

STAGE-2

S-202 - MANAGEMENT AND MARKETING

i. Introduction:

This course consists of management, human resource management, change management, operations management and marketing management. This will help the students to identify, correlate and apply these concepts to other core subjects of Professional stages for decision-making.

ii. Objectives:

This course enables the students to:

- appreciate the theoretical approaches of organisational management,
- visualise and analyse business model of an organisation,
- understand methods and procedures to manage the people, and

- understand the techniques for strategic marketing management to promote business.

iii. Outcomes:

On completion of this course, students should be able to:

- explain the various functional areas of an organisation,
- assess various means for introducing change,
- examine and analyse the problems associated with quality in an organisation,
- examine the career planning activities of an organisation,
- make available chain management as a strategic process, and
- evaluate and describe the marketing concepts, and the role of technology in modern marketing.

INDICATIVE GRID:

SYLLABUS CONTENT AREA	WEIGHTAGE
SECTION-A MANAGEMENT 1. Introduction to Organisations and Management 2. Management Process 3. Understanding Groups & Teams 4. Human Resource Management	50%
SECTION-B MARKETING MANAGEMENT 5. Introduction to Marketing Management 6. Product and Services Strategy 7. Pricing Products: Pricing Considerations Approaches and Pricing Strategies 8. Advertising, Sales Promotion and Public Relations 9. Distribution Channels and Logistics Management 10. Other Topics in Marketing Management	50%
TOTAL	100%

Note: The weightage shown against each section indicates, study time required for the topics in that section. This weightage does not necessarily specify the number of marks to be allocated to that section in the examination.

CONTENTS

SECTION-A

MANAGEMENT

1. Introduction to Organisations and Management

- i. Definition of Management
- ii. Roles of a Manager
- iii. Definition of an Organization
- iv. External Environment of an organization
- v. Internal Environment of an organization
- vi. Linkage between Individual, Group, and Structures within an organization.

2. Management Process

2.1 Planning and Decision-Making

The definition of planning; types of plan; the planning process; planning tools and techniques; Managerial ethics and decision Making process.

2.2 Organizing and Managing Change

Defining organizational structure and design; factors affecting organizational design; forms of organizational design; application of organizational design; sources of power; line and staff authority; effective delegation; decentralization and centralization; Management and Organizational Change; the forces of change; need of change; the change process; resistance to change. Lewin's three step change modes; reorganization (merger and acquisition); restructuring; rightsizing.

2.3 Controlling and Decision Making

Concept of control; types of control;; inventory Management; Demand and Capacity Management; TQM & ISO Systems, Business Process Re-engineering; Six Sigma and Kaizen.

3. Understanding Groups and Teams

3.1 Difference between groups and teams; understanding group behavior and group decision-making process; groups and teamwork; turning groups into effective teams;

3.2 Leadership

Managers verses leaders; contemporary theories of leadership; contemporary issues in leadership; developing and managing effective teams

3.3 Motivating Employees

Concept of motivation; currents issues in motivation; from theory to practice.

4. Human Resources Management

The human resource management process; human resources planning; recruitment and selection; orientation; performance appraisal; (in MBO); employees training; compensation and benefits; the human resources environment; competition influences; labor relation influences; legal and regulatory influences; Global influences; technological, economic and social influences.

SECTION - B

MARKETING MANAGEMENT

5. Introduction to Marketing Management

Marketing defined, needs, wants, exchange, transactions and relationships, markets, 4P's of marketing; Market Segmentation; levels of market segmentation; evaluating and selecting market segment; market targeting; positioning product in the market.

6. Product and Service Strategy

What is a product and product life cycle. The product service continuum; levels of product; product classifications: consumer products, industrial products, organisations, persons, places and ideas; individual product decision; product attributes: branding, packaging,

labelling, product support services; product line decisions; product mix decisions; services marketing; nature and characteristics of a service.

7. Pricing Product: Pricing Considerations approaches and Pricing Strategies

General pricing approaches: cost-based pricing, value-based pricing, and competition-based pricing; new-product pricing strategies; market-skimming pricing, market-penetration pricing; product mix pricing strategies: product-line pricing, optional-product pricing, captive-product pricing, by-product pricing, product bundle pricing; price-adjustment strategies: discount and allowance pricing, segmented pricing, psychological pricing, promotional pricing, geographical pricing, international pricing; price changes; initiating price changes, responding to the price changes.

8. Advertising, Sales Promotion and Public Relations

Major decisions in advertising: organising for advertising; setting objectives; setting the advertising budget; advertising strategy; advertising evaluation; international advertising decisions; sales promotion: rapid growth of sales promotion; setting sales-promotion objectives; selecting sales-promotion tools; developing the sales-promotion programme, public relations; major public relations tools.

9. Distribution Channels and Logistic Management

The nature of distribution channels; why are marketing intermediaries used? Distribution channel functions, number of channel levels; channel behaviour and organisation; vertical marketing systems, horizontal marketing systems, hybrid marketing systems; physical distribution and logistics management: nature and importance of physical distribution and marketing logistics; goals of the logistics functions; integrated logistics management.

10. Other Topics in Marketing Management

Marketing research; Marketing in the Digital Age; major Forces shaping the digital age; marketing strategy in the digital age; E-marketing domains; conducting e-commerce.

Recommended Books

CORE READINGS		
TITLE	AUTHOR	PUBLISHER
Strategic Management	A. Thompson, Jr. A. J. Strickland III	Irwin McGraw Hill.
Management	Stephen P. Robins and Mary Coulter	DP Publications, New York.
Principles of Marketing	Philip Kotler and Gary Armstrong	Prentice Hall International Inc., New York.
Strategic Management	Fred R. David	Prentice Hall International Inc., New York.
Organisational Management and Information Systems	PBP	Professional Business Publications, Lahore.
ADDITIONAL READINGS		
HR. Management Manual (Managers Pocket Guide Series)	–	Penguin Books, New Delhi, India.
HRM/HRD: Personnel Management	Prof. Dr. Khawaja Amjad Saeed	Institute of Business Management, G.P.O. Box No. 1164, Lahore.
Management: Text & Cases	Prof. Dr. Khawaja Amjad Saeed	Institute of Business Management, G.P.O. Box No. 1164, Lahore.
Marketing Cases	Prof. Dr. Khawaja Amjad Saeed	Institute of Business Management, G.P.O. Box No. 1164, Lahore.