

RC-BHUBANESWAR MBA (SWAYAM PRABHA) SEPTEMBER TO DECEMBER 2023					
Time 01:30 PM to 02:30 PM					
Course Code		Title	Date	Day	Name of Academic Counsellor
MMPM-001 [Consumer Behaviour]	Block-1	Consumer Behaviour–Issues and Concepts			
	Unit-1	Consumer Behaviour-Nature, Scope, Models and Applications	21.09.2023	Thursday	Dr. Saraju Prasad
	Unit-2	Consumer Behaviour and Lifestyle Marketing	22.09.2023	Friday	Dr. Saraju Prasad
	Unit-3	Organisational Buying Behaviour	25.09.2023	Monday	Dr. Saraju Prasad
	Block-2	Individual Influences on Buying Behaviour			
	Unit-4	Perceptions	26.09.2023	Tuesday	Dr. Saraju Prasad
	Unit-5	Learning and Memory	27.09.2023	Wednesday	Dr. Saraju Prasad
	Unit-6	Attitude and Attitude Change	29.09.2023	Friday	Dr. Saraju Prasad
	Unit-7	Personality and Self-Concept	03.10.2023	Tuesday	Dr. Saraju Prasad
	Unit-8	Consumer Motivation and Involvement	04.10.2023	Wednesday	Dr. Saraju Prasad
	Block-3	Group Influences on Consumer Behaviour			
	Unit-9	Reference Group Influence and Group Dynamics	05.10.2023	Thursday	Dr. Saraju Prasad
	Unit-10	Family Buying Influence, Family Lifecycle and Buying Roles	06.10.2023	Friday	Dr. Saraju Prasad
	Unit-11	Cultural and Subcultural Influences	09.10.2023	Monday	Dr. Saraju Prasad
	Block-4	The Buying Process			
	Unit-12	Problem Recognition and Information Search Behaviour	10.10.2023	Tuesday	Dr. Saraju Prasad
	Unit-13	Information Processing	11.10.2023	Wednesday	Dr. Saraju Prasad
	Unit-14	Alternative Evaluation in Buying Decisions	12.10.2023	Thursday	Dr. Saraju Prasad
	Unit-15	Purchase Process and Post-Purchase Behaviour	13.10.2023	Friday	Dr. Saraju Prasad
MMPM-005 [Marketing of Services]	Block-1	Marketing of Services: An Overview			
	Unit-1	Marketing of Services: An Introduction	16.10.2023	Monday	Dr. Ashok Kumar Das
	Unit-2	Conceptual Framework for Services Marketing	17.10.2023	Tuesday	Dr. Ashok Kumar Das
	Unit-3	Consumer Behaviour in Services	18.10.2023	Wednesday	Dr. Ashok Kumar Das
MMPC-016 [International Business Management]	Block-2	International Trade			
	Unit-4	Trade Theories	19.10.2023	Thursday	Dr. Biswo Ranjan Mishra
	Unit-5	WTO Agreements	20.10.2023	Friday	Dr. Biswo Ranjan Mishra
	Unit-6	Regional Trade Blocs	25.10.2023	Wednesday	Dr. Biswo Ranjan Mishra
MMPM-005 [Marketing of Services]	Block-2	Service Marketing Mix			

	Unit-4	Product Decisions	26.10.2023	Thursday	Dr. Ashok Kumar Das
	Unit-5	Pricing Decisions	27.10.2023	Friday	Dr. Ashok Kumar Das
	Unit-6	Place Decisions	30.10.2023	Monday	Dr. Ashok Kumar Das
	Unit-7	Promotion Decisions	31.10.2023	Tuesday	Dr. Ashok Kumar Das
MMPC-016 [International Business Management]	Block-3	Strategies of International Business			
	Unit-7	International Entry Strategies	01.11.2023	Wednesday	Dr. Biswo Ranjan Mishra
	Unit-8	Organizational Structures	02.11.2023	Thursday	Dr. Biswo Ranjan Mishra
	Unit-9	Strategic Alliances	03.11.2023	Friday	Dr. Biswo Ranjan Mishra
MMPM-005[Marketing of Services]	Block-3	Extended Marketing Mix for Services			
	Unit-8	Managing People	06.11.2023	Monday	Dr. Ashok Kumar Das
	Unit-9	Managing Physical Evidence	07.11.2023	Tuesday	Dr. Ashok Kumar Das
	Unit-10	Managing Service Process	08.11.2023	Wednesday	Dr. Ashok Kumar Das
MMPC-016 [International Business Management]	Block-4	International Business Functions			
	Unit-10	International Marketing	09.11.2023	Thursday	Dr. Biswo Ranjan Mishra
	Unit-11	International Finance	10.11.2023	Friday	Dr. Biswo Ranjan Mishra
	Unit-12	International Operations & Logistics Management	13.11.2023	Monday	Dr. Biswo Ranjan Mishra
	Unit-13	International Human Resource Management	14.11.2023	Tuesday	Dr. Biswo Ranjan Mishra
MMPM-005[Marketing of Services]	Block-4	Strategic Issues			
	Unit-11	Service Quality	15.11.2023	Wednesday	Dr. Ashok Kumar Das
	Unit-12	International Trade in Services	16.11.2023	Thursday	Dr. Ashok Kumar Das
	Unit-13	Managing Demand and Capacity	17.11.2023	Friday	Dr. Ashok Kumar Das
	Unit-14	Emerging Issues in Marketing of Services	20.11.2023	Monday	Dr. Ashok Kumar Das
MMPM-002 [Sales Management]	Block-1	Introduction to Sales Management			
	Unit-1	Sale Management: Role, Nature and Ethics	22.11.2023	Wednesday	Dr. Rajugopal Silla
	Unit-2	Diversity of Selling Situations	23.11.2023	Thursday	Dr. Rajugopal Silla
	Unit-3	Theories of Selling and Selling Process	24.11.2023	Friday	Dr. Rajugopal Silla
	Block-2	Selling Skills			
	Unit-4	Communication Skills	28.11.2023	Tuesday	Dr. Rajugopal Silla
	Unit-5	Negotiation Skills	29.11.2023	Wednesday	Dr. Rajugopal Silla

	Unit-6	Merchandising and Managing Sales Displays	30.11.2023	Thursday	Dr. Rajugopal Silla
	Block-3	Managing the Sales Force			
	Unit-7	Recruitment, Selection and Training of the Sales Force	01.12.2023	Friday	Dr. Rajugopal Silla
	Unit-8	Compensation Management	04.12.2023	Monday	Dr. Rajugopal Silla
	Unit-9	Sales Leadership: Motivation, Coaching and Counseling	05.12.2023	Tuesday	Dr. Rajugopal Silla
	Unit-10	Evaluation of Salesforce and Monitoring	06.12.2023	Wednesday	Dr. Rajugopal Silla
	Block-4	Sales Planning and Control			
	Unit-11	Sales Planning, Forecasting and Budgeting	07.12.2023	Thursday	Dr. Rajugopal Silla
	Unit-12	Territory Management and Sales Quotas	08.12.2023	Friday	Dr. Rajugopal Silla
	Unit-13	Sales Organization	11.12.2023	Monday	Dr. Rajugopal Silla
	Unit-14	Sales Control, Analysis and Sales Audit	12.12.2023	Tuesday	Dr. Rajugopal Silla