



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Programme: MMS / PGDM

Name of the Course: Managing Technology Business

Maximum marks: 100 **No. of Sessions:** 15

Name of the Faculty: Akshay, Vyahare

Mobile No: 9967111612 **Email:** avyavahare@vpmthane.org

Weblink:

Learning Objectives:

Apply conceptual learning skills in today's business environment.

Analyze financial performance of an organization.

Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business.

Assess strengths, weaknesses, opportunities and threats of the business environment.

Reference Books:

A Guide to PMBok – Project Management Institute
Various Cases on the subject – Prof Pradeep Pendse
Managing IT Infrastructure – TMI



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Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Overview of the IT/ITES/Telecom and related businesses in India and the world – segments of these industries , growth, forecasts, trends, key players, reasons for their success etc.	Lecture/Slides/Cases	
2	Study of various business models including onsite/off shoring, e-commerce, e-business, m – commerce and pure play ‘e’ models.	Lecture/Slides/Cases	
3/4	Challenges for these businesses in the domestic and international markets such as Business Development, Pricing, Set up & Infrastructure Costs, Talent management , Licensing costs &	Lecture/Slides/Cases	



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	Intellectual property rights, Mergers and Acquisitions , Customer Contract Management and SLAs , managing Innovation , legal issues, Special Incentives and schemes such as the Export Processing Zones etc		
5	Case Studies of successful and unsuccessful technology companies.	Lecture/Slides/Cases	
6	Marketing Strategy Implementation : Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services etc. Constraints in marketing strategy implementation.	Lecture/Slides/Cases	
7	Specific strategy initiatives : Product Life Cycle. Marketing	Lecture/Slides/Cases	



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	Warfare strategies. Competitive Strategies.		
8	product development and introduction strategies, Planned or unplanned strategic withdrawals (Exit Strategies / Obsolescence, Contingency / Alternative strategic planning).	Lecture/Slides/Cases	
9	Brand Strategies in FMCG markets. Rural and Export marketing strategies	Lecture/Slides/Cases	
10	Introduction Product versus Services All flavors of Services like Call Centers, BPO and KPO, MRO	Lecture/Slides/Cases	
11	Proposal making The Science of Delivery Systems and Delivery management	Lecture/Slides/Cases	



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12	Recruitment, Back office Systems Marketing and Client Management	Lecture/Slides/Cases	
13	Case Studies and Presentations	Lecture/Slides/Cases	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation, Assignment etc.		
Class Participation		
Student Conduct		

Akshay, Vyahare

Signature of Faculty

Signature of Co-ordinator