



# SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute

Approved by A.I.C.T.E. Certified under ISO 9001:2015

**Dr. B. H. Nanwani**  
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade

**Institute Codes:** SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

## INDEX CRITERION – I

<b>KEY INDICATOR</b>	<b>1.2 Academic Flexibility</b>
<b>METRIC NO.</b>	<b>1.2.1: Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc.</b>

### Index

Sr.No.	Particulars	Page No
1.	Institutional programme brochure/notice for Certificate/Value added programs with course modules and outcomes	
	Academic Year: 2018-2019	02-21

**List of Certificate Courses Conducted**

**Academic Year: 2018-2019**

<b>Sr. No.</b>	<b>Title of the Certificate Course</b>
<b>A.</b>	<b>Courses Conducted with Knowledge Partners</b>
1	Edubridge Certified Industry Professional Programme-SKP-Accounts Executive -(Edu Bridge)
2	Image consultancy - Level-I (Image Consultancy)
3	HR Training (Pace Career Academy)
<b>B.</b>	<b>MOOCs - SWAYAM</b>
4	Financial Statement Analysis and Reporting - (NPTEL)
5	Financial Institutions and Markets - (NPTEL)
6	Human Behavior - (NPTEL)
7	Sales and Distribution Management - (NPTEL)
8	Introduction to Marketing Essentials - (NPTEL)
9	Better Spoken English - (NPTEL)

# Notices and Course Modules with Course Outcomes

## A. Courses Conducted with Knowledge Partners

### 1. Edubridge Certified Industry Professional Programme-SKP-Accounts Executive -(Edu Bridge)

#### a. Notice

18-13



**SVIMS**  
Sadhu Vaswani Institute  
of Management Studies  
PUNE

**Dr. B. H. Nanwani**  
Director

### SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

6, Koregaon Road, Pune - 411001. Ph. 020-26054471-91 Fax: 020-26054481  
Approved by A.I.C.T.E. (Unaided- Private), Affiliated to S. P. Pune University  
Website: [www.svims-pune.edu.in](http://www.svims-pune.edu.in) Email: [director@svims-pune.edu.in](mailto:director@svims-pune.edu.in)  
Certified by ISO 9001:2015, SPPU Code: IMMPO16030 D.T.E. Institute Code: 6614

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**Notice**

**Certificate Course Announcement**

16<sup>th</sup> August 2018

The Institute is offering a Certificate Course titled, Edubridge Certified Industry Professional Programme-SKP-Accounts Executive

Details:  
**Course Duration:** 30 Hours  
**Fees:** Free  
**Important Dates:**  
Registration for the Course: 16-08-2018 to 25-08-2018  
Course Commencement: 19-09-2018  
**Minimum Attendance:** 75%  
**Expert:** Ms. Urvasi Khelani, Trainer Edubridge Certified Industry Professional Programme  
**Course Coordinator:** Ms. Bindiya Rangwani  
**Please Note:**

1. This course is available for MBA-Part I & II students.
2. Certificates will be issued only upon fulfilment of attendance norms and success in assessments.



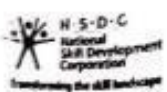


Ms. Vaishali Patil  
(Certificate Courses Coordinator)





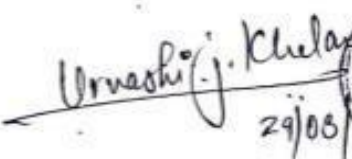
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6, KOREGAON ROAD, PUNE-411 001

## b. Course Module




### Table of Content

- Business Process Outsourcing
- Know your role in Accounting
- Introduction to Accounting
- Fundamental Concepts of Accounting
- Introduction to an Accounting Equation
- Book Keeping/ Record Keeping in Accounts
- Understanding, Recording and Analyzing Transaction
- Adjusting Entries
- Month End Closing Process
- Source Documents
- Understanding Cash Book
- Accounts Receivables
- Accounts Payable
- Expense Management Process
- Payroll Processing
- Taxation
- Foreign Exchange Basics



29/08/19



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Accounts ExecutiveParticipants GuideBy EduBridge Learning Pvt LtdPage 3

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1. Students will learn to

- Prepare Bills receivables and bills payable statements. Prepare a cash book and payroll processing.
- File taxation returns
- Understand the foreign exchange transactions.

**c. Outcome of the Course**

- Employability Skill Enhancement

## Certificate Course : 2. Image consultancy - Level-I (Image Consultancy)

### a. Notice



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### Notice

#### Certificate Course Announcement


2<sup>nd</sup> January 2019

The Institute is offering a Certificate Course titled, Image Consultancy - Level-I

**Details:**  
**Course Duration:** 30 Hours  
**Fees:** Rs.1000/-  
**Important Dates:**  
Registration for the Course: 2<sup>nd</sup> January 2019 to 15<sup>th</sup> January 2019  
Course Commencement: 22<sup>nd</sup> January 2019  
**Minimum Attendance:** 75%  
**Expert:** Ms. Mihika Bhanot, C.E.O. (Image Consultancy)  
**Course Coordinator:** Ms. Bindiya Rangwani

**Please Note:**

1. This course is available for MBA-Part I & II students.
2. Certificates will be issued only upon fulfilment of attendance norms and success in assessments.



Ms. Vaishali Patil  
(Certificate Courses Coordinator)



Dr. B.H. Nanwani  
Director  
**DR. B. H. NANWANI**  
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## b. Course Module

# Course Modules

The following table represents a customised module created specially for the students of Sadhu Vaswani Institute of Management Studies exclusively for the Certificate Course In Image Management conducted by Mihika Bhanot-

Sr. No.	Topic	Learning Outcomes	Duration
1	Introduction to Image Management	Importance of Appearance Management, Scope, Objectives and Relevance – form he layout of the first session for our pilot batch. This is done in order to bridge the gap between what our students are expecting and how we can be a part of their journey of success.	2 hours
2	Be Occasion wise	Through the International Style Scale we will take the participants through the various levels of dressing to keep them informed about how to dress appropriately for an occasion.	2 hours
3	Dressing (Western)	This module discusses what appropriate dressing style for corporate, social and personal really means – quite literally as we do multiple practical demonstrations to explain the same. What is formal? what is semi-formal? What is casual? What is semi-casual? ... are answers address here.	2 hours
4	Dressing (Indian)	The different kinds of body shapes and the adequate dressing for each keeping Indian clothing in mind will be demonstrated to give the participants knowledge about what it communicates and how effectively it will work for them.	2 hours
5	Personal Colours	Here, in this module, we cover in detail the colour theory and hierarchy. How our personal colour preferences are complimenting are colours and whether or not should they be using it to complete the look will be the core subject of this session.	2 hours
6	Clustering of clothes	The sense of clubbing clothing items to form a different outfit everyday is a skill people wished they knew, little did they know it's actually possible with implementations of the techniques to master it and this is exactly what this module consists of.	2 hours
7	Body Language	The diverse multicultural behaviour, understanding the visual non-verbal communications of people and projecting the right image through appropriate body language is the core module of this session that will help the participants make wise decisions as per the impressions people form on them.	2 hours
8	Presentation Skills	Email writing, sending out formal invitations, strategic social media posting keeping "business rules" in mind, being appropriate and professional are some of the topics that will be covered in this extensive session of effective presentation skills.	2 hours





9	Corporate Etiquette	To sustain in business world one has to have the right attitude toward the working environment and keep positive relations with their colleagues, this can be done with appropriate corporate etiquettes that will be taught in his session.	2 hours
10	Interview Skills	What to say during an interview, how much to say, when to say, what can you ask in an interview – are the core topics of this session that will be highly interactive with an intension to help the participants nail the interview and create the right first impressions on their employers.	2 hours
11	Dining Etiquette	Most people usually avoid meeting at meals as they sometimes get a little embarrassed about their eating etiquettes and may miss out on some great opportunities while doing so. This module covers the opportunities they can grab while flaunting their polished dining etiquettes by various practical exercises that will be included in this session.	2 hours
12	Corporate Makeup	The appropriate amount of make – up required for a corporate setting v/s casual, the right products to choose for your skin type, usage of the complementing colours on your faceshape and personal colours are some of topics included in this session. There will even be a practical session representing the tools shared.	2 hours
13	Q & A session	A live Question and Answer session to solve queries and help learners get the right direction to the answers they seek while in the challenges they face with respect to their image, portrayal, behaviour and management of one's life. This session revolves around how can one stay positive, build their confidence and self esteem.	2 hours
14	Examination	A 100 mark test based on all the skills learnt in order to promise implementation will be based on extensive parameters that define the quality of information understood by the learners.	2 hours
15	Closing	How to be happy – The H2O of Business This session involves interactive exercises and management games that would help break the monotony of the systematic flow of the session to keep the learning as practical as possible and engage the learners productively. All the activities conducted will have a learning and growth oriented intension. This recap/ review of the trainings will nurture the smooth flow of information and will also help attract them to advanced cources in the future.	2 hours



## Please Note

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- The duration of this course is 30 hours
- Every participant will be getting a Certificate for the same – provided he/she has attended at least 26 hours of this course
- Stationary that the trainer requires will be arranged by the Sadhu Vaswani Institute of Management Studies.
- No student can leave the session in the middle, as he/she will be marked absent for the day.
- This course will be conducted over a period of 15 days (dates to be scheduled)
- Investment per student is Rupees 1000



Students will learn to:


- Apply proper dressing sense according to the occasion.
- Prepare a proper presentation.
- Apply appropriate corporate Etiquette.
- Attend interviews appropriately.
- Apply Dining Etiquette

### c. Outcome of the Course

- Employability Skill Enhancement

Certificate Course: 3.HR Training -Recruitment /Payroll Processing /Statutory -(Pace Career Academy)

a. Notice

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**Dr. B. H. Nanwani**  
Director

**Notice**

**Certificate Course Announcement**

4<sup>th</sup> January 2019

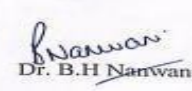
The Institute is offering a Certificate Course titled, HR Training -Recruitment /Payroll Processing /Statutory -(Pace Career Academy)


**Details:**  
**Course Duration:** 30 Hours  
**Fees:** Rs.4000  
**Important Dates:**  
Registration for the Course: 4<sup>th</sup> January 2019 to 10<sup>th</sup> January 2019  
Course Commencement: 21<sup>st</sup> January 2019  
**Minimum Attendance:** 75%  
**Expert:** Mr. Umesh Nesari, Trainer (Pace Career Academy)  
**Course Coordinator:** Ms. Supriya Bhagat

**Please Note:**


1. This course is available for MBA-Part I & II students.
2. Certificates will be issued only upon fulfilment of attendance norms and success in assessments.


Ms. Vaishali Patil  
(Certificate Courses Coordinator)

  
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## b. Course Modules

SYLLABUS FOR CERTIFICATE COURSE IN HRM		
 <b>Pace Career Academy</b> <small>(A Division of PHRI Pvt. Ltd)</small> <b>ISO 9001:2008 COMPANY</b>		
<b>LABOUR LAWS</b>		<b>Trainer - Mr.B K Inamdar</b>
		<b>- 11Hrs</b>
Main Topics	Sub Topics	What will be covered in sub topics
<b>LABOUR LAWS</b>		Organization eligibility, contributions, ceiling point, distribution of pf, different accounts, monthly and yearly responsibilities
		<b>Employee state Insurance Act 1948</b>
		Organization eligibility, employee eligibility, contributions, Cycles, monthly and yearly responsibilities & benefits
		<b>Professional Tax Act 1975</b>
		Organization applicability, structures, monthly and yearly responsibilities
		<b>Gratuity Act 1972</b>
		Organization applicability, 2 different sums, tax benefit
		<b>Labor Welfare Fund Act</b>
		Why and responsibilities
		<b>Minimum Wage Act 1948</b>
		Various wage limits and skilled, semi-skilled etc.
		<b>Factory Licence</b>
	Maintenance of Registers, Accidental Register, Licencing forms, submission procedure	
	<b>Bombay Shop &amp; Establishment Act</b>	
	Procedure to get License, documents required, penalties, employee base, renewal	
	<b>Bonus Act</b>	
	Applicability to organization, rules and regulations, forms, limits, governing authority	
	<b>Contract Labor Act</b>	
	Forms, licensing procedure, forms, third party, checking authenticity, aligning with compliances	



1. Students will learn to

- Apply practical skills related to Recruitment and payroll
- Apply practical aspects of the Labour Law Acts

**c. Outcome of the Course:** Employability Skill Enhancement


## B. MOOCS-SWAYAM

The details of the following courses are available on the link.

URL: <https://onlinecourses.nptel.ac.in/>

4. Financial Statement Analysis and Reporting - (NPTEL)
5. Financial Institutions and Markets - (NPTEL)
6. Human Behavior - (NPTEL)
7. Sales and Distribution Management - (NPTEL)
9. Better Spoken English - (NPTEL)

### a. Notice



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### Notice


**Certificate Course Announcement**

15<sup>th</sup> December 2018

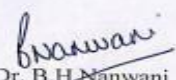
This is to inform MBA Part I and II students that considering the MBA syllabus, the institute has selected the following NPTEL courses. Interested students can visit the NPTEL website and register for the same.

1. Financial Statement Analysis and Reporting
2. Financial Institutions and Markets
3. Human Behavior
4. Sales and Distribution Management
5. Better Spoken English


The above courses will be starting in January 2019



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## 4. Financial Statement Analysis and Reporting - (NPTEL)

### b. Course Module



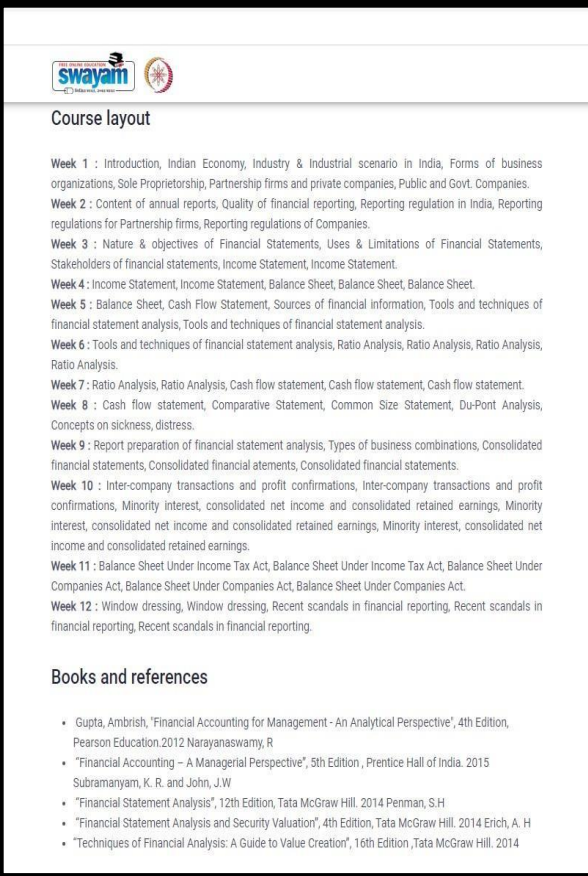
**Financial Statement Analysis and Reporting**  
By Prof. Anil K. Sharma | IIT Roorkee  
Learners enrolled: 3344

**Financial Statements Analysis & Reporting**  
Financial Statement Analysis and Reporting  
Prof. A. K. Sharma  
Department of Management Studies  
Indian Institute of Technology Roorkee

**About the course:**  
Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.

**INTENDED AUDIENCE :** It is an elective course for UG/PG. Anyone interested in Financial Analysis.

**INDUSTRY SUPPORT :** All industries/companies



**Course layout**

**Week 1 :** Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies.  
**Week 2 :** Content of annual reports, Quality of financial reporting, Reporting regulation in India, Reporting regulations for Partnership firms, Reporting regulations of Companies.  
**Week 3 :** Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement, Income Statement.  
**Week 4 :** Income Statement, Income Statement, Balance Sheet, Balance Sheet, Balance Sheet.  
**Week 5 :** Balance Sheet, Cash Flow Statement, Sources of financial information, Tools and techniques of financial statement analysis, Tools and techniques of financial statement analysis.  
**Week 6 :** Tools and techniques of financial statement analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis.  
**Week 7 :** Ratio Analysis, Ratio Analysis, Cash flow statement, Cash flow statement, Cash flow statement.  
**Week 8 :** Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress.  
**Week 9 :** Report preparation of financial statement analysis, Types of business combinations, Consolidated financial statements, Consolidated financial statements, Consolidated financial statements.  
**Week 10 :** Inter-company transactions and profit confirmations, Inter-company transactions and profit confirmations, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings.  
**Week 11 :** Balance Sheet Under Income Tax Act, Balance Sheet Under Income Tax Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act.  
**Week 12 :** Window dressing, Window dressing, Recent scandals in financial reporting, Recent scandals in financial reporting, Recent scandals in financial reporting.

**Books and references**

- Gupta, Ambrish, 'Financial Accounting for Management - An Analytical Perspective', 4th Edition, Pearson Education 2012 Narayanaswamy, R
- 'Financial Accounting – A Managerial Perspective', 5th Edition, Prentice Hall of India. 2015 Subramanyam, K. R. and John, J.W
- 'Financial Statement Analysis', 12th Edition, Tata McGraw Hill. 2014 Penman, S.H
- 'Financial Statement Analysis and Security Valuation', 4th Edition, Tata McGraw Hill. 2014 Erich, A. H
- 'Techniques of Financial Analysis: A Guide to Value Creation', 16th Edition, Tata McGraw Hill. 2014

### c. Outcome of the Course

- Employability Skill Enhancement

## 5. Financial Institutions and Markets - (NPTEL)

### b. Course Module



This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development. Various conceptual issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds are discussed elaborately. It also describes the importance of small savings, provident funds, pension funds and credit rating agencies. The course provides a comprehensive overview and systematic evaluation of the mainstream markets of various financial instruments such as call money, bond, stock, derivatives and exchange rate.

#### Course layout

**Week 1 :** Introduction to Financial System and Economic Development  
Indicators of Financial Development

**Week 2 :** Concepts Related to Financial Markets and Institutions

- Concept of Risk
- Concept and types of return and yield
- Asset Pricing Models
- Valuation of Assets

**Week 3 :** Theories of Level and Structure of Interest Rates

**Week 4 :** Financial Regulations and Regulatory Institutions in India  
(RBI, SEBI, IRDA, PFRDA)

Operating Procedures of Monetary Policy

Corporate Governance and SEBI

**Week 5 :** Commercial Banking

- Role of Banks
- Banks' Financial Statement
- Banks' Computation
- International Banking
- NPA
- Risk Management in Banking

**Week 6 :** Other Important Financial Institutions – I  
(Provident Fund, Pension Fund, Insurance Companies)

**Week 7 :** Other Important Financial Institutions – II

(Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds)

**Week 8 :** Money Markets in India

(Call Money Market, Treasury Bill, Commercial Paper, Certificate of Deposit)

**Week 9 :** Bond Market

- Bond Features
- Bond Price Volatility
- Government Security Market
- Corporate Bond Market
- Public Sector Undertaking Bonds

**Week 10 :** Classification of Stock Market and Securities

- IPO
- Stock Exchanges
- Stock Market Indices
- Market Micro-Structure in Stock Market

**Week 11 :** Derivatives Market

- Types of Derivatives
- Important Concepts used in Derivatives Market
- Pricing of Futures, Options and Swaps

**Week 12 :** Foreign Exchange Market

- Foreign Exchange Market Structure
- Risk Management in Foreign Exchange Market
- Exchange Rate Determination
- Foreign Capital – FDI & FII
- Central Bank Intervention in Foreign Exchange Market

## **Books and references**

- (1) Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India
- (2) Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education
- (3) Financial Institutions & Markets by Jeff Madura, 10 edition Cengage
- (4) Bond Evaluation, Selection and Management by R. Stafford Johnson, 2nd Edition, John Wiley & Sons, Inc. Hoboken, New Jersey
- (5) Analysis of Investments and Management of Portfolios by Frank Reilly and Keith Brown, 10th Edition, Cengage Publication.


### **c. Outcome of the Course**

- Employability Skill Enhancement



## 6. Human Behavior - (NPTEL)


### b. Course Module

<p><b>Human Behaviour</b> By Prof. Naveen Kashyap   IIT Guwahati</p> <p>Learners enrolled: 6936</p>  <p>We as intelligent beings have always wondered why we do what we do. The most interesting knowledge that humans beings would kill to possess would be the knowledge to control other people. The basic premise of being human is individual difference (we are all different). One science that helps people in understanding other people and scientifically predicting their actions is the science of psychology. In the present course, I will make an attempt to simplify the science of human behavior.</p>	<h3>Course layout</h3> <ul style="list-style-type: none"><li>Week 1 : Introduction to the science of human behavior</li><li>Week 2 : Sensation &amp; Perception-I</li><li>Week 3 : Perception-II, Learning</li><li>Week 4 : Memory and Language-I</li><li>Week 5 : Language-II and Emotion</li><li>Week 6 : Intelligence</li><li>Week 7 : Personality</li><li>Week 8 : Social influence and cognition</li></ul> <h3>Books and references</h3> <ol style="list-style-type: none"><li>1. Attkinson and Hillgard, Psychology: An introduction, Cengage Press</li><li>2. Cacioppo, J, Discovering Psychology, Cengage Learning</li><li>3. Baron, R, Psychology, Pearson Press.</li></ol>
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### c. Outcome of the Course: Employability Skill Enhancement

## 7. Sales and Distribution Management - (NPTEL)

### b. Course Module


<p><b>Sales and Distribution Management</b> By Prof. Sangeeta Sahney   IIT Kharagpur Learners enrolled: 4252</p>  <p>The course investigates factors influencing the optimal design and management of distribution channels with particular emphasis on sales force management and channel designs for improving efficiency. The objective of the Course is to provide an understanding of Sales Management, with particular emphasis on sales force management</p>	<h3>Course layout</h3> <p>Week 1 : Introduction to Sales Management Week 2 : Determining Sales related Marketing Policies-Sales Organization; Sales Department Relations Week 3 : Sales Organization; Sales Department Relations Planning, Sales Forecasting and Budgeting Week 4 : Buyer-Seller Dyads Diversity of Personal-selling Situations Theories of Selling Week 5 : The Selling Process-Sales Force Management Week 6 : Sales Force Management Week 7 : Management of Sales Territory &amp; Management of Sales Quota Week 8 : The Sales Budget, Sales Control-Distribution Channel Management</p> <h3>Books and references</h3> <p>Text Books / Basic Material • Sales Management: Decisions, Strategies and Cases, Still, Cundiff &amp; Govoni, Pearson Education.</p>
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### c. Outcome of the Course

- Employability Skill Enhancement

## 8. Introduction to Marketing Essentials - (NPTEL)

### a. Notice



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**Dr. B. H. Nanwani**  
Director

### Notice


#### Certificate Course Announcement

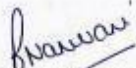
16<sup>th</sup> June 2019


This is to inform MBA Part I and II students that considering the MBA syllabus, the institute has selected the following NPTEL course. Interested students can visit the NPTEL website and register for the same.

1. Introduction to Marketing Essentials

The above course will be starting in July 2019

  
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(Certificate Courses Coordinator)

  
Dr. B.H. Nanwani  
Director  
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## 9. Better Spoken English - (NPTEL)

### b. Course Module

 <p><b>Introduction to Marketing Essentials</b> By Prof. Zillur Rahman   IIT Roorkee Learners enrolled: 2532</p> <p>Introduction To Marketing Essentials</p> <p><b>Introduction To Marketing Essentials</b></p> <p><b>Prof. Zillur Rahman</b> Department of Management Studies Indian Institute of Technology Roorkee</p>	<p>The world of marketing is changing every day, and in order for students to have a competitive edge, they need to be well versed in today's marketing theory and practices. This course provides a comprehensive review and analysis of marketing issues, practices, and strategies. I have tried to use an active - learning approach that involves students in this course by combining facts, figures, information and photos in an engaging and experiential fashion. We have incorporate examples of companies, products and services that students recognize and may have purchased as consumers. I hope that you will find this course a useful companion in your exploration of the knowledge, skills, and tools of the marketing discipline.</p>
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## Course layout

**Week 1:** Creating Customer Relationships and Value Through Marketing, Developing successful Marketing and Organizational Strategies, Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility

**Week 2:** Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility (Contd.), Understanding Consumer Behavior, Understanding Organizations as Customers

**Week 3:** Understanding Organizations as Customers (Contd.), Understanding and Reaching Global Consumers and Markets, Marketing Research: From Customer Insights to Actions

**Week 4:** Market Segmentation, Targeting, and Positioning, Developing New Products and Services

**Week 5:** Developing New Products and Services (Contd.), Managing Successful Products, Services, and Brands, Pricing Products and Services

**Week 6:** Pricing Products and Services (Contd.), Managing Marketing Channels and Supply Chains, Retailing and Wholesaling

**Week 7:** Integrated Marketing Communications and Direct Marketing, Advertising, Sales Promotion, and Public Relations, Using Social Media to Connect with Consumers

**Week 8:** Using Social Media to Connect with Consumers (Contd.), Personal Selling and Sales Management, Implementing Interactive and Multichannel Marketing

## Books and references

- 1) Marketing The Core by Kerin, Hartley, Rudely, Mc Graw – Hill Publication
- 2) Marketing Management by Kotler, Keller Pearson Publication
- 3) Marketing An Introduction by Armstrong Kotler, Pearson Publication
- 4) Principles of Contemporary Marketing by Kurtz, Boone Cengage Learning

### c. Outcome of the Course

- Employability Skill Enhancement