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GROUP DYNAMICS

UNIT-1 CONCEPTS OF GROUP DYNAMICS

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- Process/Stages of Group Development/Evolution
- Types of Groups
- Factors Affecting Group Behaviour
- Group Cohesiveness
- Turning Groups into Effective Teams
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- Importance of Motivation
- Incentives to Motivate Employees
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- Behavior Modification In Job Performance
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- TA and popular culture
- Team
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- Organization Development
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- Further Readings

Subject Name: GROUP DYNAMICS
Subject Code: MBA 536  Paper Code: GD
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- Belief Domains That Contribute
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UNIT-13 CONCEPT OF INFLUENCE

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- Information Systems In Organizations: A Contrast
- To Product Development
- New Problems For Product Developers
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- Characteristics Of Retailing
- Traditional And Non Traditional Retailing
- Retail Management Process: An Overview
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Subject Name: RETAIL MARKETING MANAGEMENT
Subject Code: MBA 537 Paper Code: RMM
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UNIT-05 RETAIL SHOPPERS BEHAVIOUR

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- Aspects of Product Management
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- Marketing Organisation
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UNIT-02 MARKETING PLANNING
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- Differential Advantage Analysis
- Customer Analysis Purpose
- Customer Segmentation
- Criteria For Customer Segmentation
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Subject Name: PRODUCT AND BRAND MANAGEMENT
Subject Code: MBA 538
Paper Code: PBM
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UNIT-04  MARKET POTENTIAL AND SALES FORECASTING
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- Market Potential
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- Defining Sales Territories
- Sales Forecasting
- The Importance of Sales Forecasting
- How Long And How Often Should One Forecast?
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- Brand Extensions
- Types of Extensions
- Brand Extendability
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- Value of Marketer
- Brand Equity at Different Hierarchical Levels
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- Brand Image Dimensions
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UNIT-09 STRATEGIC BRAND MANAGEMENT PROCESS
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- Brand Salience
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Subject Name: PRODUCT AND BRAND MANAGEMENT
Subject Code: MBA 538
Paper Code: PBM
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- Options and Tactics For Brand Elements
- URLs
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- Tactics to Create A Strong Brand
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- Growing Importance of IMC
- Use of IMC for Brand Building
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- Brand Equity Management System
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- Measuring Outcomes of Brand Equity
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Subject Code: MBA 538 Paper Code: PBM
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- Stages of Concept Management
- Reinforcing Brands
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Purchasing & Storekeeping

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- Objectives of Materials Management:
- Role and Importance of Materials Management
- Major Objectives of Material Management
- Advantages of Material Management
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- Functions of Storekeeping:
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- Duties Of Store Keeper
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UNIT-4 DEFINITION AND TRENDS WITHIN PURCHASING MANAGEMENT
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UNIT-5 PURCHASING ORGANIZATION
- Introduction
- The requirements for purchasing organization
- Functions
- Trends
- Purchasing organization structure

Subject Name: PURCHASING & STOREKEEPING
Subject Code: MBA 539
Paper Code: PS
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Formalization
Dynamics
Other organizational factors
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UNIT-6 INTERNAL COLLABORATION
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A trend towards Ethical Purchasing
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Subject Name: PURCHASING & STOREKEEPING
Subject Code: MBA 539
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Why companies fail in making Ethical Purchases
Social Responsibility
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Benefits and Drivers of Social Responsible Purchasing
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Supplier Selection Criteria
Performance Assessment

Subject Name: PURCHASING & STOREKEEPING
Subject Code: MBA 539  Paper Code: PS
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- Standards and certifications
- ISO9000
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- Certification
- Effects of implementation
- ISO9000
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- Suppliers’ performance review
- Generic supplier development activities
- Direct firm involvement
- Incentives
- Enforced competition
- The interview was performed with one company – Volvo 3P –, and the Limitations
- Results
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- Purpose
- Concept of Supplier Development and Its Quality Implications
- Supplier Quality Development Phases and Activities
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Subject Name: PURCHASING & STOREKEEPING
Subject Code: MBA 539
Paper Code: PS
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- Oh and Rhee
- Gonzalez Benito
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- Material flow and information flow
- Competing through logistics
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- Objectives
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- Rising Customer Expectations
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- Segmentation
- Managing Events and Promotions in The Retail Sector
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- Batman – Adding Value Through Quality of Service
- Measuring Service Quality
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- Objectives
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- How can logistics costs be represented?
- Contribution _ Sales less variable costs
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- Direct/indirect
- Improved in-store availability
- Activity-based costing (ABC)
- Cost–time profile (CTP)
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- Balanced measures
- Supply chain management and the balanced scorecard
- Supply chain financial model
- Supply chain operations reference model (SCOR)
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- Further Readings

UNIT-05  MANAGING THE LEAD-TIME FRONTIER

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- Time-Based Initiatives
- Limitations to Time-Based Approaches
- P: D Ratios and Differences
- Using Time to Measure Supply Pipeline Performance
- Consequences When P-Time Is Greater Than D-Time
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- Victoria SA
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- The Just-In-Time System
- JIT and Material Requirements Planning (MRP)
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UNIT-07 THE AGILE SUPPLY CHAIN
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Subject Name: Logistics Management
Subject Code: MBA 540 Paper Code: LM
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Subject Name: RETAIL SALES TECHNIQUES AND PROMOTION
Subject Code: MBA 541  Paper Code: RSTP
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Subject Name: RETAIL SALES TECHNIQUES AND PROMOTION
Subject Code: MBA 541
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Subject Name: DIRECT AND NETWORK MARKETING
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Subject Name: DIRECT AND NETWORK MARKETING
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