

## Curricula and Syllabi of Ph. D. (ABM)

COURSE CODE	COURSE TITLE	CREDITS
ABM 601	ADVANCES IN RURAL MARKETING	2+0
ABM 602	ADVANCES IN FOOD RETAIL MANAGEMENT	1+1
* ABM 603	ADVANCE HUMAN RESOURCE MANAGEMENT	2+0
* ABM 604	ADVANCED ORGANISATIONAL BEHAVIOUR	2+0
* ABM 605	AGRICULTURAL FINANCE	2+1
* ABM 606	AGRICULTURAL PRODUCE MARKETING	2+0
ABM 607	ENTREPRENEURSHIP & CORPORATE GOVERNANCE	2+0
ABM 608	INTEGRATED MARKETING COMMUNICATION	1+1
* ABM 609	ADVANCES IN RESEARCH METHODS	2+1
ABM 691	DOCTORAL SEMINAR I	1+0
ABM 692	DOCTORAL SEMINAR II	1+0
ABM 699	DOCTORAL RESEARCH	45

\* Core courses for doctorate program

### Distribution of courses

Particular	Credit Hours
Core Courses	15
Minor	08
Supporting	05
Seminar	2
Research	45
Total	75
Compulsory Non Credit courses*	4

\*If not undertaken at Master Level

**Course Objective**

To objective of this course is to develop understanding regarding issues in rural markets like marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.

**Course Outline****Unit I**

Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.

**Unit II**

Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

**Unit III**

Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural v/s urban markets, customer relationship management, rural market research.

**Unit IV**

Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing, pricing policy and pricing strategy, distribution strategy.

**Unit V**

Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

**References:**

Krishnamacharyulu C. and Ramakrishan L., 2002. *Rural Marketing*. Pearson Edu.

Ramaswamy V.S. and Nanakumari S., 2006. *Marketing Management*, 3<sup>rd</sup> Ed., MacMillan Publ.

Singh A.K. and Pandey S., 2005. *Rural Marketing*, New Age.

Singh Sukhpal., 2004. *Rural Marketing*., Vikas Publ. House.

**ABM 602: ADVANCES IN FOOD RETAIL MANAGEMENT****Course Objective**

The objective of this course is to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

**Course Outline****Unit I**

Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

**Unit II**

Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.

### **Unit III**

4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.

### **Unit IV**

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.

### **Unit V**

Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

### **Practical**

Study on types of retailers/ multi channel retailing. Visit to traditional wholesale and retail stores. Study the nature, characteristics and management of food stores. Store layout, design, location and visual merchandising, retail institutions by ownership and franchise, retailing formats-case studies. Practical exercises in merchandise management in retail stores, case studies on marketing mix of retail stores and developing merchandise plans, case studies on inventory management in retail stores. Case studies on logistics management in retailing, (visit to retail stores). Visit to organized retail-stores to study retail administration (human resource management). Study on promotion mix of retail stores and sales management (visit to retail study), case studies on financial management in retail stores. Study on fresh food retail logistics. Study on the inventory control of Fast Moving Consumer Goods, practical exercises in customer relationship and customer service management in retail stores-case studies. Exercises on case studies retailing evaluation, monitoring and control in food retailing. Case studies in e-retailing-nature, scope and market potential.

### **References:**

Berman & Evans., 2008. *Retail Management: A Strategic Approach*. 10th Ed., Prentice Hall of India.

Cox, 2006. *Retailing: An Introduction*. 5<sup>th</sup> Ed. Pearson Education.

Levy M. & Weitz B.W., 2004. *Retailing Management*. 5<sup>th</sup> Ed., McGraw Hill.

## **ABM 603: ADVANCE HUMAN RESOURCE MANAGEMENT**

**2+0**

### **Course Objective**

The objective of this course is to assist students in understanding the new development in HRM, scope of advance HRM and some issues of modern HRM.

### **Course Outline**

#### **Unit I**

#### **New Development in HRM:**

HR Audit, HR Ethics, HR Accounting, Human Resource Record, HRM Research and HRIS (Human Resource Information System).

## **Unit II**

### **Job Design and job Satisfaction:**

Understanding Concepts of job, Methods of collecting job data, job description job specification, job design, factors affecting job design, and job as a source of motivation and satisfaction.

## **Unit III**

**Moral building:** Concept of employee morale, elements of employee morale, moral building as the key to employee maintenance and staff stability, factors and moral building efforts key aspects of employee discipline, employee welfare, and employee health and safety.

## **Unit IV**

**Some Issues in Modern HRM Practices (key aspects only):** Employee participation and employee empowerment, e-learning and e-training, quality of work life and work life balance, challenges of Human Resource Management and International Human Resource Management.

## **Unit V**

**Case Studies** – Four cases relating to HRM areas of should be discussed.

## **References:**

Memoria C. B., 2012. *Personnel Management*, 13<sup>th</sup> Ed., Himalaya Publication, Bombay, India

Rudani R. B., 2013. *Principles of Management*, McGraw-Hill India Private Limited, New Delhi.

Ashwathappa K., 2005. *Human Resources and Personnel Management*, McGraw Hill, India Private Limited

## **ABM 604: ADVANCED ORGANISATIONAL BEHAVIOUR**

**2+0**

### **Course Objective**

The objective of this course is to assist students in understanding the leadership and motivational theories, important issues in organisational behaviour, the positive behaviour and issues in organisational behaviour.

### **Course Outline**

#### **Unit I**

#### **Leadership and Motivation Theories and practices:**

**Leadership Theories:** Leadership as a powerful factor affecting Organizational behaviour, charismatic leadership, followership leadership, transformational leadership. **Motivation**

**Theories:** Motivation as a key factor to influence employee behaviour, financial and non-financial incentives, Adam's Equity Theory, McClelland's Achievement theory of motivation, Porter-Lawler Model of Work Motivation.

#### **Unit II**

**Important Issues in Organizational Behaviour:** Sexual harassment, Gender Equality at Work places, Behavioral ethics, Power and Organizational Politics, Role of Ego states and Self Analysis (including Johari Window).

#### **Unit III**

**Positive organizational behaviour – POB: Concept** of POB, components of POB – optimism, hope, happiness, self-efficacy, emotional intelligence, and resiliency.

**Organisation Culture and Climate:** Concept of organisation culture and climate, creating positive organisation culture, changing organisation culture **Modern organizational designs:** Free-form organisation, Horizontal Organisation, Network organisation, virtual organisation, concept of virtual office.

#### **Unit IV**

**Case Studies:** Analysis of cases relating to any major areas of OB

#### **References:**

Luthans, Fred A., 2007. *Organizational Behaviour*, Pearson Publication, New Delhi.

Rudani, R. B., 2011. *Management and Organizational Behaviour*, Tata McGraw-Hill Education Pvt. Ltd., New Delhi.

Newstrom. J, Davis. K, (1998). *Organizational Behavior –Human Behavior at Work.*, 10<sup>th</sup> ed. Tata McGraw-Hill Education Pvt. Ltd., New Delhi.

Robbins, S. P., Judge, T. A., and Vohra, N. (2011). *Organizational Behavior*. Pearson Education, New Delhi.

### **ABM 605: AGRICULTURAL FINANCE**

**2+1**

#### **Course objective**

The objective of this course is to make students understand Indian financial system of banking in India with special emphasis on agriculture. Various schemes, processes, problems, reforms and future perspective will be reviewed in the agricultural loaning. As a whole the course will help the students in understanding the environment as a whole.

#### **Course Outline**

##### **Unit I**

Institutional architecture and policy setting : A review of the architecture and significant policy interventions from the supply side; State of the sector; National Level Institutions, their presence, evolution, and changing roles; Evolution of policy and performance of Commercial Banks, Regional Rural Banks and Local Area Banks; Understanding Co-operatives; success and failure of cooperatives, review of legal architecture and reform processes; Regional disparities in access to Financial Services.

##### **Unit II**

Components of Financial Sector for Agriculture : Economics of Agriculture and the Role of Financial Services; Understanding Distress; Outcome of Distress; Understanding Policy responses to distress; The politics of Loan Waivers; Impact of term finance on capital formation.

##### **Unit III**

Components of Rural Financial Sector: The demand side of financial services; Other financial services; insurance, social security and pensions; Other financial services: bridging the rural urban divide - understanding migration and remittances.

##### **Unit IV**

Financial Inclusion: Introduction and justification of Microfinance: The concept of Trust, Social Collateral, and transaction costs; various models of micro finance; exploring the various models of micro.

##### **Unit V**

The role of self-help promotion and facilitation institutions: Mainstream Banking and micro Finance - financial Inclusion: The role of State, Regulatory Issues; Review, Feedback and any other outstanding issues.

### **Practical**

Study of Indian banking system. Case study of banking, understanding banking structure, case study for rural finance. Microfinance and its application in rural areas. Working of SHGs and measuring their performance, application of finance management in agriculture and allied sectors. Feasibility of agriculture loaning and its future perspective.

### **References:**

- Jain, S. C., 2007. Management in Agriculture Finance, Vora & Co. Publishers Pvt. Ltd.  
Jugale, V. B., 1991. Theories of Agricultural Finance, Atlantic Publishers and Distributors, New Delhi.  
Prabhakar, K., Rajkumar. 2008. Agricultural Finance in India: The role of NABARD., New Century Publication, New Delhi.

## **ABM 606: AGRICULTURAL PRODUCE MARKETING**

**2+0**

### **Course Objective**

Agricultural output market now is not limited from farm to regulated mandies. There have been vast changes in value addition and marketing. As now market is open, there is large impact on prices and import and export scenario of agri products. Contract farming and direct procurement for processing and retailing has changed the choices of farmers for enterprises. Government's efforts and also the private partnership in developing infrastructure in marketing of agricultural output is bringing changes in agri output marketing.

### **Course Outline**

#### **Unit I**

Understanding the agri-output marketing environment, Organisations related to agri-output marketing, Legal Framework related to agri-output and subsidies, Value addition at different stages and processing.

#### **Unit II**

Consumer behavior, Market Segmentation, Product Management.

#### **Unit III**

Pricing Decisions, Sales promotion including marketing communication, various formats of retailing, Brand Management.

#### **Unit IV**

Marketing Channels for different agri-outputs, Logistics and Supply Chain Management.

#### **Unit V**

Market research, Market finance, WTO and its impact on agri-output marketing.

#### **Unit VI**

Project

### **References:**

- Acharya, S.S. and Agarwal, N. L. 2004. Agricultural Marketing in India. 4<sup>th</sup> Ed. Oxford & IBH.

- Kohls, R.L. and Uhj, J.N. 2005. Marketing of Agricultural Products. 9<sup>th</sup> Ed. Prentice Hall.
- Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.
- Krishnamacharyulu, C. and Ramakrishan, L. 2002. Rural Marketing. Pearson Edu.
- Ramaswamy, V.S. and Nanakumari, S. 2002. Marketing Management. 2<sup>nd</sup> Ed. Mac Millan India.
- Broadway, A.C. and Broadway, A. A. 2003. A Text Book of Agri-Business Management. Kalyani.
- Singh, A.K. and Pandey, S. 2005. Rural Marketing. New Age Publishers, New Delhi.
- Singh, S. 2004. Rural Marketing- Focus on Agricultural Inputs. Vikas Publ. House.

## **ABM 607: ENTREPRENEURSHIP & CORPORATE GOVERNANCE** **2+0**

### **Course Objective**

The course aims to make students understand the nature of entrepreneurship, and acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business. Objective is also to enlighten them with the importance of Corporate Good Governance and Business Ethics.

### **Course Outline**

#### **Unit I**

Nature of Entrepreneurship: Concepts, scenario in India and abroad, entrepreneurship process, factors impacting emergence of entrepreneurship, Risk Reduction strategies.

#### **Unit II**

Starting the venture: Sources and methods of generating new ideas, SWOT Analysis, environmental scanning; feasibility study; drawing business plan; preparing project report; presenting business plan to investors.

#### **Unit III**

Functional plans: marketing plan, organizational plan, financial plan, contingency planning

#### **Unit IV**

Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs, Government Grants and Subsidies, Entrepreneurship Promotion Scheme; legal issues - intellectual property rights.

#### **Unit V**

Introduction to Business Ethics: Necessity for Business Ethics- Salient Issues in Ethics and Commerce- Shadow Economy - Basic principles in Ethics - Corporate climate and corporate climate audits - Political Issues - Nature and theory o Ethics.

#### **Unit VI**

Understanding Corporate Governance: Corporate Governance- Historical perspective and issues of Corporate Governance -Corporate Governance mechanisms - Corporate Governance Models, - The confederation of Indian Industry's initiative. Corporate Social Responsibility.

### **References:**

- Chandra, P. 2005. Project Management. Tata McGraw Hill.
- Gopal Krishan, P. and Nagarajan, K. 2005. Project Management. New Age.

## **ABM 608: INTEGRATED MARKETING COMMUNICATION**

**1+1**

### **Course Objective**

The objective of the course is to make the students proficient in promoting an organization through advertising and branding in contemporary styles.

### **Course Outline**

#### **Unit I**

Introduction to integrated marketing communication and Advertising: IMC in marketing mix, Purpose and function of advertising in marketing mix, Advertising strategy and planning.

#### **Unit II**

Branding: Brand planning, branding concepts, brand strategy, brand equity, brand associations, brand extensions, brand loyalty, brand positioning, advertising and branding.

#### **Unit III**

Campaign planning: Internal marketing, segmenting and targeting, developing creative message strategy, copywriting, print layout and design.

#### **Unit IV**

Basic media strategy: Media classification, wireless communication, e mail marketing, website marketing, integrating online brand communication, media planning.

#### **Unit V**

Consumer sales promotion: Sales promotion tools, trade promotion tools, trade promotion strategies, objectives of co-marketing communication. Personal selling objectives and strategies: personal selling process, public relations, brand publicity tools, corporate image and reputation, direct marketing, event marketing.

#### **Unit VI**

Social economic and ethical issues in IMC.

### **Practical**

Preparation of marketing mix strategy, Identification of market segment, market forecasting, new product development, procedure for standard packaging and labeling, sales promotion of a product, preparation of advertising, publicity of a product, Visit to agricultural industry to understand factor affecting pricing policy and market strategy, case studies on media strategy, sales promotion and branding and rural marketing communication.

### **References:**

Brassington 1997. Marketing Management. Pitman Publ. House.

Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.

Saxena R. 2002. Marketing Management. Mc Graw Hill.

Stanton WJ, Etzel MJ & Walker BJ. 1996. Fundamentals of Marketing. McGraw-Hill.



**Course Objective**

Once the students are equipped with the information required for interpretive research, RM II will train the students with advanced analytical tools and their uses.

**Course Outline****Unit I**

Hypothesis testing, Analysis of variance and covariance, Correlation and regression

**Unit II**

Discriminate and Logistic analysis, Factor analysis, Cluster analysis

**Unit III**

Multidimensional scaling and conjoint analysis, Linear programming

**Unit IV**

Report preparation and presentation

**Unit V**

International Marketing Research

**Practical**

Data management: collection of primary and secondary data, classification, tabulation, analysis, interpretation; Practical application of different sampling techniques; Frequency distribution; Different measures of central tendency; Different measures of dispersion; Correlation and Regression Analysis; Analysis of variance (ANOVA); Factor analysis and Cluster analysis; Report writing.

**References:**

Kothari, C. R. 1980. Research Methodology: Methods and techniques. 2<sup>nd</sup> Ed., Willy Eastern ltd., New Age International, New Delhi.

David, L. J. and Ronald, R. S. 2009. Marketing Research. 7<sup>th</sup> Ed., Prentice Hall of India Pvt. Ltd., New Delhi.

Raymond, K. 1999. Marketing Research: Measurement, Method and applications. International Thomson Business Press, London.