

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34**

*(Effective for the batch of Candidates admitted in 2022-2023)*

**B.B.A. DEGREE**

**ELECTIVE I – CONSUMER PSYCHOLOGY**

<b>COURSE CODE: 19UMAN303</b>	<b>YEAR/SEMESTER: II/III</b>	<b>MAXIMUM MARKS:100</b>
<b>COURSE TYPE:THEORY</b>	<b>CREDITS: 5</b>	<b>TOTALTEACHING HOURS: 75</b>

**GENERAL OBJECTIVE:**

To examine consumer decision making and shopping process and bring out the consequent post purchase behaviour

**COURSE OBJECTIVES (Co):**

<b>Co No.</b>	<b>Course Objective</b>
<b>Co1</b>	To understand the consumer decision process and the models of consumer behavior
<b>Co2</b>	To elaborate on each step in the process of consumer decision making
<b>Co3</b>	To provide an understanding of shopping process and related decision
<b>Co4</b>	To familiarize the students with the impact of consumption and post purchase behavior
<b>Co5</b>	To be aware of the impact of facets of consumer behavior on purchase decision

**UNIT I**

**Introduction to Consumer Psychology**

Introduction-Shopper vs buyer vs consumer-tangible and intangible marketing benefits-Market segmentation-Consumer decision process-Models of consumer behaviour(15 hrs)

**UNIT II**

**Consumer Decision Making**

Need and Information Search-Problem recognition-Types of information-Internal and external information-Alternate Evaluation and Choice-Consumer decision rules(15 hrs)

**UNIT III**

**Shopping Process and Decisions**

Planned vs unplanned purchase decisions-Brand choice vs outlet choice-outlet image and choice-Criteria for choosing outlets-shopping motives-shopping process(15 hrs)

**UNIT IV**

**Consumption and Post-Purchase Behaviour**

Consumption situation-Types of consumption-consumption and satisfaction-Post purchase behavior-Brand loyalty, product disposition, positive word of mouth, complaints  
Role of consumers and marketers(15 hrs)

**UNIT V**

**The Individual Consumer and Impact on Purchase Behaviour**

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Consumer perceptions-Memory and Learning-Mood, Emotion and Involvement-Consumer Attitude-Marketing communications(15 hrs)

**REFERENCE BOOKS**

- Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
- Jay Lindquist, Consumer Behaviour, (2012) Cengage Learning
- Leon Schiffman, Consumer Behaviour, 12<sup>th</sup> Edition, Pearson Press

**E-RESOURCES**

- <https://myscp.onlinelibrary.wiley.com/journal/15327663>
- <https://www.e-bookdownload.net/search/consumer-psychology-in-a-social-media-world>
- [http://www.youtube.com/timedtext\\_video?v=cKGmETvpKEou0026ref=share](http://www.youtube.com/timedtext_video?v=cKGmETvpKEou0026ref=share)
- [https://www.youtube.com/watch?v=em2ncCw2qCk-Brand loyalty](https://www.youtube.com/watch?v=em2ncCw2qCk-Brand%20loyalty)
- [https://www.youtube.com/watch?v=0srjdRDh99Y-Market segmentation](https://www.youtube.com/watch?v=0srjdRDh99Y-Market%20segmentation)
- <https://hbr.org/2002/09/pricing-and-the-psychology-of-consumption>

**COURSE OUTCOMES:**

On completion of the course the student will be able to

<b>CO No:</b>	<b>COURSE OUTCOME</b>	<b>PSOs ADDRESSED</b>	<b>COGNITIVE LEVEL</b>
<b>CO1</b>	Evaluate the various models of Consumer behavior and resultant benefits to the consumer	1	E
<b>CO2</b>	Examine the process of consumer decision making	2	An
<b>CO3</b>	Analyse and understand the shopping process	2	An
<b>CO4</b>	Determine customer satisfaction and consequent post purchase behavior	1,2,3	E
<b>CO5</b>	Explain the relationship of individuals behavioural traits on purchase behaviour	1,2	E

**R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

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**ELECTIVE I – MANAGING SERVICES**

<b>COURSE CODE:</b>	<b>YEAR/SEMESTER:II/III</b>	<b>MAXIMUM MARKS: 100</b>
<b>COURSE TYPE: THEORY</b>	<b>CREDITS: 5</b>	<b>TOTAL TEACHING HOURS: 75</b>

**GENERAL OBJECTIVE:**

To prepare students to understand the interdisciplinary nature of service management , spanning marketing ,operations technology and people management.

**COURSE OBJECTIVES (Co):**

<b>Co No.</b>	<b>Course Objective</b>
<b>Co 1</b>	To provide an introduction to services marketing, service markets, processes and promotion in service.
<b>Co 2</b>	To explain the uniqueness in service ,consumers in service flow and consumer behaviour, positioning , designing and managing service
<b>Co 3</b>	To give exposure to E-services, service and media, Service recovery
<b>Co 4</b>	To elaborate on the importance service pricing, revenue management .
<b>Co 5</b>	To provide an exposure on Service Entrepreneurs, Service Professionals , Service Business Model, Service Globalization,

**UNIT I**

**Introduction**

**Service - Definition-** Evolving Service Markets, The Service Customers, Product Service Systems, Service Act Seamless Service. Elements of Service Management

Core vs Supplementary Services Intangibility of Services, Response to IHIP Challenges/Process & Promotion/ Process Issues in Service.

**UNIT-II**

**Challenges of Services,**

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Service Uniqueness, Consumer in the Services Flow, Service Consumer Behaviour, Customer Co Creation of Services.

**Positioning the Service**

Offering , Important Vs. Determinant attributes, Positioning & Brand Creation, Positioning Maps, Designing & Managing Service as a Process/Balancing Demand & Capacity

**UNIT III**

**Service Logistics & Service Channels,**

E-Services, Service Failure, Service & the New Media, Service Recovery, Integrating People & Process for Service Leadership

**UNIT IV**

**Pricing Fundamentals,**

Service Pricing, Revenue Management , Managing Service Productivity, Developing the Relation Focused Service Excellence, Customer as Co-creator

**UNIT V**

Service Entrepreneurs, Service Professionals , Service Business Model, Service Globalization, Creating Customer focused Service Leadership

**TEXT BOOK**

- Service Marketing by Wirtz , Lovelock and chatterjee, Pearson india , 8 th Edition.

**REFERENCE BOOKS**

- Services operations management by Johnston , Clark and Shulver , Pearson India , 4th Edition

**E-RESOURCES**

<https://www.youtube.com/watch?v=AKX8i0R2BKM>

<https://www.youtube.com/watch?v=hgKcmr0XURY>

<https://www.youtube.com/watch?v=rzzUkDaKTRg>

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**COURSE OUTCOMES:**

On completion of the course the student will be able to

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>PSOs ADDRESSED</b>	<b>COGNITIVE LEVEL</b>
<b>CO 1</b>	Analyze the relevance of servicing terminologies, concepts, principles, theories, and facts used in service markets.	1,2	An
<b>CO 2</b>	Integrate segmentation, targeting and positioning to create, capture, and deliver value to consumers through the application of consumer behaviour.	2	C
<b>CO 3</b>	Outline the various trends in Service Logistics and service channels	2,3	An
<b>CO 4</b>	Evaluate pricing strategies and revenue management models for services.	1,2	E
<b>CO 5</b>	Examine the several approaches and career's in customer focus service leadership.	3,4	An

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**ELECTIVE I –INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP**

<b>COURSE CODE:</b>	<b>YEAR / SEMESTER: II / III</b>	<b>MAXIMUM MARKS: 100</b>
<b>COURSE TYPE: THEORY</b>	<b>CREDITS: 5</b>	<b>TOTAL TEACHING HOURS: 75</b>

**GENERAL OBJECTIVE:**

To provide an understanding on various aspects of innovation, creativity, evolving business models, incubation and entrepreneurship

**COURSE OBJECTIVES (Co):**

<b>Co No.</b>	<b>Course Objective</b>
<b>Co1</b>	To discuss opportunity analysis and need for innovation and creativity
<b>Co2</b>	To give an insight on linking idea and innovation to business
<b>Co3</b>	To understand the application of innovation in marketing,technology,services and sustainable ideas for SME
<b>Co4</b>	To enlighten the need for protection of innovation and creativity against infringement
<b>Co5</b>	To provide an insight on need for innovation based business models and incubation

**UNIT I**

**Introduction**

Business opportunity analysis Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation , School of Innovation., Challenges of Innovation,Steps of Innovation Management, Experimentation in Innovation Management

(15 hrs)

**UNIT II**

**Ideation to incubation**

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Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship, Idea Championship, Entrepreneurship types based on idea and innovation, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation (15 hrs).

**UNIT III**

**Application of innovation**

Marketing of Innovation, Technology Innovation Process and Planning, Technological Innovation Management Strategies, Technology Forecasting. Sustainability Innovation, SME'S strategic involvement in sustainable development, Innovation in services (15 hrs)

**UNIT IV**

**Protection of innovation**

Management of Innovation, ,Types of IPR, Patents and Copyrights, Patents in India(12 hrs)

**UNIT V**

**Innovation to Business model**

Business Model-Meaning, Exploration of business models Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators-Business Vs Technology, Managing Investor for Innovation , Future markets and Innovation needs for India.(18 hrs)

**REFERENCE BOOKS:**

1. Rishiksha T. Krishnan and Vinay Dabholkar 8 Steps To Innovation : Going From Jugaad To Excellence, Paperback 2013
2. Peter.F. Drucker Innovation and Entrepreneurship, Paperback 2006
3. Harvard Business School series on Innovation and Entrepreneurship

**E – RESOURCES**

- What is entrepreneurship? - <https://youtu.be/MdNNGfoxrqA>
- Who is an entrepreneur - <https://youtu.be/aozlwC3Xwfy>
- Concept of entrepreneurship - <https://youtu.be/hnBla1FfcLo>
- Innovation and entrepreneurship - <https://youtu.be/m1BWF3aPjdo>
- Top 5 lessons from most successful entrepreneurs- <https://youtu.be/e1rEHiuDtuc>
- <https://hbr.org/2002/08/creativity-under-the-gun>
- <https://hbr.org/2004/07/darwin-and-the-demon-innovating-within-established-enterprises>
- <https://hbr.org/2002/08/the-discipline-of-innovation>

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- <https://www.bcg.com/publications/most-innovative-companies-historical-rankings>
- <https://hbswk.hbs.edu/archive/the-hard-work-of-failure-analysis>
- [https://www.academia.edu/186633/Handbook\\_of\\_Research\\_on\\_High\\_Technology\\_Entrepreneurs](https://www.academia.edu/186633/Handbook_of_Research_on_High_Technology_Entrepreneurs)
- <https://www.newyorker.com/magazine/2005/09/05/the-bakeoff>

**COURSE OUTCOMES:**

On completion of this course the student will be able to

<b>CO No:</b>	<b>COURSE OUTCOME</b>	<b>PSOs ADDRESSED</b>	<b>COGNITIVE LEVEL</b>
<b>CO1</b>	Explain the concept of innovation and creativity and	2,4	E
<b>CO2</b>	Analyse the idea for decision to incubate	2	An
<b>CO3</b>	Examine the types of innovation for business start	1,4	An
<b>CO4</b>	Outline the need and importance of IPR for SME	1,3,5	E
<b>CO5</b>	Create a business model and value proposition for start up	1,2,5	C

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