

Far Western University
Faculty of Management
Master of Business Studies (MBS)Program

Course Details of Third Semester
(Syllabus: MBS 3rd Semester)



Office of the Dean
Faculty of Management
Mahendranagar, Kanchanpur
Website: www.facultymanagement.fwu.edu.np
Email: dean.management@fwu.edu.np

Far Western University
Faculty of Management
Master of Business Studies (MBS) Program
Semester-wise Course Cycle (2021)

Semesters	Course Code	Name of course	Credit hours	
Semester I	MGT 511	Statistical Analysis for Business	3	
	MGT 512	Managerial Economics	3	
	MGT 513	Organizational Behavior	3	
	MGT 514	Business Communication	3	
	MGT 515	Management Accounting	3	
Semester II	MGT 521	Financial Management	3	
	MGT 522	Marketing Management	3	
	MGT 523	Entrepreneurship	3	
	MGT 524	Human Resource Management	3	
	MGT 525	Financial Accounting for Managerial Decisions & Control	3	
Semester III	MGT 531	Management Information System	3	
	MGT 532	Operations Management	3	
	MGT 535	Research Methods for Business	3	
		Specialization (Two subjects from any One specialisation area)		
		Finance		
	FIN 564	Financial System in Nepal	3	
	FIN 565	Investment Analysis and Portfolio Management	3	
	FIN 566	Corporate Finance	3	
	FIN 567	Management of Cooperative and Micro Finance Institutions	3	
		Marketing		
	MKT 564	Consumer Behaviour	3	
	MKT 565	Advertisement & Sales Promotion	3	
	MKT 566	E-Marketing	3	
	MKT 567	Sales and Distribution Management	3	
		Accounting		
	ACC 564	Advanced Management Accounting	3	
	ACC 565	Accounting Information System	3	
	ACC 566	Corporate Tax Planning	3	
	ACC 567	Corporate Accounting	3	
		General Management		
	GMT 564	Quality Management	3	
	GMT 565	Operation and Process Management	3	
	GMT 566	Project Management	3	
	GMT 567	Supply Chain Management	3	
	Semester IV	MGT 541	Strategic Management	3
		MGT 542	Business Environment in Nepal	3
		MGT 543	Global Economy and International Business	3
			Specialization (One subject from specialisation area)	
			Finance	
		FIN 568	Financial Markets & Institutions	3
FIN 569		Commercial Bank Management	3	
FIN 570		International Finance	3	
		Marketing		
MKT 568		Service Marketing	3	
MKT 569		Strategic Brand Management	3	
MKT 570		Fundamentals of Rural Marketing	3	
		Accounting		
ACC 568		Financial Reporting and Analysis	3	
ACC 569		Advanced Auditing	3	
ACC 570		Cost Management	3	
		General Management		
GMT 568		Recent Trends in Management	3	
GMT 569		Business Analysis and Decision Making	3	
GMT 570		Performance and Reward Management	3	
		Thesis		
MGT 546		Thesis	3	
		Total	60	

Management Information System

Program/Semester: MBS/Third Semester

Course Title: Management Information System

Course Code: MGT 531

Credit Hours: 3

Lecture Hours: 45

Course Objectives

The purpose of this course is to introduce the principles of information systems for managing data and information, enhancing management decision-making and applying information systems for managing the changing environment of business.

Course Description

In line with the objectives, this course deals with the introduction to computers, information technology infrastructures, data resource management and relational database management system, computer network and telecommunications in business, enterprise information systems and supporting decision making, e-business systems and e-commerce systems and security and ethical challenges in information systems.

Learning Outcomes

Upon successfully completing this course, a student will be able to do the following:

- Narrate the basic concepts and technologies used in the field of management of information systems.
- Explain and apply key enabling technology infrastructures.
- Explain applications such as the internet and telecommunications in solving organizational problems.
- Apply the understanding of data resource management and relational database management system work together to accomplish the information objectives of an organization.
- Compare the processes of enterprise information systems and supporting decision-making.
- Describe the role and implications of e-business systems and e-commerce systems.
- Outline the role of the ethical, social, and security issues of information systems.

Course Contents

Unit 1: Introduction to Computer Applications

LH 8

Concept of computer technology, definition of computer, characteristics, advantages and drawbacks of computers, business application of computers, evolution and generations of computers; anatomy of computers: major components (processor, memory, input/output, secondary storage) with brief overview; types of computers on the basis of model, operation, size and brand; data representation: binary number system, binary addition and subtraction, complements, arithmetic's with complements.

Unit 2: Information Technology Infrastructures

LH 6

Concept and components of IT infrastructure; computer hardware; computer systems; Computer systems and enterprise computing; computer peripherals: input, output and storage technologies; computer software: concept and types of software system, business application software, software alternatives, contemporary hardware and software trends; phases of system development life cycle: feasibility study, system analysis, system design, system specification, end user development and system implementation.

Unit 3: Database and Relational Database Management System

LH 7

Definition and terminologies, need of data management, data management approaches; file

management system: definition, limitations and benefits of file management systems; database management systems: database, DBMS, database systems, advantages and drawbacks, database languages, data models, ER diagram, concept of normalization; business intelligence and data: data warehouse, data mart, data mining, purpose of data mining, multidimensional data, OLAP; Database system architectures: centralized systems, client server systems, distributed database systems.

Unit 4: Computer Network and Telecommunications in Business **LH 6**

Network and telecommunication: definition, data vs signal, communication processors (Modem, Multiplexer, Front end Processors), types of networks, value added networks; communication channels: guided and unguided transmission media and their characteristics and applications; Networking components: Repeater, Amplifiers, Hub, Switch, Bridge, Router, LAN card, gateway; Network topologies: Bus, Ring, Star, Mesh, Tree and Hybrid Topology along with advantages and drawbacks; Network architectures: Peer to Peer, Client Server, Distributed; Protocols: OSI reference model, TCP/IP, application layer protocols (HTTP, FTP, Telnet, SMTP).

Unit 5: Information and Decision Supporting Systems **LH 5**

Concept of information systems and enterprise systems; types of information systems in the organisation: TPS, DSS, MIS and ESS, functional perspective of information systems; strategic uses of information systems; economic organisational and behavioural impacts; IT impact on decision making; leveraging technology in the value chain; Strategic information systems (SIS); developing IT strategies and IT solutions; outsourcing the IT functions.

Unit 6: E-business and E-commerce Systems **LH 7**

Concept of e-business and e-commerce, pure vs partial e-commerce, e-commerce application trends, unique features of e-commerce, e-marketing; types of e-commerce: business to business, business to consumer, consumer to business, consumer to consumer; revenue generation models in e-commerce: brokerage model, buyer aggregator model, advertising model, community model; mobile computing and commerce: mobile computing technology, mobile financial services, mobile shopping; electronic payment systems: e-cheque, e-cash, credit cards, smart cards; requirements of electronic payment systems.

Unit 7: Security and Ethical Challenges in Information Systems **LH 6**

Technology ethics, ethical guidelines, computer crimes (hacking, cyber theft, unauthorized access, software piracy, piracy of intellectual property, computer viruses and worms); privacy issues: privacy on the internet, computer matching, privacy laws, computer libel and censorship; other challenges: emplacement challenges, computer monitoring challenges, challenges in working conditions, challenges to individuality and health issues; tools for security management, internetwork security defences (encryption, firewalls, denial of service defences, e-mail monitoring, virus defences).

Project/practical work – as per the project work/practical manual.

Prescribed textbooks:

Laudon, Kenneth C., Laudon, Jane P. (2013). *Management information systems, 12th ed.* United Kingdom: Pearson Education Ltd.

O'Brien, J. A., & Marakas, G. M. (2006). *Management information systems.* Boston: McGraw-Hill Irwin.

Suggested reference:

R. Kelly Rainer, Efraim Turban & Richard E. P. (2006). *Introduction to information systems: supporting and transforming business.* John Wiley & Sons.

Operations Management

Program/Semester: MBS/Third Semester

Course Title: Operations Management

Course Code: MGT 532

Credit Hours: 3

Lecture Hours: 45

Course Objectives

The students will develop an understanding of manufacturing and operations functions. They will learn to design, plan, operate and control manufacturing, production and operations systems. The course requires the use of analytical techniques to develop critical thinking and to sharpen decision-making skills. The students will have the opportunities to apply what they are learning to practice problems.

Course Description

This course introduces major concepts and tools used in the design and use of operations systems in organizations. It introduces the discipline and the role the function plays in a value-creating organization. Emphasis is given both to familiarization of various production processes and service systems, and to quantitative analysis of problems/ issues arising in the management of operations. Topics include an introduction to operations and productivity, competitiveness, strategy and productivity, product and service design, capacity planning, process selection and facility layout, quality management, inventory management, JIT and lean operations and waiting time management. The topics are integrated using a systems model of the operations of an organization.

Learning Outcomes

Successful completion of the course will empower the students to be able to improve just about any process in any area of the business. At the end of the course, the students will be able to:

- Appreciate the strategic role of Operations Management in creating and enhancing a firm's competitive advantages
- Understand key concepts and issues of Operations Management in both manufacturing and service organizations
- Analyse business processes in services and manufacturing for improvement
- Identify the operational issues in the value-addition processes of a firm
- Apply analytical skills and problem-solving tools to resolve the operational issues

Course Contents

Unit 1: Introductions to Operations Management

LH 4

Concept of operations management, production of goods versus providing services, importance of operations management, operations management and decision making, historical evolution of operations management, key issues for today's business operations.

Unit 2: Competitiveness, Strategy and Productivity

LH 5

Concept of competitiveness, mission and strategies, operations strategy, implications of organization strategy for operations management, global operations, productivity: production vs productivity, measurement of output, types of productivity.

Unit 3: Product and Service Design

LH 5

Concept of product design, idea generation, legal and ethical considerations, global product and service design, environmental factors, phases in product design and development, designing for production and service design.

Unit 4: Capacity Planning, Process Selection, Facility Location and Facility Layout

LH 10

Capacity planning: concept of capacity planning, capacity decisions, defining and measuring capacity, determinants of effective capacity, forecasting capacity requirements, forecasting techniques, challenges of planning service capacity, making or outsourcing, constraint management, evaluating alternatives; process Selection: concept, technology and process strategy; facility location: facility location decision and location selection techniques; facility layout: concept, designing product layouts and designing process layouts.

Unit 5: Quality Management

LH 7

Concept and evolution of quality management, quality awards and certifications, total quality management, quality tools, inspection and statistical quality control.

Unit 6: Inventory Management

LH 6

Inventory management: Nature and importance of inventories, requirements for effective inventory management, inventory ordering policies, economic order quantities, reorder point, fixed order interval model, single period model.

Unit 7: Lean Operations and Waiting Time Management

LH 8

Lean Operations: concept, supporting goals, building blocks, lean tools, transitioning to a lean system, lean services and JIT; Waiting Time Management: concept, managerial implications of waiting situations, goals of waiting time management, characteristics of waiting lines, measures of waiting line performance, queuing model (single server, exponential service time).

Prescribed textbooks:

Stevenson, W. *Operations Management: 9th Edition*, Tata McGraw Hill Education Private Limited.

Suggested references:

Krajewski L. J. and Malhotra M. K. (2022). *Operations Management: Process and Supply Chains*, Pearson Education Inc.

Gaither N. and Gaither F.: *Operations Management, 9th Edition*, Cengage Learning India Private Limited.



Research Methods for Business

Program/Semester: MBS/Third Semester

Course Title: Research Methods for Business

Course Code: MGT 535

Credit Hours: 3

Lecture Hours: 45

Course Objectives

This course provides theoretical and practical preparation for business research. It aims to broaden and deepen the understanding of different research approaches and methodologies in order to prepare students for their own research projects. This course will enable students to select a research topic, conduct initial research to develop appropriate problem statements, research questions, and hypotheses so that an appropriate research method can be selected.

Course Description

The course gives an overview of the research process including research problem definition, research design, data collection, data analysis, writing of reports and ethical issues involved. This course is meant to be a foundation to the thesis project that the students are expected to do in their final semester of management studies.

Learning Outcomes

On successful completion of the course, students will be able to:

- Develop an understanding of the basic framework of research process;
- Generate research topics, formulate research questions and hypothesis;
- Conduct literature review; design research and identify possible errors;
- Assess measurement and scaling options to determine appropriate measures required to address specific research questions and apply proper sampling methods and procedures to business research;
- Understand and apply quantitative research in business research;
- Compare and contrast qualitative and quantitative research methods and the suitability of these methods for gathering data;
- Apply appropriate descriptive as well as inferential techniques to analyse quantitative data;
- Report, present, analyse and interpret qualitative data and
- Effectively communicate research in a written report and presentation.

Course Contents

Unit 1: Foundations and Fundamentals of Research

LH 5

Meaning of research; nature and types of research; scientific research – concept and characteristics; scientific research process; emerging paradigms in research - positivism vs interpretivism; approaches to research – quantitative and qualitative; business research – role and value of business research; types of business research; applying scientific thinking to business research; ethical concerns in research.

Unit 2: Literature Analysis and Theoretical Framework

LH 5

Concept, purpose and need for literature review; steps in the review process; sources of literature; literature search through the internet; theoretical and conceptual framework– concept and its role in research; research and theory – concept, construct, proposition and variables; reasoning - deduction and induction.

Unit 3: Research Problem and Hypothesis Formulation **LH 4**

Research problem – concept, steps and characteristics; research questions; hypothesis – concept, functions, importance and types; hypothesis formulation process; criteria of good hypothesis formulation.

Unit 4: Research Design **LH 5**

Concept, elements and types; exploratory, descriptive, developmental, correlational, causal-comparative and experimental research designs; research design errors; qualitative research – concept, assumptions, features of qualitative research; types of qualitative research designs (grounded theory, ethnography, case study, phenomenology); criteria of good research design.

Unit 5: Measurement, Scaling and Sampling Techniques **LH 10**

Concept of measurement and scaling; scales of measurement – nominal, ordinal, interval and ratio; scale construction for attitude measurement; scales commonly used in business research; validity and reliability of measurement; sources of measurement problems; scales commonly used in business research; sampling – concept and process; population, sampling frame, sample bias; statistical terms in sampling - statistic, parameter; sampling distribution; probability and non-probability sampling; probability sampling: (simple random sampling; stratified random sampling; systematic random sampling; cluster random sampling; multi-stage sampling), non-probability sampling: (convenience sampling; judgment sampling; quota sampling; snowball sampling), sample size determination; sampling and non-sampling errors.

Unit 6: Data Collection and Analysis **LH 8**

Data and its types; nature of data – primary and secondary; sources of secondary and primary data; questionnaire – principles, design, types and components; pre-testing and administration; research interview – structured, semi-structured and unstructured; principles and guidelines for interviewing; types of research interviews; computer-assisted interviewing; sources of qualitative data; observation – concept and methods; focus groups; e-research using internet and websites; e-mail surveys.

Data preparation – coding, classification and tabulation; organizing data for computer entry; quantitative data analysis; statistical analysis of data – descriptive and inferential statistics; statistical testing of hypothesis; qualitative data analysis – content analysis, narrative analysis and thematic analysis.

Unit 7: Reporting Research **LH 8**

Research proposal – concept and functions; types of research proposals; components and structure of research proposals; research report writing - concept and process; types and phases of the research report; procedures for writing; style of writing; conventions of academic writing; layout of the research report; documenting sources; citations and references; APA method of citation; APA references; essentials of good research reports.

Prescribed textbooks:

Cooper, D, R, & Schindler, P. M. *Business Research Methods*. New Delhi: Tata McGraw Hill,

Zikmund, W, G, *Business Research Methods*. New Delhi: Thomson.

Pant, Prem R. *Social Science Research and Thesis Writing*. Kathmandu: Buddha Publications.

Suggested references:

Kumar, R. *Research Methodology: Step-by-step Guide for Beginners*. New Delhi: Pearson Education.

Sekaran, U. and Bougie, R. *Research Methods for Business*. New Delhi: Wiley & Sons.

Neuman, W.L. (2006). *Social Research Methods: Qualitative and Quantitative Approaches*. Boston: Pearson Education.

Bryman, A. & Bell, E. *Business Research Methods*. New Delhi: Oxford University Press.



Advertisement and Sales Promotion

Program/Semester: MBS/Third Semester

Course Title: Advertisement and Sales Promotion

Course Code: MKT 565

Credit Hours: 3

Lecture Hours: 45

Nature: Specialization

Course Description

Advertisements are omnipresent and are used to market a variety of entities. It is equally used to sell products, services, ideas, organizations, and people through mass communications.

Course Objective

This course aims to build students' skills in analyzing the promotion environment and creating, releasing, and evaluating advertisements and sales promotions in a competitive business environment. This course includes topics that cover the integrated marketing communications perspectives of promotions, determination of promotional objectives and budget, creative strategy in advertisement development, media planning, sales promotion tools, and measurement of the effectiveness of promotional campaigns.

Learning Outcomes

After completing this course, students should be able to:

- Define sales and advertising and able to establish goals and budgets
- Creating different strategies in advertising related to the contemporary market
- Able to choose proper media for sales promotion and advertising
- Able to Measure the effectiveness of promotional mix
- Understanding the advertising ethics in promotion activities

Course details

Unit 1: Introduction

LH 8

Concept, evolution and significance of integrated marketing communications (IMC); Promotion mix: concept and components; concept of promotion management, IMC planning process, role of advertising agencies in the IMC, concept and nature of communication, process of communication, basic model of communication, The response process – response hierarchies, evaluation of source, message and channel factors.

Unit 2: Establishing Communication goals and Budget

LH 8

Concept of communication goal and objectives, determination of communication objectives, sales oriented and communication-oriented objectives; concept, need and allocation of promotion budget, establishing the budget, budgeting approaches, and budget allocation methods. Factors affecting the promotion budget size.

Unit 3: Creative Strategy in Advertising

LH 6

AIDA model in advertising, Overview and significance of creativity in advertising, creative process account planning, visualization process, advertising campaigns, copy platforms, and major selling ideas, creative strategy, advertising appeals and execution frameworks, creative tactics for print and television advertising.

Unit 4: Media Planning and Strategy

LH 8

Concept and importance of media planning, developing the media plan, media planning process,

evaluation of print media (newspapers and magazines), evaluation of broadcast media buying agencies, overview and evaluation of support media, outdoor media, in-store media, mobile advertising, ambiance advertising, product placement in movies, website, app, and video-making media.

Unit 5: Sales Promotions

LH 4

Concept, natures, scope and role of sales promotions, growth in sales promotions, consumer-oriented sales promotions, trade-oriented sales promotions, coordinating sales promotion with advertising, abuse of sales promotions.

Unit 6: Measurement of Promotion Effectiveness

LH 6

Reasons to measure effectiveness, measurement process of advertising effectiveness, testing methods of advertising effectiveness (pre-testing and post testing), measuring total effectiveness (DAGMAR and PACT approaches), measuring effectiveness of sales promotional tools.

Unit 7: Advertising Ethics and Social Concerns

LH 5

Overview of promotion ethics, ethics in advertising: concept and needs, social and ethical criticisms of advertising, advertising self-regulation, puffery and surrogate advertising, advertising ethics in Nepal, Advertising Board, and Clean feed policy.

Prescribed text books:

Belch, G. E., & Belch, M. A. *Advertising and Promotion: An integrated marketing communications perspective*. New Delhi: Tata McGraw Hill.

Kazmi, S. H. H., & Batra, S. K. *Advertising and Sales Promotion*. New Delhi: Excel Books.

Suggested references:

Jethwaney, J., & Jain, S. *Advertising Management*. New Delhi: Oxford University Press.

Sharma, S., & Singh, R. *Advertising planning and implementation*. New Delhi: Prentice-Hall of India.

Agrawal, G. R. *Marketing communication & fundamentals of advertising*. Kathmandu: MK Publisher & Distributors.



Consumer Behaviour

Program/Semester: MBS/Third Semester

Course Title: Consumer Behaviour

Course Code: MKT 564

Credit Hours: 3

Lecture Hours: 45

Nature: Specialization

Course Description

This course is the foundation of all marketing courses. It is the basic science of marketing and provides a deep understanding of the buying process and buying reasons of the end users of products and services. It includes topics on the use of consumer behavior analysis in business and non-business decisions, buying process of consumers, psychological and socio-cultural determinants of consumer behavior.

Course Objective

This course aims to provide the theoretical basis for analyzing consumers' purchase behaviors and their implications in designing marketing strategies. In this course student will learn about fundamental theories and concepts in consumer psychology which enhance their understanding of how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase.

Learning Outcomes

After completing this course, students should be able to:

- Define consumer behaviour and describe the nature of consumer behaviour analysis
- Describe how knowledge of consumer behaviour is applied in the field of marketing decision-making
- Understand the meaning, nature, and role of different types of consumer psychological determinants of consumer behaviour
- Identify the different types of the socio-cultural determinant of consumer behaviour.

Course Details

Unit 1: Introduction

LH 5

Concept of consumer buying behavior, differences between organizational buying and consumer buying, nature of consumer behavior, importance of understanding consumer behavior, application of consumer behavior knowledge in marketing (consumer behavior and product marketing, consumer behavior and branding, consumer behavior and service marketing, consumer behavior and social marketing, consumer behavior and consumer protection).

Unit 2: Consumer Behaviour Models

LH 6

Traditional Models of Consumer behavior: Learning model, Psychoanalytical model, Sociological model and Economic model; Contemporary Models of Consumer Behaviour: Engel-Kollat-Blackwell (EKB) model, Black Box model, Hawkins Stern model, Howard Sheth model, Nicosia model, Webster and Wind model.

Unit 3: Consumer Purchase Decision Process

LH 10

Concept of high-involvement and low-involvement buying decision; consumer purchase decision process; Need Recognition: concept, types and approaches of need recognition; Information Search: meaning, sources and strategies of information search; Evaluation of Alternatives: definitions of evaluating alternatives, criteria of evaluation (price, brand reputation, country of

origin, competitive context, and advertising effects); Purchase Decision: concept, types of consumer decision rules, concept and reasons of impulse buying decision; Post-purchase Behavior: overview of consumer satisfaction and dissatisfaction, consumer complaint behavior, reasons for dissonance, consumer behavior on product disposition, steps to improve the post purchase behavior.

Unit 4: Psychological Determinants of Consumer Behavior

LH 12

Perception: concept of sensation and perception, interpretation process of perception, external and internal factors influencing attention; Learning: definition and nature of learning, learning theories (conditioning theory, cognitive theory and social learning theory), learning and consumption; Memory: meaning, structure of memory (encoding, storage, retrieval and forgetting), brand influenced by memory; Motivation: definition, nature, theories of motivation (incentive theory and arousal theory); Emotion: definition, characteristics and types of emotion; Attitude: meaning and characteristics of attitudes, tri-components model of attitude (cognitive-affective -behavior), source of attitude formation; Self-concept: meaning and types.

Unit 5: Socio- cultural Determinants of Consumer Behaviour

LH 12

Social Groups: definition, types of social groups (primary vs secondary group), impact of social group on consumer behavior; Reference Group: definition and forms of reference group, meaning and importance of word-of-mouth communications; Family Influences: definition and role of family in purchase decision, traditional and modern family cycle, impact of family in consumption; Social Class: definition and characteristics of social class, social stratification, social class's influence on consumer behavior, Culture and Sub-culture: meaning and characteristics of culture and sub-culture, functions of culture, culture and sub-culture influence in consumer behavior.

Prescribed text books:

- Louden, D. L., & Della Bitta, A. J. *Consumer behavior: Concept and application*. New Delhi: Tata McGraw Hill.
- Hawkins, D. I., Best, R. J., & Coney, K. A. *Consumer behavior: Building marketing strategy*. New Delhi: Tata McGraw Hill.

Suggested references:

- Engles, J. F., Blackwell, R. D., & Kollat, D. T. *Consumer Behavior*. New York: The Dryden Press.
- Koirala, K. D. *Consumer behavior*. Kathmandu: Samjhana publication.
- Schiffman, L. G. *Consumer Behavior*. New Delhi: Prentice Hall.



E-Marketing

Program/Semester: MBS/Third Semester

Course Title: E-Marketing

Course Code: MKT 566

Credit Hours: 3

Lecture Hours: 45

Nature: Specialization

Course Description

This course is designed for the students to understand the managerial perspectives of e-business so that they can develop an entrepreneurial attitude to undertake e-marketing as a business venture. This course includes issues such as the concept and development of e-marketing, strategic e-marketing, e-marketing planning, e-marketing environment, e-marketing strategy formulation, e-marketing mix management, use of social media for marketing and customer relationship management.

Course Objective

This course aims to build students' knowledge and skills in analyzing the e-marketing environment and enhance to design the e-marketing plans and strategies in competitive national and global market perspectives.

Learning Outcomes

After completing this course, students should be able to:

- Able to understand the meaning and environment of E-marketing
- Able to make strategy and planning of E-marketing and its legal aspects
- Manage the strategies related to the 4Ps of e-marketing and its use
- Measure the significance of social and digital media and customer relationship management.

Course Details

Unit 1: Introduction

LH 5

Overview and significance of e-marketing, e-marketing landscape: concept and development of Web 1.0 (past), Web 2.0 (present), and Web 3.0 (future) platforms, e-marketing strategy, from strategy to strategy and from business models to e-business models, varieties of e-business models.

Unit 2: E-Marketing Environment

LH 5

Building inclusive e-markets, e-marketing and emerging global economies, importance of information technology, country and e-market opportunity analysis, influence of technology readiness, wireless internet access: digital divides, building inclusive e-markets.

Unit 3: E-Marketing Planning and Strategy

LH 8

E-marketing Planning: concept, importance and process of e-marketing planning process, creating an e-marketing plan - napkin plan and venture capital e-marketing plan, critical steps of e-marketing planning, data drive strategy, marketing knowledge management, monitoring and social media, form of technology-enabled approaches, marketing databases and data warehouses, data analysis and distribution.

Unit 4: E-Marketing Mix

LH 15

Product: online offer and capitalizing on internet properties, creating customer value online, product benefits, attributes, branding, support services, and labeling, e-marketing enhanced product development strategies; Price: internet-based pricing strategies, buyer seller views on price,

payment options, pricing strategies; Distribution: distribution channels and online intermediaries, channel length and functions, channel power; Promotion: e-marketing communications, IMC in e-marketing, internet advertising trends and format, e-marketing marketing public relations (MPR), role of sales promotion in e-marketing.

Unit 5: Social and Digital Media Marketing

LH 6

Social media: concept and types use of social media by business, social media strategies, community building, digital media: concept, search engines, social media advertising, mobile advertising, buying digital media, position of digital marketing in Nepal.

Unit 6: Customer Relationship and Ethical Issues in E-Marketing

LH 6

Customer relationship: Relationship building in e-marketing, relationship marketing pillars, building blocks of customer relationship management, rules for success of CRM.

Ethical and legal Issues: ethics and ethical codes, self-regulation, privacy, digital property, online expression, emerging ethical and legal issues in e-marketing, online governance, jurisdiction, and fraud.

Prescribed text books:

Strauss, J., & Frost, R. *E-marketing*. New Delhi: Prentice Hall of India.

Chaffey D., Ellis-Chadwick, F. *Digital Marketing: Strategy, Implementation and Practice*. London: Pearson.

Suggested references:

Afuah, A., & Tucci, C. *Internet business models and strategies*. New York: McGraw Hill/Irwin.

Stokes, R. *e-Marketing: The essential guide to online marketing*, Flat world knowledge.



Sales and Distribution Management

Program/Semester: MBS/Third Semester

Course Title: Sales and Distribution Management

Course Code: MKT 567

Credit Hours: 3

Lecture Hours: 45

Nature: Specialization

Course Description

Sales and distribution functions have received very importance in this age of rapid technological development, high emphasis on customer orientations, globalization of business, and increased competition. This course includes issues related to sales management that cover the concept and nature of the sales job, selling skills and strategies, sales process, sales information, sales organization, sales territories, and quota, and HR issues related to sales management. It covers the concept and nature of the distribution function, customer-oriented marketing channels, customer-oriented logistics management, and managing channel member behavior.

Course Objective

This course aims to build students understanding and skills in developing cross-functional skills in sales and distribution management that will contribute to building sound marketing strategy. And to provide the students with knowledge and skills in sales and distribution issues in the highly competitive market.

Learning Outcomes

After completing this course, students should be able to:

- Understand the meaning of sales and distribution management.
- Estimate the market demand and sales organization.
- Manage human resources, sales territories, and quotas related to sales and distribution management.
- Able to identify the proper marketing channel and logistics related to sales and distribution.
- Manage the distribution channel member and resolution of conflicts.

Course Details

Unit 1: Introduction to Sales Management

LH 8

Meaning and nature of selling, evolution of selling, types of selling, selling skills and strategies; Sales management: concept, nature, importance and strategic sales management process; Sales forecasting: concept, process, and methods; Customer relationship management: concept and ways to build strong customer relationship; Sales force automation: concept, features and tools.

Unit 2: Sales Organization, Territories and Quota

LH 10

Concept of sales organization; Concept of span of control, centralization vs. decentralization, integration and coordination; Types of organization structure; Emerging concepts of organizational designs; Sales territories: concept of sales territories, reasons for establishing sales territories, factors determining the size of sales territories, procedure for designing the sales territory; Sales Quota: meaning, importance, and types of sales quota, principles of setting the sales quota, methods of determining sales quota, problem in setting the sales quota.

Unit 3: Human Resource Management of Sales Force

LH 10

Concept and steps of recruitment planning; hiring vs recruitment, hiring process, selection process of sales force; Sales force Training: objectives and challenges, the role of a trainer, training process and training methods; Sales force motivation: nature and importance of sales force motivation, sales force motivation tools; Compensation: objectives of a sales compensation plan, compensation plan

types, concept of fringe benefits, emerging trends in compensation management; Control: need and methods to sales control.

Unit 4: Customer-oriented Marketing Channels

LH 9

Concept of channel design, process of designing customer-oriented channel, elements of channel design, importance of marketing channel, concept and types of channel strategy, structure of distribution system, types and role of intermediaries, concept of channel relationships and coordination, Channel power: concept and types; Channel conflict: concept, types, causes and management; concept and types of dynamism in the channel system.

Unit 5: Customer-oriented Logistics Management

LH 8

Concept and objectives of logistics management, logistics planning process, components of logistics management (planning, packaging and handling, inventory management, transportation, information and control), supply chain management: concept and benefits; Value chain management: concept and value chain process (inbound logistics, operations, outbound logistics, marketing and sales, service), Green logistics: challenges and solution.

Prescribed text books:

Mallik, P. K. *Sales management*. New Delhi: Oxford University Press.

Gupta, S.L. *Sales & distribution management*. Delhi: Excel Books.

Suggested references:

Sahadev, S. & Panda, T. K. *Sales and distribution management*. New Delhi: Oxford Printing Press.

Still, R. R., Cundiff, E.W., & Govoni, N. A. P. *Sales management*. New Delhi: Prentice Hall

Rosenbloom, Bert. *Marketing channels: A management view*. Bombay: The Dryden Press, Thomson Learning.

