                                  | 3               | 0        | 0        | 3         | ESE               | 100        | 40               |
| UCBMM074 1                                        | Services Science and Service Operational Management | 3               | 0        | 0        | 3         | ESE               | 100        | 40               |
|                                                   |                                                     | -               | -        | -        | -         | -                 | -          | -                |
|                                                   | <b>Total</b>                                        | <b>14</b>       | <b>0</b> | <b>0</b> | <b>14</b> | <b>Total</b>      | <b>500</b> |                  |
| <b>Total Contact Hours =14, Total Credits =14</b> |                                                     |                 |          |          |           |                   |            |                  |

|                                                                                                                                                                                                                                                          |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-------------------|------------|------|--------|--|
| Title of the Course: Fundamentals of Marketing                                                                                                                                                                                                           |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      | L                 | T          | P    | Credit |  |
|                                                                                                                                                                                                                                                          |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      | 2                 | -          | -    | 2      |  |
| Course Code: UCBMM0341                                                                                                                                                                                                                                   |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Pre-Requisite: Self-management, overview of business organizations and their operations and challenges faced by them.                                                                                                                             |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Description: The course helps the students to understand basics of marketing management, this broaden understand of business environment.                                                                                                         |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Learning Objectives:                                                                                                                                                                                                                              |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Understand basic concepts of marketing and their need in business.<br>1. Identify various environmental influences on marketing.<br>2. Understanding of segmentation, targeting, and positioning in market.<br>3. Understand digital marketing concepts. |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Outcomes:                                                                                                                                                                                                                                         |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
|                                                                                                                                                                                                                                                          |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| CO                                                                                                                                                                                                                                                       | After the completion of the course the student should be able to                                                                                                     |     |     |     |     |     |     |     |     |      | Bloom's Cognitive |            |      |        |  |
|                                                                                                                                                                                                                                                          |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      | Level             | Descriptor |      |        |  |
| CO1                                                                                                                                                                                                                                                      | Understand the various concepts, principles, frameworks, and terms related to the function and role of marketing.                                                    |     |     |     |     |     |     |     |     |      | II                | Understand |      |        |  |
| CO2                                                                                                                                                                                                                                                      | Identify Marketing Environment and its components in detail.                                                                                                         |     |     |     |     |     |     |     |     |      | III               | Identify   |      |        |  |
| CO3                                                                                                                                                                                                                                                      | Analyze the interrelationships between segmentation, targeting and positioning, marketing environment, marketing mix and Product Life Cycle with real world examples |     |     |     |     |     |     |     |     |      | IV                | Analyze    |      |        |  |
| CO4                                                                                                                                                                                                                                                      | Apply the concepts and significance of consumer behavior in marketing Management.                                                                                    |     |     |     |     |     |     |     |     |      | III               | Apply      |      |        |  |
|                                                                                                                                                                                                                                                          |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| CO-PO Mapping:                                                                                                                                                                                                                                           |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
|                                                                                                                                                                                                                                                          |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| CO                                                                                                                                                                                                                                                       | PO1                                                                                                                                                                  | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11              | PO12       | PSO1 | PSO2   |  |
| CO1                                                                                                                                                                                                                                                      |                                                                                                                                                                      |     |     |     |     | 1   |     |     |     |      | 2                 |            |      | 2      |  |
| CO2                                                                                                                                                                                                                                                      |                                                                                                                                                                      | 1   |     |     |     |     |     |     |     |      | 2                 |            |      | 2      |  |
| CO3                                                                                                                                                                                                                                                      |                                                                                                                                                                      |     |     |     |     |     |     |     |     |      | 2                 |            |      | 2      |  |
| CO4                                                                                                                                                                                                                                                      | 1                                                                                                                                                                    |     |     |     |     |     |     | 1   |     |      |                   | 1          |      | 2      |  |

**Assessments:****Teacher Assessment:**

Two components of In Semester Evaluation (ISE), One Mid Semester Examination (MSE) and one End Semester Examination (ESE) having 20%, 30% and 50% weights respectively.

| Assessment | Marks |
|------------|-------|
| ISE-1      | 10    |
| MSE        | 30    |
| ISE-2      | 10    |
| ESE        | 50    |

ISE-1 and ISE-2 are based on assignment/declared test/quiz/seminar/Group Discussions etc.

MSE: Assessment is based on 50% of course content (Normally first three modules)

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

**Course Contents:****Unit 1: Introduction to Marketing:****6 Hours**

Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing - Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Philosophies of Marketing,

**Unit 2: Marketing Environment:****4 Hours**

Concept of Environment, Macro Environment & Microenvironment - Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Microenvironment, need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics.

**Unit 3: Segmentation, Target Marketing & Positioning: Segmentation -****5 Hours**

Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition

**Unit 4: Consumer Behavior:****5 Hours**

Meaning & importance of consumer behavior, Buying roles, Five steps consumer buyer decision process - Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Comparison between Organizational Buying behavior and consumer buying behavior, Industrial buying process, guidelines for administering consumer feedback

|                                                                                                                                                                                                                                                                                                                                                                     |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Unit 5: Marketing Mix:</b>                                                                                                                                                                                                                                                                                                                                       | <b>3 Hours</b> |
| Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.                                                                                                  |                |
| <b>Unit 6: Digital Marketing</b>                                                                                                                                                                                                                                                                                                                                    | <b>7 Hours</b> |
| Introduction: Concept, Nature, Importance, Application of social media, SEO, services offered by various platforms and their advantages, Data collection and analysis, Cyber security and ethics in digital marketing.                                                                                                                                              |                |
| <b>Home Assignment:</b>                                                                                                                                                                                                                                                                                                                                             |                |
| <p>Note: Real world examples / caselets are expected to be analyzed in the class as well as included in the examination. Students must encourage to analyze the caselets and generate alternatives to solve problem mention in caselet.</p> <p>Assignments can include caselets and Presentations of the same. Group discussion can be used to engage learning.</p> |                |
| <b>Textbooks:</b>                                                                                                                                                                                                                                                                                                                                                   |                |
| <ol style="list-style-type: none"> <li>1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson</li> <li>2. Marketing Management, Ramaswamy &amp; Namakumari, Macmillan Publishing</li> </ol>                                                                                                                            |                |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                  |                |
| <ol style="list-style-type: none"> <li>1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson.</li> <li>2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books.</li> </ol>                                                                                                                               |                |

|                                                                                                                                                                                                                                |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-------------------|------------|------|--------|--|
| Title of the Course: Financial and cost accounting.                                                                                                                                                                            |                                                                                                                                    |     |     |     |     |     |     |     |     |      | L                 | T          | P    | Credit |  |
|                                                                                                                                                                                                                                |                                                                                                                                    |     |     |     |     |     |     |     |     |      | 3                 | -          | -    | 3      |  |
| Course Code: UCBMM0441                                                                                                                                                                                                         |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Pre-Requisite: overview of business organizations and their operations.                                                                                                                                                 |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Description: The course helps the students to know the necessary skills and knowledge required in accounting practice                                                                                                   |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Learning Objectives:                                                                                                                                                                                                    |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| 1. Understand current accounting practices at basic level.<br>2. Differentiate between various cost and their behavior and overheads.<br>3. Prepare various financial statements.<br>4. Analyze reports published by companies |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| Course Outcomes:                                                                                                                                                                                                               |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
|                                                                                                                                                                                                                                |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| CO                                                                                                                                                                                                                             | After the completion of the course the student should be able to                                                                   |     |     |     |     |     |     |     |     |      | Bloom's Cognitive |            |      |        |  |
|                                                                                                                                                                                                                                |                                                                                                                                    |     |     |     |     |     |     |     |     |      | Level             | Descriptor |      |        |  |
| CO1                                                                                                                                                                                                                            | To create an awareness about the importance and usefulness of the accounting concepts and their managerial implications.           |     |     |     |     |     |     |     |     |      | II                | Understand |      |        |  |
| CO2                                                                                                                                                                                                                            | To develop an understanding of the financial statements and the underlying principles and learn to interpret financial statements. |     |     |     |     |     |     |     |     |      | II                | Understand |      |        |  |
| CO3                                                                                                                                                                                                                            | To create an awareness about cost accounting, different types of costing and cost management.                                      |     |     |     |     |     |     |     |     |      | II                | Understand |      |        |  |
| CO4                                                                                                                                                                                                                            | To analyze and interpret financial statements.                                                                                     |     |     |     |     |     |     |     |     |      | IV                | Analyze    |      |        |  |
|                                                                                                                                                                                                                                |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| CO-PO Mapping:                                                                                                                                                                                                                 |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
|                                                                                                                                                                                                                                |                                                                                                                                    |     |     |     |     |     |     |     |     |      |                   |            |      |        |  |
| CO                                                                                                                                                                                                                             | PO1                                                                                                                                | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11              | PO12       | PSO1 | PSO2   |  |
| CO1                                                                                                                                                                                                                            |                                                                                                                                    |     |     |     |     | 1   |     |     |     |      | 2                 |            |      | 2      |  |
| CO2                                                                                                                                                                                                                            |                                                                                                                                    | 1   |     |     |     |     |     |     |     |      | 2                 |            |      | 2      |  |
| CO3                                                                                                                                                                                                                            |                                                                                                                                    |     |     |     |     |     |     |     |     |      | 2                 |            |      | 2      |  |
| CO4                                                                                                                                                                                                                            | 1                                                                                                                                  |     |     |     |     |     |     | 1   |     |      |                   | 1          |      | 2      |  |

**Assessments:****Teacher Assessment:**

Two components of In Semester Evaluation (ISE), One Mid Semester Examination (MSE) and one End Semester Examination (ESE) having 20%, 30% and 50% weights respectively.

| Assessment | Marks |
|------------|-------|
| ISE-1      | 10    |
| MSE        | 30    |
| ISE-2      | 10    |
| ESE        | 50    |

ISE-1 and ISE-2 are based on assignment/declared test/quiz/seminar/Group Discussions etc.

MSE: Assessment is based on 50% of course content (Normally first three modules)

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

**Course Contents:****Unit 1: Accounting Concept:****7 Hours**

Introduction, Techniques and Conventions, Financial Statements- Understanding & Interpreting Financial statements

**Unit 2: Accounting Process:****10 Hours**

Bookkeeping and Record Maintenance, Fundamental Principles and Double Entry, Journal, Ledger, Trial Balance, Balance Sheet, Final Accounts, Cash Book and Subsidiary Books, Rectification of Errors.

**Unit 3: Financial Statements:****8 Hours**

Form and Contents of Financial Statements, Analysing and Interpreting Financial Statements, Accounting Standards., Class Discussion: Corporate Accounting Fraud- A Case Study of Satyam.

**Unit 4: Cash Flow and Fund Flow Techniques:****10 Hours**

Introduction, how to prepare cash flow statement and funds flow statement, Difference between both statements.

**Unit 5: Costing Systems:****5 Hours**

Elements of Cost, Cost Behavior, Cost Allocation, OH Allocation,

|                                                                                                                                                                                                                                                                                    |                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Unit 6: Company Accounts and Annual Reports:</b>                                                                                                                                                                                                                                | <b>5 Hours</b> |
| Audit Reports and Statutory Requirements, Director's Report, Notes to accounts, Pitfalls in accounting.                                                                                                                                                                            |                |
| <b>Home Assignment:</b>                                                                                                                                                                                                                                                            |                |
| <ol style="list-style-type: none"> <li>1. Students must solve problems in accounting and learn to prepare Profit loss and Balance sheet.</li> <li>2. Students in group of three can practice reading financial statements of various kind and can draw interpretations.</li> </ol> |                |
| <b>Textbooks:</b>                                                                                                                                                                                                                                                                  |                |
| <ol style="list-style-type: none"> <li>1. Robert N Anthony, David Hawkins, Kenneth Marchant, Accounting: Texts and Cases , McGraw-Hill.</li> <li>2. Financial Accounting for Management, Shankarnarayanan Ramanath, CENGAGE Learning</li> </ol>                                    |                |
| <b>References:</b>                                                                                                                                                                                                                                                                 |                |
| <ol style="list-style-type: none"> <li>1. Pillai R.S.N.,Kala S.(2013). Principles and Practice of Management, S.Chand publication.</li> <li>2. Prasad L.M., Principles and Practice of Management, Sultan Chand Publication.</li> </ol>                                            |                |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                       |                          |                   |          |               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------|----------|---------------|
| <b>Title of the Course:</b> Business Strategies                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                       | <b>L</b>                 | <b>T</b>          | <b>P</b> | <b>Credit</b> |
| <b>Course Code:</b> UBMM0541                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                       | <b>3</b>                 | -                 | -        | <b>3</b>      |
| <b>Course Pre-Requisite:</b> overview of business organizations and their operations and challenges faced by them.                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                       |                          |                   |          |               |
| <b>Course Description:</b> This course enables the learners to understand new forms of Strategic Management concepts and their use in business. The course helps the students understand the internal and external environments of firms and prepare a competitive strategy for industry attractiveness. The syllabus emphasises corporate strategy and its implementation. In addition, the learners will also be acquainted with recent developments and trends in the business world. |                                                                                                                                                                       |                          |                   |          |               |
| <b>Course Learning Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                       |                          |                   |          |               |
| <div><div></div><div>1. Understand current management concepts of strategic management.</div><div>2. Understand Pre-requisite and process of strategy formulation.</div><div>3. Differentiate between various generic strategies used in business.</div><div>4. Analyze the role of make in India in economy.</div></div>                                                                                                                                                                |                                                                                                                                                                       |                          |                   |          |               |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                       |                          |                   |          |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                       |                          |                   |          |               |
| <b>CO</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>After the completion of the course the student should be able to</b>                                                                                               | <b>Bloom's Cognitive</b> |                   |          |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                       | <b>Level</b>             | <b>Descriptor</b> |          |               |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Understand the fundamental concepts of strategic management to analyze business situations and apply these concepts to solve business problems.                       | II                       | Understand        |          |               |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Understand the fundamental principles of and interrelationships among business functions such as: R&D, production, marketing, finance, HR and information technology. | II                       | Understand        |          |               |
| <b>CO3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Analyze the inter-relationships of business to individuals, other organizations, government, and society.                                                             | IV                       | Analyze           |          |               |
| <b>CO4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Analyze complex, unstructured qualitative and quantitative problems using appropriate tools.                                                                          | IV                       | Analyze           |          |               |

**CO-PO Mapping:**

| CO  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 |     |     |     |     |     |     |     | 0   | 0   |      | 2    | 2    | 2    | 3    |
| CO2 |     |     |     |     |     |     |     |     | 2   |      | 2    | 2    | 2    | 3    |
| CO3 |     |     |     |     |     |     |     |     | 2   |      | 2    | 2    | 2    | 3    |
| CO4 |     |     |     |     |     |     |     |     |     |      | 2    | 2    | 2    | 3    |

**Assessments:****Teacher Assessment:**

Two components of In Semester Evaluation (ISE), One Mid Semester Examination (MSE) and one End Semester Examination (ESE) having 20%, 30% and 50% weights respectively.

| Assessment | Marks |
|------------|-------|
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| MSE        | 30    |
| ISE-2      | 10    |
| ESE        | 50    |

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MSE: Assessment is based on 50% of course content (Normally first three modules)

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

**Course Contents:****Unit 1: Introduction to Strategic Management****7 Hours**

Importance of Strategic Management, Vision and Objectives, Schools of thought in Strategic Management, Strategy Content, Process, and Practice, Fit Concept and Configuration Perspective in Strategic Management.

**Unit 2: Internal Environment of Firm- Recognizing a Firm's Intellectual Assets****8 Hours**

Core Competence as the Root of Competitive Advantage, Sources of Sustained Competitive Advantage, Business Processes and Capabilities-based Approach to Strategy.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Unit 3: External Environments of Firm- Competitive Strategy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>10 Hours</b> |
| Five Forces of Industry Attractiveness that Shape Strategy, The concept of Strategic Groups, and Industry Life Cycle, Generic Strategies, Generic Strategies, and the Value Chain.                                                                                                                                                                                                                                                                                                                                                                     |                 |
| <b>Unit 4: Corporate Strategy, and Growth Strategies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>7 Hours</b>  |
| The Motive for Diversification, Related and Unrelated Diversification, Business Portfolio Analysis, Expansion, Integration and Diversification, Strategic Alliances, Joint Ventures, and Mergers & Acquisitions.                                                                                                                                                                                                                                                                                                                                       |                 |
| <b>Unit 5: Strategy Implementation: Structure and Systems</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>4 Hours</b>  |
| The 7S Framework, Strategic Control and Corporate Governance.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |
| <b>Unit 6: Emerging Strategic Trends</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>9 Hours</b>  |
| Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Start-up Business Strategies and Make in India Model: Process of business start-ups and its Challenges, Growth Prospects, and government initiatives in Make in India Model with reference to National manufacturing.                                                                                                                                                                                                                                 |                 |
| <b>Home Assignment:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |
| <p>The topic for class discussion will be mentioned beforehand, and students should be ready to discuss these topics (in groups) in class. Students are required to meet in groups before coming to class and prepare on the topic. Few topics are mentioned below as examples. Instructor can add or change any topic as per requirement.</p> <ol style="list-style-type: none"> <li>1. Topic: Various example from business world of strategy used.</li> <li>2. Topic: A debate on Simple planning versus strategic planning in business.</li> </ol> |                 |
| <b>Textbooks:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |
| <ol style="list-style-type: none"> <li>1. Robert M. Grant (2012). Contemporary Strategic Management. Blackwell Publishing</li> <li>2. Sukul Lomash and P.K Mishra (2003). Business Policy and Strategic Management. Vikas Publishing House Pvt. Ltd, New Delhi</li> </ol>                                                                                                                                                                                                                                                                              |                 |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |
| <ol style="list-style-type: none"> <li>1. M.E. Porter (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York: Free Press</li> <li>2. M.E. Porter (1985). Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press</li> <li>3. Rumelt (2017). Good Strategy Bad Strategy: The Difference and Why It Matters. Profile Books- Main edition.</li> </ol>                                                                                                                              |                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------|------------|-----|-----|-----|-----|-----|-----|------|----------|----------|----------|---------------|----|------------------------------------------------------------------|-------------------|-----|-------|------------|-----|---------------------------------------------------------|-----|------------|------|------------------------------------------------|------|---------|------|---------------------------------------------------------------------------------------------------------------|-----|-------|-----|-------------------------------------------------------------------|----|---------|--|--|--|--|---|--|--|---|-----|--|---|--|--|--|--|--|--|--|--|---|--|--|---|-----|--|--|--|--|--|--|--|--|--|--|---|--|--|---|-----|---|--|--|--|--|--|--|---|--|--|--|---|--|---|
| <b>Title of the Course:</b> Consumer Behaviour                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                               |                   |            |     |     |     |     |     |     |      | <b>L</b> | <b>T</b> | <b>P</b> | <b>Credit</b> |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                               |                   |            |     |     |     |     |     |     |      | <b>3</b> | -        | -        | <b>3</b>      |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Code:</b> UCBMM0641                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Pre-Requisite:</b> Basics of Marketing Management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Description:</b> The course helps the students to know customer better and their buying influences.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Learning Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| 1. Understand concept and nature of consumer behavior study.<br>2. Differentiate between various models of consumer behavior.<br>3. Explain the concepts and significance of social influences on buyers.<br>4. Analyze the role of family life cycle and roles involved in buying.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <table><tr><td rowspan="2">CO</td><td rowspan="2">After the completion of the course the student should be able to</td><td colspan="2">Bloom's Cognitive</td></tr><tr><td>Level</td><td>Descriptor</td></tr><tr><td>CO1</td><td>Explain of the pre and post purchase consumer behavior.</td><td>II</td><td>Understand</td></tr><tr><td>CO2</td><td>Examine different models of consumer behavior.</td><td>IV</td><td>Analyze</td></tr><tr><td>CO3</td><td>Identify the dynamics of human behavior and the basic factors that influence the consumers' decision process.</td><td>III</td><td>Apply</td></tr><tr><td>CO4</td><td>Analyze the influence of Social determinants on consumer behavior</td><td>IV</td><td>Analyze</td></tr></table>                                                                                            |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               | CO | After the completion of the course the student should be able to | Bloom's Cognitive |     | Level | Descriptor | CO1 | Explain of the pre and post purchase consumer behavior. | II  | Understand | CO2  | Examine different models of consumer behavior. | IV   | Analyze | CO3  | Identify the dynamics of human behavior and the basic factors that influence the consumers' decision process. | III | Apply | CO4 | Analyze the influence of Social determinants on consumer behavior | IV | Analyze |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | After the completion of the course the student should be able to                                              | Bloom's Cognitive |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                               | Level             | Descriptor |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Explain of the pre and post purchase consumer behavior.                                                       | II                | Understand |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Examine different models of consumer behavior.                                                                | IV                | Analyze    |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Identify the dynamics of human behavior and the basic factors that influence the consumers' decision process. | III               | Apply      |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Analyze the influence of Social determinants on consumer behavior                                             | IV                | Analyze    |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>CO-PO Mapping:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <table><tr><td>CO</td><td>PO1</td><td>PO2</td><td>PO3</td><td>PO4</td><td>PO5</td><td>PO6</td><td>PO7</td><td>PO8</td><td>PO9</td><td>PO10</td><td>PO11</td><td>PO12</td><td>PSO1</td><td>PSO2</td></tr><tr><td>CO1</td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td></td><td>2</td><td></td><td></td><td>2</td></tr><tr><td>CO2</td><td></td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>2</td><td></td><td></td><td>2</td></tr><tr><td>CO3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>2</td><td></td><td></td><td>2</td></tr><tr><td>CO4</td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td>1</td><td></td><td>2</td></tr></table> |                                                                                                               |                   |            |     |     |     |     |     |     |      |          |          |          |               | CO | PO1                                                              | PO2               | PO3 | PO4   | PO5        | PO6 | PO7                                                     | PO8 | PO9        | PO10 | PO11                                           | PO12 | PSO1    | PSO2 | CO1                                                                                                           |     |       |     |                                                                   |    | 1       |  |  |  |  | 2 |  |  | 2 | CO2 |  | 1 |  |  |  |  |  |  |  |  | 2 |  |  | 2 | CO3 |  |  |  |  |  |  |  |  |  |  | 2 |  |  | 2 | CO4 | 1 |  |  |  |  |  |  | 1 |  |  |  | 1 |  | 2 |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | PO1                                                                                                           | PO2               | PO3        | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11     | PO12     | PSO1     | PSO2          |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               |                   |            |     |     | 1   |     |     |     |      | 2        |          |          | 2             |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               | 1                 |            |     |     |     |     |     |     |      | 2        |          |          | 2             |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                               |                   |            |     |     |     |     |     |     |      | 2        |          |          | 2             |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 1                                                                                                             |                   |            |     |     |     |     | 1   |     |      |          | 1        |          | 2             |    |                                                                  |                   |     |       |            |     |                                                         |     |            |      |                                                |      |         |      |                                                                                                               |     |       |     |                                                                   |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |

**Assessments:****Teacher Assessment:**

Two components of In Semester Evaluation (ISE), One Mid Semester Examination (MSE) and one End Semester Examination (ESE) having 20%, 30% and 50% weights respectively.

| Assessment | Marks |
|------------|-------|
| ISE-1      | 10    |
| MSE        | 30    |
| ISE-2      | 10    |
| ESE        | 50    |

ISE-1 and ISE-2 are based on assignment/declared test/quiz/seminar/Group Discussions etc.

MSE: Assessment is based on 50% of course content (Normally first three modules)

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

**Course Contents:****Unit 1: Introduction to Consumer Behavior:****6 Hours**

Concept, Nature and Need for Studying Consumer Behavior, Consumer Buying Behaviour in Digital Era; Factors Influencing Consumer Behaviour; Consumer Buying Process. Industrial Buying Behaviour – Industrial Buying Process.

**Unit 2: Consumer Modelling:****9 Hours**

General Model of Consumer Behaviour – The Economic Model, Learning Model, Psychoanalytic Model, The Sociological Model; Specific Model of Consumer Behaviour – The Howard Sheath Model, The Nicosia Model, The Engel –Kollat-Blackwell Model.

**Unit 3: Individual Influences on Consumer Behavior-I****6 Hours**

Consumer needs, Motivation; Emotions and Mood, Consumer Involvement; Consumer Learning-Conditioning and Cognitive learning theories; Personality and Self-Concept.

**Unit 4: Individual Influences on Consumer Behavior-II:****7 Hours**

Perception – Perceptual process, Perceptual Distortion and Factors Influencing Perception. Consumer Attitude –Attitude Formation and Change; Consumer Attitude and implications for marketers.

|                                                                                                                                                                                                                                                                                                                                                                                                                            |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Unit 5: Social Influence on Consumer Behaviour-I:</b>                                                                                                                                                                                                                                                                                                                                                                   | <b>9 Hours</b> |
| Consumer groups; Consumer Reference Group; Family - Relevance of the Family for a Marketer, Family and Buying Decision Process, Family Life Cycle and Decision-Making. Diffusion of Innovation and Opinion Leadership                                                                                                                                                                                                      |                |
| <b>Unit 6: Social Influence on Consumer Behaviour-II</b>                                                                                                                                                                                                                                                                                                                                                                   | <b>8 Hours</b> |
| Social class and mobility Culture - The Measurement of Social Class, Relevance of Social Class for a Marketer; Culture – Characteristics, Components; Sub-Culture – Meaning and Types; Cross Culture.                                                                                                                                                                                                                      |                |
| <b>Home Assignment:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |                |
| Case study of survey on Consumer Buying Process or Industrial Buying Process.<br>And Group discussion on changing Family life cycle<br>Presentation on industrial or consumer buying influences and application of models.                                                                                                                                                                                                 |                |
| <b>Textbooks:</b>                                                                                                                                                                                                                                                                                                                                                                                                          |                |
| <ol style="list-style-type: none"> <li>1. Dheeraj Sharma, Jagadish Seth, Banwari Mittal, Consumer Behaviour – A Managerial Perspective, Cengage Learning, 2015.</li> <li>2. Kardes, Cline, Cronley, Consumer Behaviour-Science and Practice, Cengage Learning, 2012.</li> <li>3. Leon G. Schiffman, Leslie Iyer, S. Ramesh Kumar, 10e, Pearson, 2011.</li> </ol>                                                           |                |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                                                         |                |
| <ol style="list-style-type: none"> <li>1. Michael Solomon, Rebekah Russell-Bennett, Josephine Previte, Consumer Behaviour, 3/e, Pearson Higher Education AU, 2012.</li> <li>2. S. Ramesh Kumar, Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context, Pearson Education India, 2009.</li> <li>3. Satish Batra, SHH Kazmi, Consumer Behaviour-Text and Cases, 2e, Excel Books, 2011.</li> </ol> |                |

| <b>Title of the Course:</b> Services Science & Service Operations Management<br><b>Course Code:</b> UCBMM0741                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                            | <b>L</b>          | <b>T</b>   | <b>P</b> | <b>Credit</b> |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                            | <b>3</b>          | -          | -        | <b>3</b>      |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Pre-Requisite:</b> overview of business organizations and their operations and challenges faced by them and Fundamentals of Management, Operations Research.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Description:</b> The course focuses on services offered, its design and quality and operations management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Learning Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <div>1. Understand concepts of services operations models and managerial process and their integration into business activities.</div> <div>2. Take quality feedback of services offered.</div> <div>3. Explain the concepts and ways of forecasting of services.</div> <div>4. Explain Techniques for optimizing vehicle routes. And innovation in retail sector</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <table><tr><th rowspan="2">CO</th><th rowspan="2">After the completion of the course the student should be able to</th><th colspan="2">Bloom's Cognitive</th></tr><tr><th>Level</th><th>Descriptor</th></tr><tr><td>CO1</td><td>Understand concepts and characteristics, nature of Services and distinguish it from Goods.</td><td>II</td><td>Understand</td></tr><tr><td>CO2</td><td>Evaluate them using Service qualities</td><td>V</td><td>Evaluation</td></tr><tr><td>CO3</td><td>Understand how various methods can be used to operate and manage Service businesses.</td><td>II</td><td>Understand</td></tr><tr><td>CO4</td><td>Analyze demand forecasting and optimizing vehicle routes</td><td>IV</td><td>Analyze</td></tr></table>                                                                                              |                                                                                            |                   |            |          |               | CO  | After the completion of the course the student should be able to | Bloom's Cognitive |     | Level | Descriptor | CO1  | Understand concepts and characteristics, nature of Services and distinguish it from Goods. | II   | Understand | CO2  | Evaluate them using Service qualities | V    | Evaluation | CO3  | Understand how various methods can be used to operate and manage Service businesses. | II | Understand | CO4 | Analyze demand forecasting and optimizing vehicle routes | IV | Analyze |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | After the completion of the course the student should be able to                           | Bloom's Cognitive |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                            | Level             | Descriptor |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Understand concepts and characteristics, nature of Services and distinguish it from Goods. | II                | Understand |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Evaluate them using Service qualities                                                      | V                 | Evaluation |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Understand how various methods can be used to operate and manage Service businesses.       | II                | Understand |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Analyze demand forecasting and optimizing vehicle routes                                   | IV                | Analyze    |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <b>CO-PO Mapping:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       |            |      |                                                                                            |      |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| <table><tr><th>CO</th><th>PO1</th><th>PO2</th><th>PO3</th><th>PO4</th><th>PO5</th><th>PO6</th><th>PO7</th><th>PO8</th><th>PO9</th><th>PO10</th><th>PO11</th><th>PO12</th><th>PSO1</th><th>PSO2</th></tr><tr><td>CO1</td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td></td><td>2</td><td></td><td></td><td>2</td></tr><tr><td>CO2</td><td></td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>2</td><td></td><td></td><td>2</td></tr><tr><td>CO3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>2</td><td></td><td></td><td>2</td></tr><tr><td>CO4</td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td>1</td><td></td><td>2</td></tr></table> |                                                                                            |                   |            |          |               | CO  | PO1                                                              | PO2               | PO3 | PO4   | PO5        | PO6  | PO7                                                                                        | PO8  | PO9        | PO10 | PO11                                  | PO12 | PSO1       | PSO2 | CO1                                                                                  |    |            |     |                                                          |    | 1       |  |  |  |  | 2 |  |  | 2 | CO2 |  | 1 |  |  |  |  |  |  |  |  | 2 |  |  | 2 | CO3 |  |  |  |  |  |  |  |  |  |  | 2 |  |  | 2 | CO4 | 1 |  |  |  |  |  |  | 1 |  |  |  | 1 |  | 2 |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | PO1                                                                                        | PO2               | PO3        | PO4      | PO5           | PO6 | PO7                                                              | PO8               | PO9 | PO10  | PO11       | PO12 | PSO1                                                                                       | PSO2 |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                            |                   |            |          |               | 1   |                                                                  |                   |     |       | 2          |      |                                                                                            | 2    |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                            | 1                 |            |          |               |     |                                                                  |                   |     |       | 2          |      |                                                                                            | 2    |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                            |                   |            |          |               |     |                                                                  |                   |     |       | 2          |      |                                                                                            | 2    |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 1                                                                                          |                   |            |          |               |     |                                                                  | 1                 |     |       |            | 1    |                                                                                            | 2    |            |      |                                       |      |            |      |                                                                                      |    |            |     |                                                          |    |         |  |  |  |  |   |  |  |   |     |  |   |  |  |  |  |  |  |  |  |   |  |  |   |     |  |  |  |  |  |  |  |  |  |  |   |  |  |   |     |   |  |  |  |  |  |  |   |  |  |  |   |  |   |

**Assessments:****Teacher Assessment:**

Two components of In Semester Evaluation (ISE), One Mid Semester Examination (MSE) and one End Semester Examination (ESE) having 20%, 30% and 50% weights respectively.

| Assessment | Marks |
|------------|-------|
| ISE-1      | 10    |
| MSE        | 30    |
| ISE-2      | 10    |
| ESE        | 50    |

ISE-1 and ISE-2 are based on assignment/declared test/quiz/seminar/Group Discussions etc.

MSE: Assessment is based on 50% of course content (Normally first three modules)

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

**Course Contents:****Unit 1: Introduction to service operations****7 Hours**

Introduction to service operations, Role of service in economy and society, Introduction to Indian service sector **Nature of Services and Service Encounters:** Differences between services and operations, Service package, characteristics, various frameworks to design service operation system, Kind of service encounter, importance of encounters. **Service-Dominant Logic:** From Goods-Dominant logic to Service-Dominant logic, Value Co-creation.

**Unit 2: Service Strategy and Competitiveness:****12 Hours**

Development of Strategic Service Vision (SSV), Data Envelopment Analysis New Service Development: NSD cycle, Service Blueprinting, Elements of service delivery system, Service Design: Customer Journey and Service Design, Design Thinking methods to aid Service Design, Locating facilities and designing their layout: models of facility locations (Huff's retail model), Role of service-scape in layout design, Service Quality: SERVQUAL, Walk through Audit, Dimensions of Service quality & other quality tools.

**Unit 3: Service Guarantee & Service Recovery:****6 Hours**

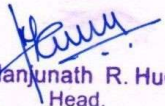
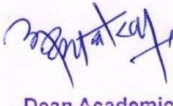
How to provide Service guarantee? How to recover from Service failure?

**Unit 4: Forecasting Demand for Services:****7 Hours**

A review of different types of forecasting methods for demand forecasting. Managing Capacity and Demand: Strategies for matching capacity and demand, Psychology of waiting, Application of various tools used in managing waiting line in services. Managing Facilitating Goods: Review of inventory models, Role of inventory in services



|                                                                                                                                                                                                                                                                                                                                                                                 |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Unit 5: Managing service supply relationship</b>                                                                                                                                                                                                                                                                                                                             | <b>6 Hours</b> |
| Managing service supply relationship: Understanding the supply chain/hub of service, Strategies for managing suppliers of service Vehicle Routing Problem: Managing after sales service, understanding services that involve transportation of people and vehicle, Techniques for optimizing vehicle routes.                                                                    |                |
| <b>Unit 6: Service Innovation</b>                                                                                                                                                                                                                                                                                                                                               | <b>7 Hours</b> |
| Service Innovation: Services Productivity, Need for Services Innovation, New trend in services in retail sector.                                                                                                                                                                                                                                                                |                |
| <b>Home Assignment:</b>                                                                                                                                                                                                                                                                                                                                                         |                |
| <b>Student Project:</b>                                                                                                                                                                                                                                                                                                                                                         |                |
| Option 1: Choose any service organization around and present it from the perspective of: nature of service, classification of service, blueprint or service design analysis, service quality, and any additional perspective you would like to add.                                                                                                                             |                |
| Option 2: Choose any latest research paper in services and explain your understanding and feedback on the same.                                                                                                                                                                                                                                                                 |                |
| <b>Textbooks:</b>                                                                                                                                                                                                                                                                                                                                                               |                |
| 3. Fitzsimmons & Fitzsimmons, Service Management: Operations, Strategy, Information Technology, McGraw Hill publications (7th edition).<br>4. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2012). <i>Services marketing: Integrating customer focus across the firm</i> . McGraw Hill.                                                                         |                |
| <b>References:</b>                                                                                                                                                                                                                                                                                                                                                              |                |
| 3. Lovelock, C. (2011). <i>Services Marketing, 7/e</i> . Pearson Education India<br>4. Reason, Ben, and Lovlie, Lavrans, (2016) Service Design for Business: A Practical Guide to Optimizing the Customer Experience, Pan Macmillan India,<br>5. Chesbrough, H. (2010). Open services innovation: Rethinking your business to grow and compete in a new era. John Wiley & Sons. |                |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Dr. Manjunath R. Hudagi</b><br>Head,<br>Department of Computer Science & Business Systems<br>KIT's College of Engg. (Autonomous)<br>Kolhapur | <br><b>Dean Academics</b><br>Kolhapur Institute of Technology's<br>College of Engineering (Autonomous),<br>Kolhapur | <br><b>Dean, Examinations &amp; Evaluation</b><br>Kolhapur Institute of Technology's<br>College of Engineering (Autonomous)<br>Kolhapur - 416 234 |
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