

INDIAN INSTITUTE OF TECHNOLOGY
Department of Management Studies
Subjects and Syllabus for Comprehensive Viva

- Kishore Thomas John (MS17D020)

MS7080 - Research Methods in Business and Management

Instructor – Dr. Saji K. Mathew

Approach to research – What is research? Science of social science, research paradigms in management research, epistemology and ontology in management research

Foundations of theory – Theory in management research, law and theory, hypotheses and propositions, theory building

Qualitative research – Qualitative research in management, different qualitative approaches, interpretivism and positivism in qualitative research

Quantitative research – Concepts, constructs and measurement, scales of measurement, survey-based research, and experimental design

Research design – Level of analysis and measurement, experimental approach, cross sectional design, longitudinal design, case study design, methodological fit in research

MS6031 - Data Analysis for Research

Instructor – Dr. R.K. Amit

Introduction to statistics and descriptive statistics – Scatter Plot, Box Plot, Histogram, Measures of Central Tendency, Measures of Dispersion

Probability distribution – Binomial Distribution, Poisson Distribution, Uniform Distribution, Exponential Distribution, Normal Distribution and Binomial Approximation

Central Limit Theorem

Inferential statistics – Confidence Interval, Population and Sample

Hypotheses testing – Single Sample Z Test, Single Sample T Test, Chi Squared Test of Variance, Proportion Z Test, Two Sample Z Test, Two Sample T Test, Paired T Test, Two Sample Proportion Z Test, Chi Squared Test Of Independence

Type 1 and Type 2 errors

Sample tests – Simple Regression and Correlation

MS5760 - Marketing on the Internet

Instructor- Dr. Vaibhav Chawla

Consumer decision making journey in the internet age.

Social media marketing strategy, Monetization strategy, Evolution of brand communications, Viral Ads

Social Media Zones: Social Community, Social Publishing, Social Entertainment, Social Commerce

Introduction to **Search Engine Optimization (SEO)**, Search Engine Marketing

MS 5710 – Consumer Behaviour

Instructor- Dr. Richa Agrawal

Introduction to Consumer Behaviour: Human behaviour (Ethology), Nature vs. Nurture, Understanding consumers and their need to consume, Consumer behaviour framework, Role of consumer behaviour in marketing

Consumer as an Individual: Consumer Motivation - Theories of Motivation, Information Processing, Attention and Comprehension, Consumer Perception, Consumer memory and forgetting, Learning- Behavioural learning theories, Personality and self-concept, Consumer belief, attitude and behaviour models.

Consumers in their Social and Cultural Settings: Culture - Meaning and influence, enculturation, acculturation, components of culture - norms, values, symbols, rituals, beliefs, Hofstede model, Social Factors: impact of social class, reference groups, opinion leaders and market mavens, family, consumer socialization.

Consumers Decision-Making Process: Consumer Behaviour Perspectives: Problem Solving, Experiential, Behavioral Influence, Steps in consumer decision making process, Extensive and limited problem solving, Consumer Involvement and Role of situations, judgment heuristics, Post Consumption: satisfaction, dissatisfaction, product disposition.

MS 6590 – Customer Relationship Marketing

Instructor- Dr. Richa Agrawal

Paradigm shift in marketing, from transaction to relationship marketing. What is loyalty? Attitudinal and Behavioral loyalty, Loyalty Grid and marketing strategies, Customer benefits - emotional and functional, loyalty rewards.

Economics of Customer Loyalty, Transaction vs. Relationship marketing, Loyalty goals, Loyalty ladder, Relationship types and differences, Relational bonds and 4R's of relationship marketing.

Customer retention, Managing customer satisfaction – product, service encounter, overall, and interaction; Managing customer value and service experience, Employee selection and training for relationship marketing, Moments of truth and service recovery.

Profitable vs. unprofitable customers, managing unprofitable customers, customer investment. Maximizing profits by understanding profit variability across customers.

Customer activity and value metrics I – Primary and popular metrics - share of category requirement, size of wallet, share of wallet, CLV.

Customer based value metrics II – Strategic metric - RFM. Profitable customer identification, selection and targeting, Strategy formulation

Customer database management – developing and analyzing customer databases, customer selection and targeting, strategy formulation

Relationship marketing programs – Designing, implementing and optimizing loyalty programs

Relationship marketing process- organizing and implementing relationship marketing.

Establishing meaningful customer relationships, understanding emotional and functional needs, strategies for creating customer connect and relationships.

Building and managing customer relationships through brand communities– understanding what it takes.