

Course Code	MB18MM05	Course Name	MARKETING TO BASE OF PYRAMID TO CONSUMERS	Course Category		Foundation Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA	Data Book / Codes/Standards			

Course Learning Rationale (CLR): *The purpose of learning this course is to:* Learning Program Learning Outcomes (PLO)

CLR-1:	Enhance the knowledge on BOP market	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2:	Understanding of the Base of pyramid and their challenges	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initial critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Integrate business projects	Usage of business metrics to evaluate business projects to develop growth strategies	Humanize are students to innovate and execute the business idea during the challenging business situation
CLR-3:	Knowledge on developing Products and service to BOP															
CLR-4:	Understanding on the Global Economy and local opportunities															
CLR-5:	Awareness on BOP market and the Roots of Developed countries opportunities															
CLR-6:	Understanding the Eco system															

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>															
CLO-1:	Learning the attributes of BOP market	1	60	50	H	M	H	M	L	H	M	H	M	L	M	H
CLO-2:	Understanding the concept of BOP and Challenges	1	50	70	L	H	L	L	M	L	H	L	L	M	H	L
CLO-3:	Understanding the BOP consumers and Producers.	2	80	75	M	H	L	L	M	M	H	L	L	M	H	M
CLO-4:	Understanding the Global opportunities and Local Innovation	2	80	70	M	H	L	L	M	M	H	L	L	M	H	M
CLO-5:	Knowledge of Informal Economy and growth	2	80	70	M	L	H	H	L	M	H	H	L	M	H	M
CLO-6:	Learning the Eco system for developing countries	2	90	80	M	H	M	L	M	M	H	M	L	M	H	M

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction	Base of pyramid	Market research	Producers at the BOP	Alternative market initiatives at BOP
	SLO-2	BOP Market	Introduction	Research steps	Entrepreneurs at the BOP	Ethical Issues
S-2	SLO-1	Dimensions of BOP	Consumption in the base of the Pyramid	Philosophy for developing products and services for the BOP	Informal Economy	Eco system

	SLO-2	Understanding Poverty	Capacity to consume	Conducting marketing research in BOP markets	Economy levels	Market oriented eco system
S-3	SLO-1	Money at the BOP	Need for new goods and services	BOP consumers	Engaging the BOP	The Poor and High-Cost Economic Ecosystems
	SLO-2	Growth of Digital enterprises in India	Three A's	BOP producers	Local growth opportunities	Eco system for developing countries
S-4	SLO-1	Access to BOP market	Consumer Dignity	Innovation	Local Innovation	Building governance capabilities among poor
	SLO-2	Market Conditions	Consumer choice	Innovation types	Global opportunities	Are the Poor to Poor?
S-5	SLO-1	Brand Conscious in BOP	Pre requisite	Innovation process	BOP solutions for developed market	The poor and High cost economic systems
	SLO-2	Critics of BOP approaches	Marketing practices in BOP contexts	Innovation Management	Lesson for MNCs from BOP market	Consumption in the base of pyramid
S-6	SLO-1	Technology at BOP	Challenges in BOP	Twelve principles of innovation or BOP markets.	BOP in MNC	Exploitation in BOP products and service
	SLO-2	Case study and Discussion	Case study and Discussion	Case study	Case study and Discussion	Case study and Discussion
Learning Resources		<ol style="list-style-type: none"> 1. The Fortune at the Bottom of the Pyramid – C.K. Prahalad, Wharton School Publishing 2. Marketing Research and the Bottom of the Pyramid: A Study Analysis – Dr. Chantell Beaty, Create Space Independent Publishing 3. Marketing to the Bottom of the Pyramid: text and cases, Ramendra Singh, Business Expert press <p>Web links:</p> <ol style="list-style-type: none"> 1. https://www.slideshare.net/VikasSaini5/bop-marketing-13991810 2. https://www.slideshare.net/MrudulaSwamy/marketing-at-the-bottom-of-the-pyramid-75499852 3. https://www.slideshare.net/BidyutBikashAssam/bottom-of-pyramid-73459535 				

4. <https://www.slideshare.net/yadavgajendrakumar/marketing-at-bottom-of-pyramid>
5. <https://www.slideshare.net/mrighna/bottom-of-pyramid-24448094>
6. <https://www.slideshare.net/NaheedAshraf/presentation-bop>
7. <https://www.slideshare.net/SifatHasan2/bop-66908310>

Learning Assessment														
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)										Final Examination (50% weightage)			
	CLA -1 (5marks)		CLA -2 (5marks)		CLA-3 (10marks)		CLA -4 (15marks)		CLA -5(15marks)		Marks -100 which will be weighted at 50%			
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			Theory	Practice		
Level 1	Remember	35	35	20	30	25	30	20	35	30	30	30	30	
	Understand													
Level 2	Apply	25	25	40	30	35	30	40	25	30	30	30	30	
	Analyze													
Level 3	Evaluate	40	40	40	40	40	40	40	40	40	40	40	40	
	Create													
	Total	100 %		100 %		100 %		100 %		100%		100 %		

CLA – 1-5: can be from any combination of these: Class Participation, Surprise Test, Cycle test, Model Examination, Mini-Projects etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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