

# Institute of Information Technology, Madras

## Department of Management Studies

### Subjects and Syllabus for Comprehensive Viva

Sajira Khatoon (MS19D033)

#### MS6031 Data Analysis for Research

Instructor: Dr. R K Amit

- **Introduction to Statistics and Descriptive Statistics:** Measures of Central Tendency, Measures of Dispersion, Scatter Plot, Box Plot, Histogram
- **Probability Distribution:** Bernoulli, Binomial, Poisson, Normal, Chi-squared, t-distribution, F distribution.
- **Central Limit Theorem:** Inferential statistics, Confidence Interval, Population and Sample
- **Hypothesis Testing:** Null and Alternate hypothesis, Type 1 and Type 2 error, Tests for means and variances
- **Sample Tests:** Simple Regression & Correlation

#### MS7080 Research Methods in Business and Management

Instructor : Dr. Saji K Mathew

- **Approach to Research:** What is research? Researcher Bias, Fundamental vs applied research, Science of social science, research paradigms in management research
- **Foundations of Theory:** Theory in management research, law and theory, hypotheses and propositions, theory building, Epistemology and Ontology, Quantitative vs. Qualitative Research, Grounded Theory
- **Qualitative Research:** Qualitative research in management, different qualitative approaches, checking validity in qualitative research
- **Quantitative Research:** Concepts, constructs and measurement, scales of measurement, survey based research, experimental design
- **Research design:** Level of analysis and measurement, experimental approach, cross sectional design, longitudinal design, case study design

#### MS5050 Marketing Management

Instructor: Dr. Varisha Rehman

- **Module 1:** Introduction to marketing – market structure and terminologies, marketing and selling – relationship; Evolution of marketing – various concepts and current trends

- **Module 2:** Delivering customer value and satisfaction – concept of total cost , total benefit , value delivery process and Michael Porter value chain
- **Module 3:** Marketing Environment; Marketing Mix; Strategic market planning – vision, mission and strategies, SWOT analysis; BCG matrix
- **Module 4:** Consumer markets and buyer behavior – impact of culture, social class, ethnicity etc on consumer behavior, factors influencing consumer behavior; Business markets and buying behavior
- **Module 5:** Market segmentation- levels of segment; criteria for segmentation; Targeting – types of targeting strategies; Positioning – points of parity and points of difference; positioning strategies.
- **Module 6:** Overview of 4P's – Product, price, place and promotion

## **MS5720 Advertising and Promotion**

**Instructor: Dr. Varisha Rehman**

- **Module 1:** Introduction to IMC; Trends; the role of advertising agencies, Other Promotional Tools – Direct Marketing, Personal Selling, Sales Promotion, etc.
- **Module 2:** Advertising Design: Theoretical Frameworks.
- **Module 3:** Advertising and Consumer Behaviour (Impact of personality traits).
- **Module 4:** Advertising Appeals and Execution, Big idea.
- **Module 5:** Media Planning for Advertising - evolution, and changes in each media channel.
- **Module 6:** Measurement and evaluation of Advertising; Ethical Issues in Advertising like Stereotyping, ethical and gender issues, controversial products, and subliminal advertising.

## **MS5750 Brand Management**

**Instructor: Dr. Varisha Rehman**

- **Module 1:** Understanding a Brand History and Evolution of Branding Perspective on Branding Anatomy of a Brand Relationship between corporate and product brand; Brand Components - Brand elements, Brand essence and Brand promise
- **Module 2:** Brand expression Brand personality Brand identity Brand image Brand positioning
- **Module 3:** Brand strategies Brand extensions Brand architecture
- **Module 4:** Brand Evaluation Brand value : Frameworks, models Brand Equity
- **Module 5:** Emotional Branding