



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**RAMAPURAM, CHENNAI – 89**  
**COLLEGE OF MANAGEMENT**  
**MASTERS IN BUSINESS ADMINISTRATION**

**Vision**

To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

**Mission**

Mission statement - 1	Promote Excellence in Business Education and Skill Development
Mission statement - 2	Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship
Mission statement - 3	Enrich the Creativity, Research and Innovation in all Activities
Mission statement - 4	Collaborate to foster Personal and Institutional Leadership Effectiveness

**Programme Educational Objectives (PEO)**

PEO - 1	Graduates will be business leaders and managers with leadership and problem-solving skills for global business.
PEO - 2	Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.
PEO - 3	Graduates will have innovation skills and drive the businesses through multifaceted skills.
PEO - 4	Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

**Mapping Mission of the department to the Programme Educational Objectives**

	Mission Statement - 1	Mission Statement - 2	Mission Statement - 3	Mission Statement - 4
PEO - 1	H	M	H	H
PEO - 2	M	H	H	L
PEO - 3	H	M	M	M

PEO - 4	H	L	M	M
---------	---	---	---	---

H – High Correlation, M – Medium Correlation, L – Low Correlation

**Programme Learning Outcomes (PLO)**

PLO - 1	Apply knowledge of management theories and practices to solve business problems.
PLO - 2	Foster Analytical and critical thinking abilities for data-based decision making.
PLO - 3	Ability to develop Value based Leadership ability.
PLO - 4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PLO - 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**Mapping of Programme Educational Objectives to Programme Learning outcomes & PLO**

	PLO -1	PLO - 2	PLO - 3	PLO- 4	PLO - 5
	Graduate Attributes				
PEO - 1	H	H	H	M	H
PEO - 2	L	L	L	L	M
PEO - 3	H	H	H	M	L
PEO - 4	H	M	L	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

<b>Course code</b>	<b>MB20MM02</b>	<b>Course name</b>	<b>B2B Marketing</b>			<b>Course category</b>	<b>C</b>	<b>Foundation course</b>				
<b>Pre-requisites courses</b>		Nil	<b>Co - Requisites courses</b>		NIL	<b>Progressive courses</b>			NIL			
Course offering Department		MBA			Data book / codes / standards					Nil		
									<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
									3	0	2	4

Course learning Rationale (CLR)	The purpose of learning of this course to	Learning			Program Learning outcomes (PLO)							
		1	2	3	PLO -1	PLO -2	PLO -3	PLO -4	PLO -5	PSO -1	PSO -2	
CLR -1	To understand and identify the opportunities in the B2B Market	1	2	3	PLO -1	PLO -2	PLO -3	PLO -4	PLO -5	PSO -1	PSO -2	
CLR -2	To study and analyse the customer and their relationship in the B2B Market	Blooms level (1-6)	Expected Proficiency (%)	Expected attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.			
CLR -3	To assess the Market in the B2B segment											
CLR -4	To study the Strategic Market Planning for Products and Channels in B2B Market											
CLR -5	To study the Strategic Market Planning for Pricing, Communication and Branding											
Course Learning outcomes (CLO)	At the end of the course, learners will be able											
CLO -1	Illustrate the importance of The behaviour of customers at the B2B markets	3	75	80	H	L	M	M	M			
CLO -2	Construct the competitive strategies Methods and devices of strategic marketing planning	3	75	80	H	H	L	L	M			
CLO -3	Point out the ways to handle the Product policy of new	4	75	80	H	H	L	L	H			

	product development										
CLO – 4	Explain Marketing of engineering service and pricing strategies	4	75	80	H	H	H	L	L		
CLO – 5	Estimate the ways to measure Expanding to other verticals in the industry	5	75	80	M	H	L	H	L		

Duration (Hour)		Learning Module / Unit 1	Learning Module / Unit 2	Learning Module / Unit 3	Learning Module / Unit 4	Learning Module / Unit 5
		6	6	6	6	6
S -1	SLO -1	Fundamentals of inter-organizational marketing	Research on B2B markets	Product Policy of established products	Pricing	Vertical specialization
	SLO- 2	The development of needs at the organizations	Marketing Information System	Classification of the product types	Pricing strategies	Choosing industry
S -2	SLO -1	Review of inter-organizational markets	Research facilities	The life cycle of the product	The pricing policy	specialization
	SLO- 2	Demand on inter-organizational market	Analysis of competition	Management products	Price on the Internet	Expanding to other verticals in the industry
S -3	SLO -1	Hands-on inter-organizational markets	Benchmarking	Strategies for established products	Financial marketing	Sales department
	SLO- 2	Classification commercial practices	Strategic marketing planning	Product policy of new product development	The policy of distribution	Keeping the sales department
S -4	SLO -1	Classification of markets	Segmentation of the market	Strategies for the development of new products	direct sales	Customer relationship management
	SLO- 2	B2B and e-commerce	Methods and devices of strategic marketing planning	Marketing systems	Indirect sales	The communication process in B2B

S -5	SLO -1	The behaviour of customers at the B2B markets	B2B advantages	Marketing of engineering services	Management of conflicts on the way	Public relations
	SLO- 2	purchasing process	MIS Research	Product policy	Internet as a distribution channel	Advertising
S -6	SLO -1	purchasing roles	Competition and analysis	Product life cycle	Multi-channel distribution	Trade fairs and exhibitions
	SLO- 2	The development of needs at the organizations	B2B Marketing techniques	product types	B2B Pricing techniques	B2B Direct marketing

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>1. Michael D.Hutt, Thomas W.Speh, “Business Marketing Management, B2B”, Tenth Edition, Cengage Learning</li> <li>2. Robert Vitale, Joseph Giglierano and WaldemarPfoertsch, “Business to Business Marketing – Analysis and Practice, Pearson Learning</li> <li>3. K.Venkataraman, “B2B Marketing”, First edition, 2017, Notion Press</li> <li>4. <u>Sharma Dheeraj</u>, Michael D.Hutt, Thomas W.Speh, “B2B Marketing: A South–Asian Perspective”, Eleventh edition, 2014, Cengage Learning</li> </ol>
---------------------------	---

<b>Learning Assessment</b>												
<b>Blooms level</b>	<b>Continuous learning Assessment (50% weightage )</b>										<b>Final Examination (Marks 100 which will be weight 50%)</b>	
	<b>CLA - 1 ( 5 %)</b>		<b>CLA - 2 ( 10 %)</b>		<b>CLA - 3 ( 15 %)</b>		<b>CLA - 4 ( 15 %)</b>		<b>CLA - 5 ( 5 %)</b>		<b>Theory</b>	<b>Practice</b>
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		

1	Remember												
2	Understand	15%	15%										
3	Apply	20%	20%	10%		10%	10%	10%	10%	10%	10%	10%	10%
4	Analyse	15%	15%		10%	10%	10%	10%	10%		20%	10%	10%
5	Evaluate			20%	20%	10%	10%	10%	10%	20%		10%	10%
6	Create			20%	20%	15%	15%	20%	20%	20%	20%	20%	20%
Total		100%		100%		100%		100%		100%		100%	

**#CLA – 3 : Mini project / Seminar (5), Assignments (5) , MCQ assessment (5) / MOOC certification or NPTEL seminar presentation**

**# CLA – 4: Active participation in class /**

Course Coordinator	HOD - MBA
Dr.S.Ramanathan	Dr.R.Arulmoli