

Syllabus Report

Course Code :

Title of The Course : Principle of Business Management

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The course aims at providing fundamental knowledge and exposure to the concepts, theories and practice in the field of management.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Concept , nature, process and significance of management , managerial levels, skills, functions and roles, management v/s administration, coordination as essence of management , development of management thought: classical, neo-classical, behavioural , system and contingency approaches.	10
2	Planning	Nature, scope and objective of planning ; types of plans : planning process, business forecasting; MBO ; concepts , types, process and techniques of decision -making; Bounded Rationality.	10
3	Organizing	Concept, nature, process and significance ; Principle of an organization : Span of control; Departmentation types of an organization; Authority -Responsibility; Delegation and Decentralization; Formal and Informal Organization.	10
4	Staffing	Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance of Leadership-meaning and importance; traits of a leader; Leadership Styles - Likert's system of management Tannenbaum & Schmidt Model and Managerial Grid	8
5	Controlling	Nature and scope of control; types of control, control process, control techniques - traditional and modern; Effective control system.	7

References

Book

Stoner, Freeman and Gilbert Jr. ; Management prentice Hall of India New Delhi, 2003

Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003

Koontz Koontz & O'Donnell & Weirich, Essentials of Management,:Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company,2011

VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, 2011.

Edition Mar 22, 2012. Rao & Harikrishna: L M Prasad.

Syllabus Report

Course Code :

Title of The Course : BUSINESS MATHEMATICS

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The objective of the course is to teach the learner basic mathematical concepts with emphasis on business applications.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	General Concepts	Number system: classification; Set Theory: concept, types, operations, applications, Venn diagram	8
2	Algebra Concepts	Equations: linear, quadratic, cubic; Permutations and combinations; Series: Arithmetic, Geometric and harmonic, General idea of infinite series.	10
3	Calculus Concepts	Calculus: basic differentiation & integration (excluding trigonometric, inverse trigonometric logarithmic and exponential); maxima and minima; Functions and its types; General idea of limits and continuity (basic).	9
4	Matrices Concepts	Matrices: types, addition, subtraction, multiplication and its applications to business, Determinants and its properties	10
5	Arithmetic Concepts	Simple and compound interest; Ratio and proportions; Profit and loss; Percentage and discount	8

References

Book

Sancheti and Kapoor, Business Mathematics, (Reprint 2007), Sultan Chand and Sons, New Delhi

Raghavachari.M, Mathematics for Management, (New Edition), Tata Mcgraw Hill, New Delhi,2007

Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi.

VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2011.

Dr. Shagun Prasad, V .Rama Rao- Mathematics, HP Publication 2nd, Edition, 2011.

Syllabus Report

Course Code : BM111

Title of The Course : **MACROECONOMICS**

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective: The objective of this course is to make the students aware of crucial macro-economic variables like the level of income, employment, prices, investment, consumption, money supply and trade. It also aims to equip the students with a fundamental knowledge of the macro economy on the basis of which policy decisions can be analyzed and business decisions can be made.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income Accounting; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets. Keynesian theory of income determinants, determinants of Macro equilibrium with aggregate demand and aggregate supply Functions under employment equilibrium, IS-LM framework.	10
2	Theory of Consumption	Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, Relative income hypothesis, Permanent income hypothesis, life cycle hypothesis.	8
3	Theory of Investment	Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, Neoclassical and Keynesian theories.	7
4	Theory of Multiplier	Income generation in a static and dynamic setting, tax multiplier, Foreign trade multiplier, Balanced budget multiplier, Leakages from multiplier, Relevance of Multiplier to developing countries, Balance of Payments and Exchange rate determination.	10
5	Inflation and Theory of Money	Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies. Money its function and role: Quantity theory of money, Fisher and Cambridge Equations, Keynes views about money and prices.	10

References

Book
DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, 2015.
Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, 3 rd Edition, Mc Graw-Hill.
Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, 9th edn, New York: McGraw- Hill, 2004.
Mankiw, N.G., Macroeconomics, 5th edn, New York: Worth, 2003.
Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

Syllabus Report

Course Code : **BM 112**

Title of The Course : **INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR**

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : To familiarize and acquaint the student with basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Introduction: meaning of organizational behavior, Nature of Organizational Behavior Theories of Organizational Behavior, Organizational setting, Individual behavior in Organization: Understanding self, Perception.	10
2	Learning	Learning and its theories Attitudes, Personality: Meaning, Self concept, Self-esteem, Major determinants of personality Organizational Development: Concept of OD, Phases of OD and OD Interventions, Limitations of OD Interventions, Concept of Morale and Job Satisfaction .	7
3	Organizational Culture	Concept, Functions, Socialization; Creating and sustaining culture, Importance of psychological process of motivation, salient motivation tools, Motivation; Types of motivation, Theories of work motivation Managing Conflict - Sources, types, process and resolution of conflict, Managing across Cultures; Empowerment and Participation.	8
4	Group behavior in organization	Group dynamics, types of groups, Stages of Group Development, Theories of Group Formation; Building and managing effective Teams, Dynamics of managerial leadership: Leadership styles,.	10
5	Organizational Development Process:	Management of Change, Organizational Development Process, Team Building, Inter- personal behavior in organization: Johari Window, Transactional analysis, ego states, types of transactions, life positions	10

References

Book
DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education, 2015.
Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003..
Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi, 2003
Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi 2008
Dwivedi, D.N., (2010). Organizational Behaviour Theory and Policy, 3 rd Edition, Mc Graw-Hill

Syllabus Report

Course Code : LN104

Title of The Course : **ESSENTIAL PROFESSIONAL COMMUNICATION**

Approved On :

23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE

Co-Requisite : None

Objective : At the end of this course, students will be able to familiarize with business communication, types of communication, Business Correspondence, and Business Report Writing.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Professional Communication	Professional Communication: It's meaning and importance, Essential od Effective Communication, Barriers of Effective Communication, The Cross cultural Dimensions of Professional Communication	8
2	Language through Literature	Essays The Effect of the Scientific Temper on Man by Bertrand Russell. —The ims of Science and Humanities by Moody E. Prior Short Stories —The Meeting Pool by Ruskin Bond —The Potrait of a Lady by Khushwant Singh	8
3	Basic Vocabulary	Euphemism, One word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words, Foreign words and expressions.	8
4	Basic Grammar	Articles, Prepositions , Tenses, Concord (Subject- Verb agreement), Modal Auxiliaries, Verbs: It's kind and Uses, Degree of Comparison , Punctuation.	8
5	Basic Composition	Report writing: What is a report? Kinds and objectives of reports, writing reports. Business Letter writing : Introduction to business letters, types of business letters, Layout of business letters, Letter of enquiry/Complaint	8

References

Book

Lata, Pushp& Kumar, Sanjay. Communication Skills, Oxford University Press-2012.

Quintanilla, Kelly M. & Wahl, Shawn T. Business and Professional Communication, Sage Publications India Pvt Ltd. – 2011

Juneja, Om p & Majumdar, Aarati. Business Communication : Techniques and Methods, Orient Black swan-2010

Arora V.N. & Chandra, Laxmi. Improve your writing from Comprehensive to effective writing ,Oxford University Press – 2010 (For prescribed essays- —The effect of the Scientific Temper on Man|| by Bertrand Russell & —The Aims of Science and Humanities|| by Moody E. Prior.

Mukherjee, Meenakshi. Let's Go Home and Other Stories, Orient Black Swan-2009 (For the prescribed short stories —the Meeting Pool|| by Ruskin Bond, —The Portrait of a lady|| by Khushwant Singh.

Syllabus Report

Course Code :

Title of The Course : BASICS OF SUPPLY CHAIN MANAGEMENT

Approved On:

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The basic objective of this Subject is to get familiar with Supply chain and its functions & how Supply chain management plays an important part in today's business world.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Overview of Supply Chain	Evolution of Supply Chain, Development Chain, Uncertainty & Risk, Key Issues in Supply chain management, Objectives of Supply Chain, Decision Phases in Supply Chain, Process view of Supply Chain	8
2	Flows in Supply Chain	Flow of Product Across Supply Chain, The Flow of Information Across Supply Chain, Importance of Ownership Flow in Supply Chain, Significance of Finance Flow Across Supply Chain	8
3	Types of Supply Chain	Made-To-Stock Supply Chain Strategy, Built-To-Order Process in Supply Chain, Assemble-To-Order Model, Significance of Engineer-To-Order	8
4	Decisions of Supply Chain	Competitive Supply Chain Strategy, Achieving Strategic Fit, Challenges in Achieving & Maintaining Fit, Make or Buy Decision, Framework For Strategic Alliance, Retailer Supplier Partnership, Distributor Integration, Supply Chain Network	8
5	Strategies	Distribution Strategy, Centralized v/s Decentralized Control, Push v/s Pull System, Drivers of Supply Chain Performance.	8

References

Book
Kotler, Philip., Marketing Management, Pearson Education Pvt. Ltd., New Delhi.Edition-14th.
Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-3rd.
Ramaswamy,V.S and Namakumari,S.,Marketing Management, Macmillan India, New Delhi.Edition-4th
Datta, Debraj and Datta, Mahua, A Text on Marketing Management,Vrinda Publications (P) Ltd. Edition-1st.
Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.

Syllabus Report

Course Code :

Title of The Course : WORKSHOP

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The objective of the of the workshop is to indulge student into a practical session while make them aware about the real world work .

The Workshop will be conducted at the safeducate warehouse this workshop will be conducted and arranged by safeducate resource in which student will be getting the practical session at the Warehouse and attendance and their marks will be allotted on the basis of their practical examination.

Syllabus Report

Course Code :

Title of The Course: **BASICS OF FINANCIAL ACCOUNTING**

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Basic Accounting Concepts	Need for Accounting, Development of Accounting, Definition and Functions of Accounting Limitation of Accounting, Book Keeping and Accounting , End User of Accounting Information Branches of Accounting, Difference between Management Accounting and Financial Accounting.	8
2	Accounting Principles & Standards	Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems o Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI Accounting Equation, Basic terms-Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems.	7
3	Journal, Ledger and Trial Balance	Journal, Rules of Debit and Credit, recording of entries in journal with narration; Compound Journal Entry, Opening Entry Ledger -Posting from Journal to respective ledger accounts. Need and objectives; Application of Trial Balance..	10
4	Depreciation Provisions & Reserves	Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS- 6(Revised) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect)	10
5	Final Accounts	Final accounts: meaning, need and preparation, Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.	10

References

Book
Maheshwari S N, Maheshwari S K & Maheshwari S K, An Introduction to Accountancy,2018,Vikas Publishing House Private Limited, New Delhi
Arora, M.N,Accounting for Management,2017,Himalay Publishing House pvt ltd, India
Grewal T.S., introduction to Accountancy,2016, S.chand and co., New Delhi.
Tulsian, P.C., Financial Accounting, 2015, Tata Macgraw Hill, New Delhi
Sharma DG, Fundamentals of Accounting, 2014, Taxmann' Publication,India

Syllabus Report

Course Code : BM114

Title of The Course : Introduction to Marketing Management

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective: The objective of this course is to impart in-depth knowledge to the students regarding the theory and practice of Marketing Management.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Meaning, Nature and Scope of Marketing Management. Elements of Marketing Management- Needs, Wants, Desire, Demands, Customer, Consumer, Markets and Marketers, Marketing Vs Selling.	8
2	Market Analysis	Consumer Buying Behaviour; consumer decision making process(five step model); Factors affecting Buying Behaviour; Marketing Environment-Micro and Macro.	8
3	Market Selection	Definition, Need and Benefits of Market Segmentation. Bases for Market Segmentation of Consumer goods, Industrial goods and services. Target Markets, concept of Target Market. Positioning and differentiation strategies.	9
4	Marketing Mix- I :	Product Decision-Concept of a Product; Classification of Products; Product Line and Product Mix; Branding; Packaging and Labeling; Product Life Cycle; New Product Development (Basic Steps and Process). Price Decision-Concept and meaning of Price and Pricing, Pricing Policies and Strategies. .	10
5	Marketing Mix - II	Place Decision- Nature, Functions, and Types of Distribution channels; Channel Management Decisions. Promotion Decision-Communication Process; Promotion Mix- advertising, personal selling, sales promotion, publicity and public relations; Sales promotion-tools and techniques	10

References

Book

Kotler, Philip., Marketing Management, Person Education Pvt. Ltd., New Delhi.Edition-14th., 2012

Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-3rd.2013

Ramaswamy,V.S and Namakumari,S.,Marketing Management, Macmilan India, New Delhi.Edition-4th 2012

Datta,Debraj and Datta,Mahua, A Text on Marketing Management,Vrinda Publications (P) Ltd. Edition-1st.2013

Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-4th.2012

Syllabus Report

Course Code : BM115

Title of The Course : MICROECONOMICS

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The objective of this course is to equip the students with the methodology of decision making using the

It aims to make the students aware of the working of the markets, the determination of prices and the techniques.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Microeconomics: meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles, Microeconomics and Business.	10
2	Theory of Demand	Nature of demand for a product, Law of Demand -Factors affecting this Law, Exceptions Individual demand, Market demand, Determinants of demand, Elasticity of demand -Price Income, Cross and Advertising elasticity of demand, Determinants of Elasticity of demand Demand as multivariate function.	9
3	Theory of Consumer Behavior	Concept of utility, Cardinal utility, Law of diminishing marginal utility, Law of equi-marginal utility, Indifference curve analysis, Marginal rate of substitution, Budget line, Consumer' equilibrium, Applications of indifference curves.	8
4	Theory of Production and Costs	The concept of production function, Production with one and two variable inputs, Law of variable proportion, Law of Return to scale, Optimal input combination, Theory of cost in short run and long run, Revenue function.	8
5	Market Structure & Pricing Theory	Breakeven analysis, Pricing under perfect competition, Pricing under monopoly, Price discrimination Pricing under monopolistic competition, Selling cost, Pricing under oligopoly: Cournot's model, Kinked demand curve, Price leadership.	10

References

Book
Dwivedi, D. N., Microeconomic Theory, Pearson Education, New Delhi, 2003
Koutsoyiannis A, Modern Microeconomics, 2nd ed., Macmillan, 1979.
Marshall, A., Principles of Microeconomics, 8 th ed., Macmillan & Co., London, 1920
Salvatore, D., Principles of Microeconomics, Prentice-Hall, 2000
Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

Syllabus Report

Course Code : BM116

Title of The Course : PERSONNEL MANAGEMENT

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The course aims at familiarising the students with various aspects of HRM and help the students to acquire decision making skills for managing human resource in an organization with a deep insight of hr functions.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Human Resource Management Introduction	Nature, scope, role and importance of HRM. Evolution of HRM, Functions of HRM , Philosophies of HRM.	10
2	Human Resource Management: Planning	Job analysis: Concept, steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement. Human Resource Planning Model, Barrier s of HR Planning.	10
3	Human Resource Acquisition	Recruitment: sources of recruitment, policies and procedure of recruitment, Selection: Steps in selection process & interviews. Placement and induction, Transfer and promotion	07
4	Training. Appraisal& Development	Concept of training Identification of training needs (TNA) and methods of training, Performance appraisal-Concept , methods and problems of performance appraisal. Career planning, Succession Planning Management development	08
5	Employee Remuneration& Emerging Trends In HRM	Component Of Remuneration: Wage and salary, Incentive, Fringe benefits, Non monetary benefits. New trends in HRM due to globalization deregulation and technological advancements. HRM in India.	10

References

Book

Human Resource Management, Excel books: Rao V.S.P., 2003

Personnel Management: Monnappa and Saiyadan Tata Mcgraw Hill.1979.

Marshall, A., Human Resource Management, 8 th ed., Macmillan & Co., London, 1920

Salvatore, D., Human Resource Management, Prentice-Hall, 2000

Ackley, G., Human Resource Management, New York: Collier-Macmillan, 1966

Syllabus Report

Course Code :

Title of The Course : STATISTICAL METHODS IN BUSINESS

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The objective of the course is to teach the learner basic statistical concepts with emphasis on business applications.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Basic Ideas in Statistics	Definition, Function & scope of statistics, Collection and presentation of data, Classification, Frequency distribution, Diagrammatic and graphic presentation of data.	8
2	Central Tendency and Dispersion	Central tendency: Arithmetic mean, Weighted A.M., Median, Mode, Geometric and harmonic means and their merits and demerits, Arithmetic, Quartiles, Deciles, Percentiles; Dispersion: Range, Quartile deviation, Mean deviation, standard deviation, Root mean square deviation, co-efficient of variation.	10
3	Correlation and Regression	Correlation: Karl Pearson's and Spearman's methods, Methods of studying Correlation for grouped and Ungrouped frequency distribution; Regression: Equation of regression lines for grouped and ungrouped frequency distribution, Standard error estimate.	9
4	Index No. and Business Forecasting	Index numbers: Meaning and significance, Types and methods of their construction (Weighted and Un-weighted), Base shifting, Splicing and deflating of Index numbers, Consumer price index; Time series: Components, Significance, Linear and non-linear trend, Seasonal variations and irregular variations and their measurements.	9
5	Basic Concepts in Probability	Theory of probability: Classical, Relative frequency and Subjective approach; Probability rules; Bayes' theorem; Theoretical distributions: normal, binomial and Poisson.	9

References

Book

Levin, Richard & Rubin, David, Statistics for Management, (First Indian Reprint 2004), Pearson Education, New Delhi

Hogg, Introduction to Mathematical Statistics, (International Edition), Pearson Education, New Delhi.

Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi.

VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2011.

Dr. Shagun Prasad, V .Rama Rao- Mathematics, HP Publication 2nd, Edition, 2011.

Syllabus Report

Course Code : **BM173** ▼

Title of The Course : **LOGISTICS MANAGEMENT**

Approved On :

Pre-Requisite : NONE

Co-Requisite : None

L	T	P	C
3	1	0	4

Objective : The Interrelation between supply chain & logistics ,The principles of supply chain networks
The basic concepts of management systems involved in transportation

Unit No	Title of The Unit	Content of Unit	Contact Hrs
Unit-I	Introduction	Inter-Relation Between Supply Chain and Logistics, Introduction to Logistics Management, Functions & Types of Logistics, Players in Logistics	7
Unit-II	Transportation	Introduction Freight Transportation, Transportation System, Road Transportation, Rail Transportation, Sea Transportation, Air Transportation, Multimodal Transportation.	7
Unit-III	Logistics Operations Management	Key Strategic & Tactical Decisions, Operational Decisions, Key Decision & Choice of Transportation Mode, Logistics Decision - Warehouse Network, Logistics Decision - Transport Lane Decision, Logistics Decision - Holding Inventory, Logistics Decision - 3PL Provider and IT.	7
Unit-IV	Logistics Function & Industry	Logistics & it's roles, Logistics Departments & Its Importance, Relationship within a firm, Scopes and Challenges, Tasks enabled in logistics department, Department hierarchy.	7
Unit-V	Reverse Logistics	Process of Reverse logistics, Disposition of product value, Disposal Process and it's techniques, Benefits, Scopes, Elements & Importance of Reverse logistics.	7

References

Book

Kotler, Philip., Marketing Management, Pearson Education Pvt. Ltd., New Delhi.Edition-14th.

Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-3rd.

Ramaswamy,V.S and Namakumari,S.,Marketing Management, Macmilan India, New Delhi.Edition-4th

Datta, Debraj and Datta, Mahua, A Text on Marketing Management,Vrinda Publications (P) Ltd. Edition-1st.

Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.