

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY  
PANIPAT**

**Department of Management Studies**

Semester: 4th

Faculty Name: Mr. Manish Gulyani

Course Title: Business Marketing

Course No . MM-402

S.no.	L.no.	Topic to be covered	Target Outcome
1	L-1	Business Marketing :- Concept & Nature of Business Marketing	CO1
2	L-2	Difference between Business Marketing and Consumer marketing	CO1
3	L-3	Understanding B2B Market : Types of Organizational customers & Policies	CO1
4	L-4	Classification of business products and services	CO1
5	L-5	Environmental analysis in industrial marketing	CO1
6	L-6	Nature of demand in industrial markets & Reseller Market	CO1
7	L-7	Case study : Oral –B A Dental Advice	CO1
8	L-8	Organizational purchasing (or buying) system - Purchasing objectives, Purchasing activities, Types of purchases situations	CO3
9	L-9	Industrial buyer behavior - Models of industrial buying behavior, Buygrid framework	CO3
10	L-10	Industrial marketing research - Nature and scope of marketing research, Marketing research process	CO3
11	L-11	Industrial marketing intelligence system	CO3
12	L-12	Assessing marketing opportunities	CO3
13	L-13	Role of marketing in strategic planning, Strategic planning at corporate level, Strategic planning at business unit level	CO3
14	L-14	Case Study- Finally, Coke Gets it Right in India	CO3
15	L-15	Segmentation, target marketing and positioning	CO2

<b>16</b>	<b>L-16</b>	Industrial Product decision and strategies	<b>CO4</b>
<b>17</b>	<b>L-17</b>	Marketing strategies for industrial service firms	<b>CO4</b>
<b>18</b>	<b>L-18</b>	Industrial Pricing Strategies and policies	<b>CO5</b>
<b>19</b>	<b>L-19</b>	Commercial terms and conditions in industrial market	<b>CO5</b>
<b>20</b>	<b>L-20</b>	Industrial distribution channel	<b>CO5</b>
<b>21</b>	<b>L-21</b>	Why industrial marketers use intermediaries?	<b>CO5</b>
<b>22</b>	<b>L-22</b>	Logistic management	<b>CO5</b>
<b>23</b>	<b>L-23</b>	Industrial marketing communication	<b>CO5</b>
<b>24</b>	<b>L-24</b>	Role of advertising in industrial marketing	<b>CO5</b>
<b>25</b>	<b>L-25</b>	Importance of sales promotion, public relations publicity and direct marketing in industrial marketing	<b>CO5</b>

**Suggested Readings:**

1. Reader Robert R. Industrial Marketing Analysis, Planning and control Englewood Cliffs, New Jersey, Prentice Hal Inc.
2. Vitale; Business to Business Marketing; Thomson Learning, Mumbai.
3. Havalder Krishna K, Industrial Marketing, TMH, New Delhi.
4. Corey E Raymond, Industrial Marketing: Cases and concepts,. Englewood cliffs, New Jersey Prentice Hall Inc.
5. Hill, Richard Industrial Marketing. Homewood Illinois, Richard D. Irwin
6. Webster, FE. Industrial Marketing Strategy, New York John Wiley
7. Alexender S. Ralph cross – Industrial Marketing.
8. Reeder Robert R., “Industrial Marketing” PHI.
9. M.Govindarajan “Industrial Marketing Management” Vikas Publishing House.



S.no.	L.no.	Topic to be covered	Target Outcome
1	L1	Introduction to Production and Operation Management	CO1
2	L2	Scope and functions of production and operation management	CO1
3	L3	Production Planning	CO2
4	L4	Types of production systems	CO1
5	L5	Types of production systems: Continuous	CO1
6	L6	Types of production systems: Intermittent	CO1
7	L7	Types of production systems: Services	CO1
8	L8	Aggregate production planning	CO2
9	L9	Master production scheduling	CO2
10	L10	<i>CASE ANALYSIS: CHANGE IN THE OFFICE LAYOUT AND ITS REPERCUSSIONS AT ZOOMBRAIN TECHNOLOGIES (case with student)</i>	CO2
11	L11	Facility Location and Layout	CO2
12	L12	Factors influencing facility location and layout	CO2
13	L13	<i>CASE ANALYSIS: THE IMPACT OF LOCATION ON BUSINESS SURVIVAL: A CASE STUDY OF BIKABERWALA JI SWEET SHOP IN DELHI</i>	CO2
14	L14	Capacity Planning and Control	CO2
15	L15	Definition and importance of quality control	CO5
16	L16	Statistical quality control	CO5
17	L17	Purpose and importance of inventory management	CO3
18	L18	Inventory management techniques	CO3
19	L19	Supply chain management	CO4
20	L20	Green Supply chain management	CO5
21	L21	<i>CASE ANALYSIS: SUPPLY CHAIN TRANSFORMATION AT SHIV SHUDH DESI</i>	CO4

S.no.	L.no.	Topic to be covered	Target Outcome
		<i>GHEE: A CASE STUDY (case with student)</i>	
22	L22	Lean production principles and techniques	CO5
23	L23	Just-in-time (JIT) systems	CO3
24	L24	Project Management	CO1
25	L25	Project planning and scheduling	CO1
26	L26	Globalization trends in production and operation management	CO1
27	L27	Contemporary Issues in Production and Operation Management	CO1
28	L28	Sustainability	CO5
29	L29	Sustainability and green production	CO5
30	L30	Revision class	-
31	L31	Content Beyond Syllabus	-

#### Suggested Readings:

1. Admn, E. E. & Ebert, R.J. : Production and Operations Management, 6<sup>th</sup> ed., New Delhi, Prentice Hall of India 1995.
2. Chary, S.N. : Production and Operations Management, New Delhi, Tata McGraw Hill, 2ndEdition.
3. Ashwathapa: Production and Operations Management, Himalaya Publishing House.
4. Dobler, Conald W and Lee, Lamar :Pruchasing and Materials Management, New York, McGraw Hill, 1984.
5. Chunawalla &Patel : Production and Operations Management, Himalaya Publishing House, Nair:Production and Operations Management, TMH
6. Chary,Production and Operations Management 5 th edn, McGraw Hill Education
7. Stevenson,Operations Management, 12 edn McGraw Hill Education

The list of cases and specific references including recent articles will be announced in the class.