



DETAILED SYLLABUS

for

**INDUSTRY-INTEGRATED COURSE
BACHELOR OF BUSINESS ADMINISTRATION
WITH SPECIALIZATION IN
DIGITAL MARKETING
BBA (DM)
(For University Department & Affiliating Institutes)**

(w.e.f. Session 2020-2021)



SEMESTER-I

PRINCIPLES OF MANAGEMENT
PAPER CODE: BBA/DM/101

Total Credits: 4
Internal Marks:25
External Marks:75

Course Objectives: The purpose of this course is to:

1. Acquaint students with the terms, concepts and points of view used in management,
2. Provide students with a working knowledge of the skills and functions necessary to be an effective and efficient manager,
3. Introduce to them theory and practice of managing organizations, and
4. Examine the management functions and the impact of those functions on the business organization.

Course Learning Outcomes: After completion of this course, the students will be able to:

1. Define the concept of Management and its Functions. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
2. Demonstrate the ability to direct and communicate effectively and efficiently.
3. Evaluate the global context for taking managerial actions of planning, organizing and controlling.
4. Examine the challenges to the concept of leadership, critically evaluate the contemporary leadership roles.

UNIT-I

Management – Definition, Nature, Purpose and Scope of management, Difference between Management & Administration, Skills and Roles of a Manager, functions. Fayol’s Principles of Management. Evolution of Management Thought. Scientific Management, Management by Objectives, Management by exception.

UNIT-II

Planning – Meaning and Characteristics of Planning, Types of plans, planning process. Traditional Objective Setting, Barriers and how to overcome barriers in planning, Premising and forecasting. Strategic Management.

UNIT-III

Organizing – Organizational design and Structure, Departmentation. Span of management. Centralization and De-centralization. Delegation, Authority & Responsibility: - Concept & Distinction. Line and staff organizations

UNIT-IV

Staffing – Human Resource Management, Recruitment and Selection. Performance appraisal and Coordination- Concepts. Organizational Change; Introduction, Resistance to Change. Directing- Meaning & characteristics. Controlling- Concept, planning-control relationship, process of control, Control Techniques. Team – Concept, Characteristics of team Leading.

Suggested Readings and Learning Materials:

1. Stoner James A.F., Principles of Management, Pearson Education
2. Rao V. S. P., Principles & Practice of Management, Konark Publishers Pvt Ltd.
3. Koontz O’Donnell, Principles of Management, McGraw-Hill Inc.
4. Chhabra T.N, Principles of Management, Dhanpat Rai Publishers

5. Prasad L.M., Principles & Practices of Management, Sultan Chand & Sons
6. “Principles of Management “(MOOC) Swayam UGC Portal, Prof. Susmita Mukhopadhyay, Prof S. Srinivasan, IIT Kharagpur
https://swayam.gov.in/nd1_noc20_mg58/preview

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

BUSINESS STATISTICS

Paper Code: BBA/DM/102

Total Credits: 4

Internal Marks:25

External Marks:75

Course Objectives: The purpose of this course is to:

1. Familiarize students with basic knowledge of mathematics and statistics in applied managerial contexts.
2. Acquaint them with Data organization and description skills to provide meaningful information to assist in management decisions.
3. Arm students with understanding of the statistical methods available for data analysis.
4. Equip them with Tools and Techniques of descriptive and inferential statistics for making evidence-based decisions based on well-reasoned statistical arguments.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
2. Develop an understanding of the theory of probability, rules of probability and Sampling.
3. Demonstrate the importance of the basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
4. Differentiate between various statistical methods and compare and contrast their usage.
5. Propose and create solutions to the range of problems using the techniques covered.

UNIT– 1

Introduction to Statistics – Definition, functions of statistics, Advantages, misuses and limitations of Statistics. Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean. Measures of Dispersion: - Range, Quartile deviation, mean deviation and standard deviation, Skewness, Kurtosis.

UNIT – II

Correlation and Regression – Simple Correlation and regression between two variables (grouped and ungrouped data), Rank Correlation. Karl Pearson’s Coefficient of correlation. Regression– Concept, regression lines. Difference between Correlation and regression. Association of attributes (up to three attributes).

UNIT - III

Index Numbers and Time Series Analysis – Meaning, uses and types of index numbers, Problems in constructing Index. Numbers and components. Time series analysis –Meaning and significance, concept and components of time series, Trend measurement, Moving average methods, least Square method (fitting Straight line only).

UNIT – IV

Probability and Sampling –Probability theory; Concept and Approaches. Probability rules- Addition and multiplication theorem, Binomial, Poisson and Normal Distribution and their applications. Sampling; Purpose and Methods of Sampling, Merits and limitations of Sampling.

Suggested Readings and Learning Materials:

1. Vohra N.D., Business Statistics, Tata McGraw Hill
2. Jani P.N., Business Statistics Theory and Applications, PHI Learning Pvt Ltd.
3. Gupta S.P., Statistical Methods, Sultan Chand and Co. New Delhi.
4. Elhance D. N., Elhance V. & Agarwal B. M., Fundamentals of Statistics, Kitab Mahal Distributor
5. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making, TMH.
6. "Business Statistics" (MOOC) Swayam UGC Portal, Dr. Manju S ,Maharani's Women's Commerce and Management College, Mysore-
https://swayam.gov.in/nd2_cec20_mg13/preview

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

BUSINESS ECONOMICS
Paper Code: BBA/DM/103

Total Credits: 4
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is to:

1. Interpret basic economic concepts and variables, e.g. demand and supply functions, production, costs and demand forecasting.
2. Apply the model of market supply and market demand for market analysis.
3. Integrate the basic concepts of economics with the tools of statistics in order to analyze and make optimal business decisions.
4. Give students enough foundational background of micro-economics to be able to understand consumer behaviour and design, manage and control the marketing function optimally.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
2. Demonstrate a basic understanding of the operation of a modern economy.
3. Analyze and apply the concepts of utility and diminishing marginal utility in understanding consumer behaviour.
4. Compare and contrast operations of markets under varying competitive conditions.
5. Propose and create solutions based on application of core economic terms, concepts and theories learnt.

UNIT-I

Managerial Economics –Nature of managerial economics. Significance in managerial decision making, role and responsibility of managerial economist in a business enterprise. Objectives of a firm (profit maximization, managerial theories, Baumol’s Sales Maximization Theory). Basic concepts; short and long run, firm and industry. Classification of goods and markets, opportunity cost, risk and uncertainty and profit. Nature of marginal analysis.

UNIT-II

Consumer Behaviour– Utility approach, law of diminishing marginal utility and law of equi-marginal utility. Indifference curve approach. Law of Demand, Elasticity of Demand and its measurement, Methods of Demand forecasting.

UNIT-III

Production Function– Break Even Analysis and profit forecasting in short run, law of variable proportion. Concept of cost and revenue, short run cost curves. Concept of total, average and marginal revenue. Relationship between average revenue, marginal revenue.

UNIT-IV

Market Structure– Introduction to Market, Forms of market with Features. Price determination under Perfect competition, Monopoly and Monopolistic competition & oligopoly market.

Suggested Readings and Learning Materials:

1. Geetika, Gosh P. & Choudhary P.R., Managerial Economics Tata McGraw- Hill Education

2. Jain T.R. & Khanna O.P., Micro Economics, Global Publications
3. Salvatore, D. Managerial Economics in a Global Economy. McGraw Hill, N.Y.
4. Leifer, J. H., Price Theory and Applications, Prentice Hall of India, New Delhi.
5. Brigham, E. E. and Pappas, J.L., Managerial Economics, Dryden Press, Illinois.
6. Dean, J. Managerial Economics, Prentice Hall of India, New Delhi.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

BASICS OF MARKETING MANAGEMENT

Paper Code: BBA/DM/104

Total Credits: - 4

Internal Marks: 25

External Marks:75

Course Objectives: The purpose of this course is to:

1. Enrich the students with the concepts of Marketing Management.
2. Develop the students to learn the tools used by marketing manager in decision-making situations.
3. Acquaint students with the process of marketing and consumer behavior.
4. Equip students with the knowledge of Marketing Environment and recent trends in Marketing.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Understand strong conceptual knowledge in the functional areas of Marketing Management.
2. Interpret the relevant functional areas of Marketing Management and its application.
3. Analyze and apply marketing concepts in case studies, discussions, problems in written assignments and exams.
4. Create Solutions by using various Ps of marketing and Promotion Mix tools in day to day marketing problems.

Unit -I

Introduction to Marketing -Meaning, Evolution, Importance and Concepts of Marketing; Approaches to Marketing; Concept of Marketing Myopia; Holistic Marketing. Role of Information technology in Marketing. Factors affecting Marketing Environment. Components of Marketing Mix.

Unit -II

STP (Segmenting, Targeting and Positioning) – Need and Basis for Market Segmentation; Evaluating & Selecting Target Markets; Concept of Positioning – USP; Relationship between MIS and MR; Significance of studying Consumer Behaviour and its modus Operandi, Factors influencing Consumer Behaviour.

Unit- III

Product Decisions – Concept, levels of Product; PLC and its Significance; New Product Development Process and Marketer Strategies at each Stage of NPD; Pricing Decisions – Meaning, Policies and Procedures, Factors affecting Pricing Decisions; Branding & Packaging Decisions.

Unit- IV

Introduction to Market Logistics; Channels of Distribution - Concept, Types and factors affection Channels of Distribution; Promotion Mix – Advertising, Sales Promotion, Personal Selling, Publicity & PR; Recent Developments in Marketing; Green Marketing; Ethics in Marketing.

Suggested Readings and Learning Materials:

1. Etzel J. Michael, Stanton J. William, Marketing Concepts and Cases, Tata McGraw Hill Publishing Co. Ltd.
2. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall.
3. Ramaswamy, V.S. & Nama kumari, S., Marketing Management Indian Context with Global Perspective, Mc Graw Hill.
4. Kotler, P., Keller, K.L., Koshy, A., & Jha, M., Marketing Management, A South Asian Perspective, Mc Graw Hill.
5. Saxena Rajan, Marketing Management, Tata McGraw Hill Publishing Co. Ltd.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

INTRODUCTION TO DIGITAL MARKETING
PAPER CODE- BBA/DM/105

Total Credits: 4
Internal Marks:25
External Marks:75

Course Objectives: The purpose of this course is to:

1. Make students aware of digitalization of marketing environment and its dimensions.
2. Acquaint them with the mechanism of working of digital media and conducting business through electronic means.
3. Appreciate importance of digital marketing for marketing success today and
4. Develop critical insight necessary to succeed in e-commerce and digital and social media marketing.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Understand the importance of digital marketing in a rapidly changing business landscape
2. Learn the key elements of a digital marketing strategy
3. Examine how effectiveness of a digital marketing campaign can be measured.
4. Demonstrate knowledge and ability to implement common digital marketing tools such as SEO, SEM, Social media and Blogs.

Unit – I

Introduction to Digital Marketing (DM) - Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing, History of DM, Traditional Vs. Digital Marketing, Concept and approaches to DM, Advantage and Disadvantage. Scope of DM, Future of digital marketing in India and outside India. Examples of good practices in DM.

Unit-II

Modes of Digital Marketing- Mobile marketing; Overview of the B2B and B2C Mobile Market. Email Marketing- Need for Emails, Types of Emails, and options in Email advertising. Social media marketing and other forms of digital Marketing. Overview of various & tools of digital marketing.

Unit- III

Measurement Metrics- Digital Marketing Media, Budget Allocation, ROI for Digital Marketing, Analytics and Key Performance Indicators (KPI); Attribution Models and Frameworks; Digital Marketing in Governance. Emerging Technologies for Digital Marketing. Leading and Managing Digital Marketing teams.

Unit- IV

Payment Gateways and Security System- Electronic Payment System; Electronic cash; Smart cards; Risk and Electronic payment system; Types of Transaction security- Security risk of E-Commerce; Types and sources of threats; Protecting e-business assets and intellectual property; firewalls; client server network security.

Suggested Readings and Learning Materials:

1. Chaffey. D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India.
2. Kotler, P. Kartajaya, H and Setiawan, I., Marketing 4.0: Moving from Traditional to

Digital, Wiley.

3. Tapp, A., & Whitten, I., & Housden, M; Principles of Direct, Database and Digital Marketing, Pearson.
4. Tasner, M; Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, Pearson Education.
5. “Basics of Digital Marketing” MOOC on SWAYAM Portal of UGC, https://swayam.gov.in/nd2_cec20_mg15/preview
6. “Digital Marketing” MOOC on SWAYAM Portal of UGC, https://swayam.gov.in/nd2_cec20_mg29/preview.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed as needed.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

COMPUTERS APPLICATION IN MANAGEMENT
PAPER CODE- BBA/DM/106

Total Credits: 4
Internal Marks: 25
External Practical: 25
External Theory: 50

Course Objectives: The purpose of this course is to:

1. Acquaint students with the functions and applications of a computer for personal and business use.
2. Introduce students to functions of computer hardware: input, processing, output, and storage.
3. Enhance students' knowledge and ability to use application software: word processing, spreadsheet and presentation graphics.
4. Develop students' proficiency in the usage of MS-Office (MS-Word, MS-Power Point, and MS Excel).

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Understand the basic concepts and the applications of data and computing in management.
2. Perform basic arithmetic operations and functions with data given in a spreadsheet using MS Excel.
3. Create a professional-looking document with formatted text and tables.
4. Create a professional looking presentation using animation features, pictures and an organization chart

UNIT-I

Introduction to Computers- Components, classification; capabilities, characteristics & limitations, Operating systems; Hardware (Processing, memory, i/o, storage) and Software (Systems, Applications). CPU, OS (Windows, UNIX, LINUX, Apple MAC). Computer Languages & types; Storage devices; Application of Computers in Business.

UNIT-II

Introduction to Word Processing, MS-Word-- Features, Navigation in Word; Formatting Documents; Working with tables and charts; Mail Merging, envelopes and labels; Paste special, Working with symbols and equations; Referencing Styles; Footnotes; Endnotes. MS PowerPoint – Slide creation; alignment of text and graphics; Inserting pictures, sounds and animation in PowerPoint. Use of Templates; Slide Master. Use of Google Docs and Slides.

UNIT III

Introduction to MS-Excel; Spreadsheet – Structure and Features. Excel features; Importing Data into Excel; Creating a Spreadsheet- Entering Data and Formulae; Freezing panes, applying filters, sorting, charting Data; Formatting worksheets; Embedding objects and charts.

UNIT-IV

Data types in Excel; Working with Tables & Table styles. Conditional formatting and Its use. Introduction to Excel functions - COUNT; COUNTIF; COUNTA; COUNTBLANK; SUM; SUMIF. Web-Enabling Your Worksheets; Saving a WS as Web page with Interactivity

Lab Work:**MS-Office (MS-Word, MS-Power Point, MS Excel)**

- Creating CV using formatting options and tables in MS Word
- Creating a Newsletter/ Poster/ Infographic in MS Word
- Sending a party invite to many invitees with different labels using mail merging in MS Word
- Making a flowchart
- Creating a Table of Content
- Creating a professional-quality, animated presentation
- Making a Heatmap in MS Excel
- Any other appropriate lab tasks and activities to implement the topics in the syllabus

Suggested Readings and Learning Materials:

1. Saxena, S., Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams, B. and Sawyer, S. Using Information Technology, A Practical Introduction to Computers and Communications, Tata McGraw Hill, New Delhi
3. Parsons, J.J and Oja, D., Computer Concepts, Thomson Learning, Bombay.
4. Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi
5. Winston, W. L., Microsoft Excel - Data Analysis and Business Modeling, PHI Publications
6. Lalwani, L., Excel 2019 All-in-One Paperback; BPB Publishers
7. <https://www.excel-easy.com/>
8. <https://www.bpwebs.com/create-professional-looking-microsoft-word-reports/>
9. <https://www.dummies.com/software/microsoft-office/powerpoint/an-introduction-to-microsoft-powerpoint-2019-presentations/>

NOTE:

1. Only latest editions of the above books are recommended.
2. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 05 short questions, each carrying 1 mark.
2. Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case study/practical/numerical problem is compulsory. All questions carry 15 marks.

SEMESTER-II

**FINANCIAL ACCOUNTING
PAPER CODE- BBA/DM/201**

**Total Credits:4
Internal Marks:25
External Marks:75**

Course Objectives: The purpose of this course is to:

1. Make students appreciate the importance of accounting to facilitate allocation of resources in society.
2. Acquaint students with the accounting process and procedures.
3. Introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing financial statements.
4. Develop students' ability of using accounting information as a tool in applying solutions for managerial problems to develop skills necessary to evaluate an enterprise's financial position and its operating, investing and financing activities.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Understand the general purposes and functions of accounting.
2. Demonstrate calculation of depreciation by applying various methods.
3. Recognize the commonly used financial statements, their components and flow of information from business transactions into these statements.
4. Identify types of errors and propose their rectification in the accounts.
5. Use & analyze the accounting information to support business processes and practices.

UNIT-I

Introduction to Accounting - Meaning, Nature and Need for Accounting, Scope of Financial Accounting. Branches of Accounting, External and Internal end users of accounting information. Accounting Concept and Conventions. Accounting Equation. Accounting Standards in India.

UNIT-II

Basic Accounting Procedures- Journalizing transactions, Rules of Debit and Credit. Classification of accounts. Steps of journalizing. Ledger; Concept, Posting and balancing the ledger. Trial Balance; Definition, objects and preparation of trial balance. Financial statements- Meaning, Types, Trading A/C, Profit and Loss A/C, Balance Sheet- Need and importance (Practical Problems with Adjustments).

UNIT-III

Introduction to Depreciation- Nature, Causes, basic factors and methods of depreciation (straight line and written down value method). Reserves and Provisions- Meaning, Types of Provisions, capital Reserve and General Reserve, Secret reserve. Bank Reconciliation Statement.

UNIT-IV

Joint Venture Accounts-Concept and Accounting Treatment (simple problems). Rectification of errors; types of errors and their rectification.

Suggested Readings and Learning Materials:

1. Maheshwari, S.N., Principles of management accounting, Sultan Chand and Sons
2. Bhushan, K.G. and Tiwari, H.N., Financial Accounting, Taxman's
3. Harrison, W.T. and Horngren, C.T., Financial Accounting, Prentice Hall of India
4. Gupta, R.L., Financial Accounting, Sultan Chand and Sons
5. Khan and Jain, Management Accounting, Tata McGraw-Hill Education
6. Maheshwari and Maheshwari, An Introduction to Accountancy, Vikas Publishing House

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts:

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

CONSUMER BUYING BEHAVIOUR

PAPER CODE- BBA/DM/202

Total Credits: 4

Internal Marks: 25

External Marks: 75

Course Objectives: The purpose of this course is to:

1. Impart to students an understanding of the way individuals decide about their consumption.
2. Provide the foundation for designing and evaluating marketing strategies based on fundamentals of consumer behaviour.
3. Grasp the importance of consumer behaviour and the forces that drive change in it.
4. Enable students to sense understanding of different Personality Traits and how they impinge upon consumer behaviour.
5. Develop their ability to unlock the mind of the consumer which shapes his needs, motives, personality, attitude, perception and ultimately his/ her behaviour, especially buying behaviour.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Recognize the importance of consumer behaviour and the forces that drive change in it.
2. Decode how personality, perception and attitude shape buying behaviour.
3. Apply and integrate their understanding of Consumer buying behaviour in the context of strategic marketing initiatives
4. Construct answers to the numerous questions like why the consumer must buy, besides how, when, from where and how often he/she may buy.

UNIT-I

Introduction and Importance of Consumer Behaviour; Consumer Decision-making process; Consumer Learning and its Theories; Forces that shape Consumer Learning and drive Change in Consumer Behaviour; Consumer Behaviour and Strategic Planning; Consumer Scene in India.

UNIT-II

Nature of Consumer Attitudes and Change; Components of Attitude; Personality and Consumer Behaviour. Personality and self-concept; Theories of Personality (Freudian, Neo-Freudian and Trait Theory), Personality and Understanding Consumer Diversity. AIO studies and their applications.

UNIT-III

Environmental influences on Consumer buying Behaviour – culture, sub-culture and cross-culture. Marketing strategies and problems related to cross-culture. Social class, social class mobility, influence on buying behaviour and pattern. Managing Consumer Behaviour Dynamics.

UNIT-IV

Family and life cycle stages and their influence on CBB; Reference Groups and their Influence on CBB. Consumer Post Purchase Behaviour - Consumer Satisfaction and Dissatisfaction;

Factors responsible for Consumer Dissonance; Meeting Consumer Expectations. Consumer Buying Behaviour in Service Marketing.

Suggested Readings and Learning Materials:

1. Schiffman, L.G. and Kanuk, L.L. Consumer Behaviour, Prentice Hall.
2. Batra, S.K. and Kazmi, S.H.H. Consumer Behaviour, Text and Cases, Excel Books.
3. Solomon, Michael R. Consumer Behaviour, Prentice Hall.
4. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall, India.
5. Henderson, S, Consumer Behaviour in Theory and Action, John Wiley & Sons.
6. London and A Della, Consumer Behaviour, Tata McGraw Hill.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

**HUMAN RESOURCE MANAGEMENT
PAPER CODE- BBA/DM/203**

**Total Credits: 4
Internal Marks: 25
External Marks: 75**

Course Objectives: The purpose of this course is to:

1. Develop in the students an appreciation of the need for effective management of human resources.
2. Empower the students to meet the HR challenges in present scenario.
3. Develop their focus on issues and strategies required to select and develop manpower resources.
4. Develop relevant skills in students necessary for solution of HR related issues.

Course Learning Outcomes: After completion of the course, the students will be able to:

1. Understand the concept of human resource management and to understand its relevance in organizations.
2. Demonstrate the necessary skill sets for application of various HR issues.
3. Analyze the strategic issues and strategies required to select and develop manpower resources.
4. Integrate the knowledge of HR concepts to make correct business decisions.

Unit I

Introduction to Human Resource Management: Meaning, Function, Significance & Challenges of HRM; HRM Policies; Strategic Human Resource Management (SHRM) Introduction; HR outsourcing – BPO, KPO.

Unit-II

Acquiring human resources: Human Resource Planning; Job analysis and Job design; Job Evaluation; Recruitment; Selecting human resources; Placement; Induction and Socialization.

Unit III

Training & Developing Workforce - Need, Method, Importance & Evaluation of Training; Career planning & development; Succession planning; Human resource information system.

Unit IV

Performance Management System: Definition, Importance, Objectives, Components of Performance Management System; Determine Compensation Structure; Individual & Group Incentives; Designing and Administering Benefits and Services.

Suggested Readings and Learning Materials:

1. K Aswathappa, K., Human Resource and Management, Tata McGraw Hill
2. Robbins, S.P., Human Resource Management, Pearson Education Asia.
3. Gilmore, S. and Williams, S., "Human Resource Management", Oxford University Press.
4. Tayeb, M. International Human Resource Management, Oxford University Press.
5. Rao, VSP, Human Resource Management, Excel Books

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for framing the question papers:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

INTERNET AND WEB FUNDAMENTALS
PAPER CODE- BBA/DM/204

Total Credits: 4
Internal Marks: 25
External Practical: 25
External Marks: 50

Course Objectives: The purpose of this course is to :-

1. Impart knowledge of the basics involved in publishing content on the World Wide Web.
2. Familiarize students with the 'language of the Web' – HTML, the fundamentals of how the Internet and the Web function.
3. Provide them a basic understanding of graphic production with a specific stress on creating graphics for the Web.
4. Impart a general grounding introduction to programming and scripting.
5. Expose students to the basic tools and applications used in Web publishing.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Understand the basics of Internet & Search Engines.
2. Appreciate and implement the need and basics of CSS
3. Writing various programs as prescribed in lab work.
4. Gain a basic grounding in the concepts of client side and server side scripting
5. Create a Web page using HTML tags

Unit-I

Electronic Mail and Internet: Introduction, User Ids, Pass words, e-mail addresses, message components, message composition, mailer features, E-mail inner workings, E-mail management; Mime types; Newsgroups; mailing lists; chat rooms. Introduction to Networks and Internet; Working of Internet, Internet Congestion, Internet culture, business culture on Internet. Collaborative computing & the Internet. Modes of Connecting to Internet, Internet Service Providers (ISPs). Internet address, standard address, domain name, DNS, IP. v6. Modems and time continuum, communications software; Internet tools.

Unit-II

World Wide Web: Introduction; Miscellaneous Web Browser details, Searching the www: Directories Search Engines and Meta Search Engines, Search Fundamentals, Search Strategies, Working of the Search Engines, Telnet and FTP. Coast-to-coast surfing, HyperText Markup Language, Web page installation, Web page setup, Basics of HTML & formatting and hyperlink creation, Using FrontPage Express, Plug-ins.

Unit-III

Languages: Basic and advanced HTML; java script language; Client and Server-Side Programming in java script. Forms and data in java script, XML basics. Introduction to Web Servers: PWS, IIS, Apache; Microsoft Personal Web Server. Accessing & using these servers.

Unit-IV

Introduction to Privacy and security issues. Software Complexity. Encryption schemes. Secure Web document. Digital Signatures. Firewalls.

Lab Work:

1. Sending and receiving mails.
2. Chatting on the net.

3. Using FTP and Tel net server.
4. Using HTML Tags (table, form, image, anchor etc.).
5. Write a program to create various types of list.
6. Write a program to create chess board and time table using table tag.
7. Write a program to create frames.
8. Write a program to use various tags in HTML.
9. Write a program to use CSS in HTML.
10. Making a Web page of your college using HTML tags

Suggested Readings and Learning Materials:

1. Greenlaw, R. and Hepp, Ellen, Fundamentals of the Internet and the World Wide Web, TMH
2. Deitel, Deitel & Nieto, Internet & World Wide Programming, Pearson Education
3. Weiss, A., Complete Idiots Guide to Java Script, QUE.
4. Kironjeetsyan, Network Firewalls, New Rider Publications
5. Alfred Glkossbrenner, A., Internet 101 Computing, MGH.
6. Godbole A.S., Kahate A., Web Technologies, TMH
7. Shelly, Napier & Rivers, Web Design: Introductory Concepts and Techniques, Cengage Learning.
8. D. Cimino J.D., Intranet, Jaico Publishers
9. Kamal R., Internet and Web Technologies, T.M.H

NOTE:

1. Only latest editions of the above books are recommended.
2. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 05 short questions, each carrying 1 mark.
2. Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

MARKET RESEARCH METHODOLOGY
PAPER CODE- BBA/DM/205

Total Credits: 4
Internal Marks: 25
External Practical: 25
External Theory: 50

Course Objectives: The purpose of this course is to:

1. Impart knowledge of basics of market research and its process to the students.
2. Familiarize the students with the methods and applications of market research.
3. Involve students in practical application of market research methodologies through group projects.
4. Enable the students to formulate and conduct research work.

Course Learning Outcomes: After completion of the course, students will be able to -

1. Have a detailed overview of stages in the MR process.
2. Differentiate various data collection tools and their relevance in different situations.
3. Apply and analyse usage of data analysis and hypothesis testing procedures.
4. Demonstrate understanding of qualitative and quantitative research techniques.
5. Apply scaling techniques and measure the attitude of consumer.

Unit - 1

Introduction to Market Research – Meaning and Scope of Research in Marketing; Characteristics of good market research. Significance and Process of market research; Relationship of MR with other Disciplines.

Unit - 2

Market Research Proposal – Meaning, Types and Draft of research proposal; Introduction to research design- types of market research design, Exploratory, Descriptive and Experimental Research; Basic Sampling Concepts, Sampling techniques and to criteria to select a sample.

Unit - 3

Introduction to Data Collection Methods – Meaning, Tools of Data Collection, Questionnaire, Interviews, Survey, Observation, Schedule; Attitude Measurement Scales.

Unit -4

Data Analysis and Interpretation – Meaning and techniques of data analysis; Hypothesis Testing – Null, alternate Hypothesis, Process of Hypothesis Testing, Type 1 Type 2 Error , Small & Large Sample (An Introduction only); Report Writing – Meaning, Types of Reports, Format of Research Report, Presentation of Research Report.

Lab Work: - Creation and Submission of:

1. A rough draft of research proposal.
2. Final draft of research proposal (after incorporating the review comments given on the rough draft by the course facilitator).
3. First draft of the research instrument used in the study.
4. Final research instrument after the teacher's review and the responses of the respondents
5. Final report along with Class Presentation.

Suggested Readings and Learning Materials:

1. Cooper, Donald R. and Schindler, Pamela S., Marketing Research – Concepts, Cases, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Beri, G.C, Marketing Research, Tata Mc Graw Hill, New Delhi.
3. Malhotra, Naresh K and Das S., Marketing Research – An Applied Orientation, Pearson Education.
4. Green, Paul and Donald S Tull, Research for Marketing Decisions, PHI.
5. Kothari, C.R., Research Methodology, New Age International Publishers.
6. Boyd & Westfall, Marketing Research, Prentice Hall.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting:

Question paper will be divided into two parts: -

1. Part A will consist of 05 short questions, each carrying 1 mark.
2. Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

ORGANIZATIONAL BEHAVIOUR
PAPER CODE: BBA/DM/206

Total Credits: 4
Internal Marks: 25
External Marks: 75

Course Objectives: - The purpose of this course is to:

1. Develop the theoretical understanding among students about the structure and behaviour of the organization as it develops overtime.
2. Provide clarity on the concepts for understanding behaviours of individuals and groups in the organizational context.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Demonstrate applicability of the concepts of organizational behaviour to understand the behaviour of people in the organization.
2. Analyze the complexities associated with management of group behaviour in the organization.
3. Integrate OB concepts to appreciate the motivation behind behaviour of people in the organization.
4. Synthesize related information and evaluate options for controlling and predicting human behaviour and improve results.

Unit I

Meaning, Fundamental concepts, Definition, Approaches to OB; Characteristics and limitations of OB; Challenges and Opportunities of OB; Models of OB; Individual processes and behavioural differences.

Unit II

Personality- concept, determinant, theories and applications; Values, Attitudes and Emotions; Perception- concept, process and applications; Learning and Reinforcement; Motivation: concept, theories and applications; Stress management.

Unit III

Interpersonal Processes: Work teams and groups- Definition of Group, Stages of group development, Group cohesiveness, Types of groups, Group processes and Decision Making; Team Building; Conflict concept, sources, types, management of conflict; Power and Political Behavior; Leadership: concept, function and styles.

Unit IV

Organizational Processes and structure: organizational design; various organizational structures and their effect on human behavior; Organizational climate; Organizational culture; Organizational change: Concept, Nature, Resistance to Change, Change Management, Implementing Change and Organizational Development

Suggested Readings and Learning materials:

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education

Asia, New Delhi.

2. Gupta C.B, A Textbook of Organisational Behaviour ,S. Chand, New Delhi
3. Singh K., Organisational Behaviour: Text and cases. New Delhi: Pearson Education
4. Udai P., Understanding Organisational Behaviour, Oxford University Press, New Delhi
5. Robbins, S.P. & Judge, T.A., Organisational Behaviour, Prentice Hall of India, New Delhi

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for framing the question papers:

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

ENGLISH MIL COMMUNICATION
PAPER CODE: BBA/DM/207

Total Credits: 4
Internal Marks: 50
External Marks: 50

Course Objectives: - The purpose of this course is to:

1. Introduce students to the theory, fundamentals and tools of communication.
2. Develop in them vital communication skills which should be integral to personal, social and professional interactions.
3. Address some of the aspects of effective communication skills through an interactive mode of teaching-learning process and
4. Lay adequate emphasis on the various dimensions of communication skills including language of communication, speaking, reading as well as writing skills.
5. Orient the students towards understanding and acquiring various Media and Information Literacy (MIL) competencies.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Acquire communication literacy standards and skills and implement them as working strategies.
2. Engage in and gain basic proficiency in reading and comprehension of textual matter.
3. Speak effectively to a) inform b) describe c) explain d) persuade.
4. Demonstrate basic competence in writing notes, communiques, technical writing and proposal writing.
5. Develop and synthesize their fundamental Media and Information Literacy (MIL) competencies.

Unit I

Communication - types and modes. Effective Communication/ Mis- Communication. Barriers and Strategies. Language of Communication: Verbal and Non-verbal (Spoken and Written); Personal, Social and Business; Intra-personal, Inter-personal and Group communication.

Unit II

Speaking Skills – Dialogue, Group Discussion, Interview, Public Speech, Role Play/ Extempore Presentations. Reading and Understanding - Close Reading, Comprehension, Analysis and Interpretation, Summary Paraphrasing. Use of gender-sensitive language.

Unit III

Writing Skills - Making notes; Product Documentation; Writing a Proposal, Communiques, Letters, Job Applications, Resume.

Unit IV

Media and Information Literacy (MIL) – Meaning; Types of MIL: Digital, Media, ICT, Information, Library and News Literacy; Internet security; Cultural diversity. Recognizing the demand for, Searching for, Accessing and Retrieving Information and Media Content.

Understanding, Assessment and Evaluation of Information and Media. Creation, Utilization and Monitoring of Information and Media.

Suggested Readings and Learning materials:

1. Fluency in English - Part I, Orient BlackSwan. (Author: Delhi University)
2. Fluency in English - Part II, Oxford University Press. (Author: Delhi University)
3. Business English, Pearson. (Author: Delhi University)
4. Kumar, S. P., Language, Literature and Creativity, Orient Blackswan.
5. Carlsson, U. Understanding media and information literacy (MIL) in the digital Age: A question of democracy. University of Gothenburg, Sweden.

NOTE:

1. Latest editions of the above books are recommended.
2. Additional books/learning materials may be suggested and added from time to time.
3. Activities based on each Unit would be implemented. The Course facilitator would devise an appropriate scheme for Internal assessment (50 marks).
4. There would be an External Practical/ Viva Voce as the end-term examination (50 marks). There would be no written theory examination by University.

SEMESTER III

FINANCIAL MANAGEMENT
BBA/DM/301

Total Credits: 4
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is to:

1. Offer the students systematic knowledge of financial management to help with making financial decisions and resolving financial problems.
2. Familiarize them with the importance of working capital management and its tools.
3. Provide the learner with an in-depth understanding of the link between company decision-making and the operation of capital markets.
4. Explore and integrate in management the financial environment in which firms and managers must operate.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Describe the role and importance of the finance function.
2. Explain the financial concepts which can be used in making financial management decision.
3. Demonstrate alternative sources of finance and investment opportunities and their suitability in particular circumstances.
4. Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders.
5. Assess the factors affecting investment decisions and opportunities presented to an organization, Select and apply techniques in managing working capital.

Unit- I

Nature of Financial Management- Introduction, Finance Functions. Goals of Financial Management. Risk and Return Trade Off. Organization of Finance Functions, Time Value of Money, Reasons for Time Value of Money, Future Value of Single Amount, Future Value of An Annuity, Present Value of a Single Amount, Present Value of an Annuity, Multi Period Compounding.

Unit-II

Basics of Capital Budgeting- Nature of Investment Decisions, Importance of Investment Decisions. Investment Criteria, Capital Budgeting Techniques- NPV, IRR, Payback and Accounting Rate of Return. Cost of Capital- Meaning and Significance of the Cost Capital. Explicit cost and opportunity cost- Concept. Component Cost of Capital- Debt, Equity, Preference Capital, and Retained Earnings, Weighted Average Cost of Capital and marginal cost of capital.

Unit-III

Capital Structure- Meaning of Capital Structure; Factors Influencing Capital Structure, Theories of Capital Structure- NI, NOI, Traditional Approaches, Leverages - Meaning and Types - Financial Leverages; EBIT – EPS Analysis Concept of Combined Leverage

Unit-IV

Working Capital Management- Concepts of Working Capital; Need for Working Capital, Determinants of Working Capital, Computation of Working Capital. An Elementary Knowledge of Component of Working Capital Management; Cash Management, Receivables Management and Inventory Management. Introduction - Dividend, Meaning, Forms of Dividends, Dividend Policy Decisions, Dividend models- Walter's, Gordar's and M-M models, Aspects of Individual Policy.

Suggested Readings and Learning Materials:

1. Pandey, I.M., Financial Management, Vikas Publishing House.
2. Khan M. Y. and Jain P.K., Financial Management-Text and Problems, Tata McGraw Hill publishing Co. Ltd.
3. Horne, J.C. Van, Wachowicz J.M., Fundamentals of Financial Management, Prentice Hall of India.
4. Chandra P., Financial Management Theories and Practice, Tata McGraw Hill, Publishing Co. Ltd.
5. Kishore R. M, Financial Management, Taxman's.
6. Sharma R. K. and Gupta K.S., Management Accounting- Principles Practice, Kalyani Publishers

NOTE:

- 1 Only latest editions of the above books are recommended.
2. Cases will be discussed from each unit as needed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting

(Question paper will be divided into two parts)

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

**INTERGRATED MARKETING COMMUNICATIONS
BBA/DM/302**

**Total Credits: 4
Internal Marks: 25
External Marks: 75**

Course Objectives: The purpose of this course is to:

1. To impart to the students' knowledge of the tools of IMC and their utilization by the marketer to achieve market campaign.
2. To provide learning to the students about the role of advertising and other promotional tools.
3. To develop the students' knowledge regarding recent Ad Modes and role of Ad Agencies.
4. To help the students understand the effectiveness of IMC in present scenario

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Demonstrate the skills and knowledge in the field of marketing as a core Subject.
2. Analyze the tools of Marketing communication and their application.
3. Know and create a comprehensive and integrated Marketing Communication plan to target the market.
4. Develop an integrated cross-media strategy to deliver the brand promise to the target audience through an IMC campaign for a brand.
5. Critically evaluate the effects of communication and the results of IMC Campaign to determine its success.

Unit-I

Communications Process – Source, Message, Channel. Marketing Communications – Meaning and Process. Attention, Interest, Desire, and Action (AIDA) Model and its role in developing effective marketing communication strategies. Marketing Communication Tools and their significance.

Unit-II

Advertising – Objectives; Social, Ethical and Legal aspects of Advertising; Recent Modes of Advertising – Digital Media, Social Media, Mobile Advertising. Sales Promotion –Types and Methods; Opportunities and Challenges in Sales Promotion. Publicity – Meaning, Objectives and tools. Public Relations – Importance and Strategies to build good Public Relations. Marketing Communications for Image Management and Reputation Management.

Unit-III

Media Planning and Strategy. Overview. Print and support media; Mass media & print media. Newspaper- Classification, Strengths and Limitations. Outdoor media- Types, merits and demerits. Broadcast media- Television, Radio and Films, their strengths and weaknesses. Preparing the media plan. Steps involved and Problems encountered. Advertising Agencies- Types and their function; Role and Services offered.

Unit-IV

Integrated Approach to Marketing Communications – Overview, Role in Marketing Success; Model, Tools. Budgets, Objectives and Evaluation- Setting communication objectives; The DAGMAR approach. Budgeting for Marketing Communications. Measuring the communication effectiveness. Planning and Implementation of a Creative Strategy for IMC. Examples of IMC. Recent Trends in IMC.

Suggested Readings and Learning Material:

1. Belch and Belch, Advertising & Promotion, Tata McGraw Hill Publishing.
2. Kotler, Philip, Marketing Management, Prentice – Hall of India.
3. Blythe and Blythe, Marketing Communication, Pearson Education India, New Delhi.
4. Shah, Kruti and D'Souza, Alan, Advertising & Promotions: An IMC perspective, Tata McGraw Hill.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases will be discussed as needed from each unit.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting

(Question paper will be divided into two parts)

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

CONTENT WRITING
PAPER CODE- BBA/DM/303

Total Credits: 4
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is to:

1. Make the students understand the impact of business and promotional messages
2. Enhance knowledge and skills of the students regarding techniques for effective content writing.
3. Develop students' ability to create content for different media purposes.
4. Train aspiring content writers regarding procedures and best practices for content generation.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Know and understand how to create better quality content which ranks faster at Search Engines.
2. Describe and discern among the right, short-tail and long-tail keywords.
3. Demonstrate the skills required to build content.
4. Critically examine and evaluate the Do's & Don'ts of Content Marketing.
5. Integrate and synthesize various Content Creation Tools.

Unit – I

Introduction to Content Writing; Role of a Content Writer. Types of Content - Article, Blog, E-Books, Press Release, Newsletters. Content Writing Process and Life Cycle. Process of Information Collection. Essentials of Content Writing- Usage of Business Communication; Branding and its impact on writing; Portraying Business Objectives through Content; Delivering Content in different Formats.

Unit –II

Introduction to Blogging - Writing and Optimizing Blog Posts. Website Content Writing - Developing Sitemaps; Structuring Wireframes. Proposal Writing- Introduction to writing a Business Proposal. Writing for Public Relations - writing Media Briefs, Press Notes / Press Releases, Content for Media/Press Kits. Writing for Brochures and Pamphlets – Content Development, Structure and Strategy.

Unit –III

Introduction to Social Media Posts. Writing for Facebook Posts; Facebook Pages and Events. Writing for WhatsApp; Writing for Twitter; Writing for Instagram; Writing for LinkedIn Pages. Integrated approach to marketing communications through Social Media.

Unit –IV

Advance Level Content Writing, Infographics. Content Writing Project Management. Legal Aspects of Content Writing, Introduction to Freelancing. Creating website and own portfolio; Preparing a quotation and an invoice. Content Writing Tools - Reviewing Tools.

Suggested Readings and Learning Materials:

1. Crestodina, Andy, Content Chemistry: The Illustrated Handbook for Content Marketing, Orbit Media Studios, Inc.
2. Richards, Sarah, Content Design, Content Design London
3. Handley, Ann and Chapman, C.C., Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business, John Wiley & Sons Inc.
4. Halvorson, K. and Rach, M., Content Strategy for the Web, New Riders.

NOTE:

1. Only latest editions of the above books are recommended.
2. Tutorials would be held as needed to practise different types of content creation.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided into two parts)

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

SEARCH ENGINE MARKETING AND OPTIMIZATION
BBA/DM/304

Total Credits: 4
Internal Marks: 25
External Practical: 25
External Theory: 50

Course Objectives: The purpose of this course is to:

1. Make the students understand the essential SEM strategies and SEO techniques necessary for a website to rank well on Google.
2. Impart understanding and knowhow to gather additional traffic and recurring site visitors from different sources.
3. Appreciate the importance of SEO and SEM as a Fundamental Building Block for Online Marketing
4. Impart knowledge and skills regarding basic Components of On-Page and Off-Page Optimization.
5. Provide a Toolset to assist in current and future webpage optimization efforts.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Identify elements of search engine marketing plan
2. Determine link popularity and its importance for the optimization process.
3. Evaluate the ways to develop an effective link building program.
4. Construct search engine-friendly web sites.

Unit – I

Introduction to Search Engine Marketing. SEM anatomy - Paid search details, organic search detail, content targeting - repeat keywords, meta description, meta tags - User experience. SEM terminology- PPC, CPC, creative, SERP, CTR%, Impressions, Google content network, rank/position, quality score; SEM marketing tips and tricks.

Unit –II

Introduction to Search Engine Optimization. Functions of search engines and their working; Factors on which search engines determine the rating. Different types of traffic; Keywords; Understanding keywords mix.

Unit-III

Local SEO; Google Places listing and its optimization; Classified submissions; Using H Card, citation, NAP (Name, Address, Place). Primary keywords, secondary keywords and tertiary keywords - difference between keyword stuffing and keyword placement. How to write an optimized content for article, blog and press release

Unit-IV

Monitoring SEO process; Preparing SEO Reports; On page SEO, OFF page SEO; Link building- types, benefits; Setting up SEM strategy. Analysis of the efficiency of SEM strategy; Digital promotion, Tools and techniques.

Lab Work:

- Keyword research
- Indexing
- On-site optimization-Meta title, meta description, meta keyword tags and body text
- Link building
- Page rank algorithm
- Make required changes on a website for SEO
- Implementing SEMO tools and techniques
- Application of SEO on different case study of various websites such as E-comm, hotel websites or classroom students blogs

Suggested Readings and Learning Materials:

1. Kristopher B. Jones, Search engine optimization: your visual blueprint for effective internet marketing, Wiley.
2. Grappone, J. and Couzin, G., Search engine optimization: an hour a day, Wiley
3. Clarke, A., SEO 2020 Learn Search Engine Optimization with Smart Internet Marketing Strategies, Independently Published.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases will be discussed as needed from each unit.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 05 short questions, each carrying 1 mark.
- Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

BASICS OF GOOGLE ADWORDS AND ADSENSE
BBA/DM/305

Total credits: 4
Internal Marks: 25
External Practical: 25
External Theory: 50

Course Objectives: The purpose of this course is to:

1. Make students explore and understand the kind of ads they can use with AdSense.
2. To acquaint students with Ad groups, keywords, and their usage.
3. Enhance knowledge and skills of the students to understand how AdWords bidding works, Google's ad placement formula, and plan AdWords spend by calculating a max cost-per-click (CPC) bid.
4. Develop student's ability to write compelling search text ads, align your text ads with your target keywords, and optimize landing pages to boost your search engine marketing campaigns.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Identify the key elements of a Google Ad Words paid search campaign.
2. Know and understand the difference between text only and rich Image Media Ads.
3. Review the performance of the Ads on a website.
4. Evaluate which ads are shown on the website and where Ads are placed on the website.
5. Design Google Ad Words campaign using keyword research.

Unit- I

Google Ad Words Overview. Inorganic Search Results. Google Ad Words & PPC Advertising. Overview of Microsoft AdCenter (Bing & Yahoo). Online advertising, Pay-Per-Click (PPC) advertising. AdWords ad types, benefits. Google Ads advertising system - Networks, Targeting methods, Actions & Benefits.

Unit-II

Creation of an AdWords Account, Ad Words Account Structure. Types of Advertising Campaigns – Overview, Search, Display, Shopping & Video. Organizing campaigns and ad groups. AdWords Algorithm- AdWords rank ads; Examples. Quality score, CTR. Understanding bids.

Unit III

Researching Keywords. Keyword matching options in Google Ads – Four different keyword match types: Broad Match, Broad Match Modifier, Phrase Match, and Exact Match with examples. Evaluating a keyword, Keyword Planner tool & its use. Tracking & optimizing Ad Performance - Defining conversions, AdWords Conversion Tracking, Linking Google Analytics to AdWords. Measuring return on investment (ROI); Importance of Conversion Optimizer. Balance between performance and volume.

Unit-IV

Introduction to Google AdSense – Interface; Guidelines; Benefits; Efficiency; Insight. Getting website approval for AdSense. Allowing & blocking ads. Managing & optimization of Google AdSense account. Interface for YouTube & Website through Google AdSense account. Create Performance Reports.

Lab Work:

- AdWords Editor
- Creating optimized campaigns
- Understanding AdWords Editor options
- Optimization of Google AdSense account
- Analysis of accounts using AdWords Editor
- AdWords Editor shortcuts
- Exporting accounts into different formats

Suggested Readings and Learning Materials:

1. Rabazinsky, C., Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising, CreateSpace Independent Publishing Platform.
2. Jacobson, H. and McDonald. K., Google AdWords for Dummies, For Dummies
3. Fox Vanessa, F., Marketing in The Age of Google, Wiley
4. Marshall, P., Rhodes, M. and Todd, Bryan, Ultimate Guide to Google AdWords, Entrepreneur Press.
5. Noah, G., Mastering Google AdWords: Step-by-Step Instructions for Advertising Your Business (Including Google Analytics), CreateSpace Independent Publishing Platform.
6. Zabaraz, J., Advanced Google AdWords Strategy: The Comprehensive & Data-Driven Practical Guide on Managing & Optimizing AdWords Accounts Profitably, CreateSpace Independent Publishing Platform.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases will be discussed as needed from each unit.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 05 short questions, each carrying 1 mark.
- Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

DESIGN THINKING
BBA/DM/306

Total Credits: 2
Internal Marks: 50

Course Objectives: The purpose of this course is to:

1. Introduce students to design thinking to enhance innovation activities in terms of value creation, speed, and sustainability.
2. Strengthen students' individual and collaborative capabilities to identify problems/issues/needs and propose creative solutions in a real-world environment.
3. Teach students to translate broadly defined opportunities into actionable innovation possibilities and recommendations for key stakeholders and their organizations.
4. To empower the students to think in a creative and reflective manner.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Identify the significance of reverse Engineering to understand products.
2. Appreciate various design processes and procedures.
3. Generate and develop design ideas through different techniques.
4. Demonstrate and imbibe individual and collaborative capabilities to identify problems/issues/needs, research, collect and analyze appropriate data and propose meaningful solutions.

Unit I

Introduction to Design Thinking. Product Life Cycle. Approaches to design thinking. Design thinking limitations. Design Process. Creativity and Innovation in Design Process. Design Ethics.

Unit II

Generating and Developing Ideas- Introduction - Create Thinking - Generating Design Ideas - Lateral Thinking – Analogies – Brainstorming - Mind mapping - National Group Technique – Synectics - Development of work - Analytical Thinking - Group Activities.

Unit III

Reverse Engineering- Introduction - Reverse Engineering Leads to New Understanding about Products - Reasons for Reverse Engineering - Reverse Engineering Process - Steps - Case Study.

Unit IV

Design as an inter-disciplinary area-Design as a skill; Design by drawing; Design by science, Design as a craft, Correlation between Critical Thinking, Art Appreciation and Design Thinking. Applying critical thinking in aesthetic judgement. Product Design. Service design. Industrial design. Design Research – people, processes, and products.

Practical Workshop:

- Product innovation & design; focus on the activities involved in new product development & product design.
- Service innovation & design; focus on exploring some of the new approaches through which firms develop and design new services.

- Information systems innovation & design; focus on the strategic issues involved in the design and development of new information systems.
- Review of Pre-work on design thinking.
- Problem solving and critical thinking activities including Lateral Thinking, Analogies, Brainstorming, Mind mapping and Synectics.
- Use design thinking process to explore a self-selected issue.
- Design Thinking for Business Sustainability, Product, Service, Consultancy and Social Domains.

Suggested Readings and Learning Materials:

1. Jeanne Liedtka and Tim Ogilvie Designing for Growth: A Design Thinking Tool Kit for Managers.
2. Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske, The Designing for Growth Field Book: A Step-by-Step Project Guide.
3. Tom Kelly, The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm.
4. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation.
5. Alexander Osterwalder and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (John Wiley and Sons).
6. "Design Thinking- A Primer" on SWAYAM Portal of UGC, https://swayam.gov.in/nd1_noc20_mg38/preview
7. Other useful design thinking frameworks and methodologies:
 - Human-Centered Design Toolkit (IDEO); <https://www.ideo.com/post/design-kit>
 - Design Thinking for Educators (IDEO); <https://designthinkingforeducators.com/>

NOTE:

1. Latest editions of the above books are recommended.
2. Additional books/learning materials may be suggested and added from time to time.
3. Activities based on each Unit would be implemented. The Course facilitator would devise as appropriate scheme for Internal assessment (50 marks).
4. There would be no external end-term examination.

SEMESTER IV

SUPPLY CHAIN MANAGEMENT
BBA/DM/401

Total Credits: 04
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is to:

1. Make students understand fundamental supply chain management concepts.
2. Acquaint them with the critical elements of Logistics and Supply Chain Management processes.
3. Develop their insight into the functions of logistics and supply chain systems.
4. Empower them to derive appropriate solutions to supply chain management and operations problems.

Course Learning Outcomes: After successful completion of the course, students will be able to

1. Know and understand different aspects of Supply Chain Management.
2. Analyze a business's Supply Chain model and its components.
3. Apply various analytical methods and tools to measure and evaluate various facets of supply chain performance.
4. Integrate understanding of basic Supply Chain Management concepts and allied functions to analyze and solve simple cases

Unit- I

Basic Concepts of Supply Chain Management; Essential features, Various flows (cash, value and information), Process view and push pull view of a supply chain-cycle. Drivers and components of supply chain – Facilities, Inventory, Transportation, Information and Material Handling. Achieving trade-off between customer service and cost.

Unit- II

Technology and Supply Chain coordination - The “Bullwhip Effect” and Supply chain; Coordinating the supply chain; Collaborative planning. Information System for SCM; Role of Computers / IT in Supply Chain Management, Future of IT in Supplier Relationship Management. E-Business and the Supply Chain; Recent Issues in SCM.

Unit- III

Supply Chain and Business Strategy. SCOR Model. Outsourcing - Basic concepts, 3PLs & 4PLs. Value Addition in SCM - Concept of demand chain management. Supply Chain Customer Relationship Management; Supply Chain Relationships – Conflict Resolution Strategies. Role of a Manager in Supply Chain - Supply Chain Performance Drivers and Key Enablers in Supply Chain Improvement.

Unit- IV

Overview of Logistics; Logistic costs, Different models, Logistics subsystems, Inbound and Outbound logistics. Logistics Management - components & functions. Logistics in India; Growing importance of logistics management.

Suggested Readings and Learning Materials:

1. Blanchard, D., Supply Chain Management Best Practices, Wiley.
2. Jacobs, F.R., Chase, R.B. and Ravi Shankar, Operations and Supply Chain Management, McGraw Hills.
3. Chopra, S., Meindl, P. and Kalra, D. V., Supply Chain Management: Strategy, Planning and Operations, Pearson Education.
4. Mentzer, J.T., Supply Chain Management, Sage Publications.
5. Raghuram, I. G. and Rangaraj, N., Logistics and Supply Chain Management - Cases and Concepts, McMillan.
6. Christopher, M., Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
7. Janat, S., Supply Chain Management: Text and Cases, Pearson Education India.
8. Agrawal, D. K., Textbook of Logistics and Supply Chain Management, MacMillan
9. "Supply Chain Management" MOOC on SWAYAM Portal of UGC https://swayam.gov.in/nd2_cec20_mg31/preview

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases will be discussed as needed for each unit.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

BRAND MANAGEMENT & IMAGE MANAGEMENT
PAPER CODE- BBA/DM/402

Total Credits: 4
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is to:

1. Emphasize the significance of branding and brand management.
2. Provide students knowledge and skills of brand concept management for selecting, implementing and controlling a brand image over time.
3. Orient them towards the fundamental marketing activity of conveying a brand image to a target market.
4. Develop students' understanding of Brand Equity and its enhancement.
5. Orient the students towards strategies of managing image of a product, service or person.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Understand the process of branding and brand management.
2. Demonstrate the importance of good brand concept management through proper selection, introduction, elaboration and fortification of a brand concept for overall marketing success of a product/service.
3. Analyze and develop various branding strategies.
4. Appraise creation and measurement of brand equity.
5. Create, build and sustain the desired image of a brand or a person among customers or public.

Unit-I

Concept of Branding; Significance of Branding. Brands - Types, Scope and Functions. Difference between a Product and a Brand. Qualities of a Good Brand. Branding Decisions, Strategies and Policies; Branding Challenges; Overcoming Branding Challenges. E-branding.

Unit-II

Brand Management, Stages and Process. Brand Concept, Brand Image and Brand Identity. Selecting, Implementing and Controlling a Brand Image over time. Maintaining Brand Concept-Image linkage. Brand Personality – modus operandi of creation of personality of Brand, ways to measure. Brand Extensions – need, advantages, limitations and types. Category-related extensions, Image-related extensions, Unrelated extensions. Brand Extension Decisions.

Unit-III

Brand Equity. Elements to build Brand Equity – Creation of Brands in a Competitive Market, Brand Positioning and Re-Positioning, Brand Associations, Using Brand Elements to create Brand Equity. Measurement of Brand Equity and Outcomes. Building Global Customer-based Brand Equity. Challenges and Opportunities.

Unit-IV

Image – Meaning, Definition, Relevance. Difference between brand management and image management; Guidelines to manage Image of a Brand and its relaunch; Point of Parity and Point of Difference; Brand Image Management Strategies. Image of a Person – Image Management and Image Consulting. Image Communication Strategies for Creation, Building and Sustaining Image among Customers and Public.

Suggested Readings and Learning Materials:

1. Verma, H.V., Brand Management: Text and Cases, Excel Books.
2. Chunawalla, S.A., Compendium of Brand Management, Himalaya Publishing House.
3. Mathur, U.C., Product and Brand Management, Excel Books.
4. Aaker, D., Managing Brand Equity, Free Press Publishers.
5. Kepferer, J.N., Strategic Brand Management, New York, Free Press.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases will be discussed as appropriate from each unit.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided into two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

**SOCIAL MEDIA OPTIMIZATION
BBA/DM/403**

**Total Credits: 4
Internal Marks: 25
External Practical: 25
External Theory: 50**

Course Objectives: The purpose of this course is to:

1. Enhance knowledge and skills of the students regarding social media and its usage.
2. Make students understand the mechanism of how to spread the brand, service and product awareness among the intended audience.
3. Develop students' ability to prepare blogs, create content and upload videos etc.
4. Enable students to create a digital marketing plan incorporating social media optimization.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Know and understand how to spread the brand, service and product awareness among the intended audience through use of social media tools.
2. Use and apply various social media tools as part of the Digital Marketing plan.
3. Demonstrate the skills required to integrate various social media tools for marketing success.
4. Critically examine and evaluate alternative Social Media marketing plans.

Unit-I

Introduction to Social Media Marketing - Significance; Various Social Media Platforms and their Usage for Marketing Communications. Impact of using Social Media – Benefits and Pitfalls. Social Media Optimization. Creating Social Media Strategy for a product, service or brand. Opportunities and Challenges in SMO in 21st Century.

Unit- II

Facebook Technicalities and Facebook Ad Tools - Types of Various Ad Formats; Facebook Marketing. Instagram –basics and modus operandi; Marketing tools on Instagram. Analysis of an Ad- Campaign on Facebook. Analysis of an Ad- Campaign on Instagram. Facebook & Instagram Optimization.

Unit- III

Introduction to LinkedIn Marketing – Significance. Targeting and Campaigning Strategies on LinkedIn. Twitter Marketing Basics – Significance; Building Twitter Content; Insight Reporting; Design of a Twitter Advertising Campaign. LinkedIn & Twitter Marketing Optimization.

Unit- IV

Introduction to YouTube Marketing - YouTube Channels; Uploading Videos; Preparation of ads for YouTube. Introduction to Mobile Marketing; Marketers' Use of the Mobile Space -

IVR, SMS, Location Data, QR Code & Missed Call. Managing Mobile Sites. Role of Mobile Apps. YouTube & Mobile Marketing Optimization.

Lab Work:

1. Setting up a Facebook Advertising Account.
2. Designing a Facebook Advertising Campaign
3. Reading pixel data on Facebook.
4. Use of Facebook Ads Manager and Facebook Analytics dashboard.
5. Preparing, Executing and Evaluating a Social Media Marketing Strategy for a hypothetical Start-up
6. Creation of a Mobile Marketing Plan for a local business
7. Any other lab task to implement and complement the prescribed theory syllabus

Suggested Readings and Learning Materials:

1. Bhatia, Puneet S., Fundamentals of Digital Marketing, Pearson Publication.
2. Gupta, Seema, Digital Marketing, McGraw Hill Education.
3. Kotler Philip, Kartajaya Hermawan, Marketing; Moving from Traditional to Digital.
4. Dodson, I., The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley.
5. Digital Marketing: Cases from India ed by Rajendra Nargundkar and Romi Sainy, Notion Press.
6. Ryan, D. and Jones, C., Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publishers
7. Deiss, R. and Henneberry, R., Digital Marketing for Dummies.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases will be discussed from each unit.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 05 short questions, each carrying 1 mark.
- Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

DATA ANALYSIS AND VISUALIZATION
BBA/DM/404

Total credits: 4
External Practical: 25
Internal Marks: 25
External Theory: 50

Course Objectives: The purpose of this course is to:

1. Convey to students the importance of data analysis and visualization in all functions and domains of management.
2. Familiarize them with the steps to organize, present, analyze and visualize data.
3. Develop student's ability to use advanced functions of MS Excel for informing Financial Decisions.
4. Demonstrate to them how to slice and dice data and conduct related analyses with Pivot tables
5. Introduce students to specialized Data Visualization software.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Identify and discern which type of data analysis method to apply when.
2. Apply and use advanced functions of MS Excel for ease of calculation and informing management decisions.
3. Use One-way and Two-way Data Tables in Excel to analyze data
4. Demonstrate ability to perform What-If Analysis, Goal Seeking, Scenario and Sensitivity Analysis in Excel.
5. Integrate various data analytic and visualization techniques to present a coherent data story.

Unit- I

Review of MS Excel content learnt in Computer Applications in Management in first semester – recapitulation of Excel Functions and Formulae. LookUp functions; Index Function; Match Function; Text Functions; Date functions.

Unit-II

Data Analysis in Excel using classic tools: pivot tables, pivot charts, and slicers. Pivot Tables and Charts- Creating a pivot table; Displaying with a pivot chart; Slicing and dicing of data and related analyses with Pivot tables, Using One-way and Two-way Data Tables to analyse data. Sensitivity Analysis; Goal Seek; Scenario Manager. Saving pivot tables and charts to web pages.

Unit-III

Excel Add-Ins. Excel's Data Analysis Toolpak - Summarizing Data with Histograms and frequency distributions. Descriptive Statistics; Using Correlations to summarize Relationships. Predictive Analysis with Excel - Implementing multiple regression analyses in Excel; Forecasting with Moving Averages; Time Series Analysis.

Unit IV

Data Visualization tools in Excel – Line Graphs, Bar Graphs, Pie Charts, Heat Maps etc. Creating an Interactive Excel Dashboard. Introduction to Tableau. Understanding how Tableau works – Dimensions and Measures, Continuous and Discrete Pills in Tableau; Axis vs Label; Colour and Maps – Gradient vs Colour Palette, Symbol map vs. Filled map. Date types.

Filtering – on a discrete pill and on a continuous measure pill. Aggregation in Tableau; Granularity in Tableau. Creation of Calculated Fields in Tableau – Calculating rates and ratios. Using the right Data Visualization tool in a given situation. Integration of Tools. Creating a data story – elements of a data story, steps for creation. Some best practices.

Project: Students will be internally assessed based on a data project they conduct starting from raw data to creation and presentation of meaningful visualizations and analyses.

Lab Work:

1. Visualization of Numerical Data- use appropriate charts, graphs and tables to create visualizations that convey relationship between data items.
2. Visualization of Non-Numerical Data- use appropriate charts, graphs and tables to create visualizations that convey relationship between data items.
3. Excel Dashboard – Design and Create an Interactive Excel Dashboard from a given data set.
4. Tableau Dashboard – Design and Create a Dashboard from a given data set using Tableau and its Aggregation, Granularity and Calculated Fields functionalities.

Required Software:

The data analytic and visualization tools required in this course are Excel and Tableau.

Suggested Readings and learning Materials:

1. Ryan Sleeper, Practical Tableau: 100 Tips, Tutorials, and Strategies from a Tableau Zen Master.
2. Ben Jones, Communicating Data with Tableau: Designing, Developing, and Delivering Data Visualizations.
3. Sosulski, K.; Data Visualization Made Simple: Insights into Becoming Visual. New York: Routledge.
4. Winston, W. L., Microsoft Excel - Data Analysis and Business Modeling, PHI Publications
5. Lalwani, L., Excel 2019 All-in-One Paperback; BPB Publishers
6. Walkenbach, John, Excel 2016 Bible, Wiley Publications
7. <https://www.excel-easy.com/>

NOTE:

1. Latest editions of the above books are recommended.
2. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 05 short questions, each carrying 1 mark.
- Part B will consist of 05 questions, including a case-study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

MIS & E-BUSINESS
BBA/DM/405

Total Credits: 04
Internal Marks: 25
External Practical: 25
External Theory: 50

Course Objectives: The purpose of this course is to:

1. Orient the students towards the information system of a business organization as the backbone of its managerial functions.
2. Familiarize them with the technical foundation for understanding design of organizational and managerial information systems.
3. Impart knowledge and appreciation of enhancing effectiveness of business processes and management decision making across the enterprise through a proper MIS.
4. Develop students' comprehension of systems and processes in E-commerce and the challenges therein.
5. Build their competence in performing and controlling all business processes and functions through E-businesses.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Understand the basic concepts and technologies used in the field of Management Information System.
2. Integrate the organization's information system with its strategic management functions and processes.
3. Evaluate how various components of an organization's information system work together to accomplish the information objectives of the organisation.
4. Learn the technical aspects related to practical functioning of an E-business.
5. Acquire and demonstrate ability to handle business processes and functions of an E-business.

Unit – I

Management Information Systems – Nature, Scope and Impact. Types of MIS - Process Control MIS, Database Management Systems, Transaction Processing Systems, Office Automation Systems, Human Resources Systems, Enterprise Resource Planning Systems, Decision Support Systems and Executive Information Systems. MIS functions and use - in Finance, Marketing, Manufacturing and Personnel management. Steps in designing MIS – Planning, Analysis, Design, Implementation and Maintenance. Components of the MIS – Computer Hardware, Computer Software, Databases, Networking, Procedures, People.

Unit – II

Information Systems for Strategic Advantage. Value chain and Strategic IS. Re-engineering business processes; Improving business quality; Application of MIS for Enterprise Resource Planning (ERP). Application of MIS for Business Process Reengineering (BPR). Challenges of Strategic IS.

Unit – III

Electronic Commerce (E-Commerce): Definition, Scope, Interdisciplinary Nature; Benefits and Limitations; Future Prospects. Driving forces of E-Commerce. Electronic marketing process. Strategic Framework of E-Commerce; E-Commerce Strategy and Implementation.

UNIT – IV

Electronic Payment System and Security Issues; Electronic payment protocols; Electronic credit card system on the Internet; Electronic Fund Transfer (EFT) and debit cards on the Internet; Stored Value Cards (SVCs) and E-Cash. Control Issues; Security Hazards; Trust and Ethical Issues; Use of firewalls in E-Commerce security. Technical Solutions for Privacy Protection, Online Frauds and Phishing.

Lab Work:

- Web survey of a set of E-Commerce Merchants/ E-Tailers
- Comparison of the business models of a variety of E-Commerce merchants
- Research on Value Chain of an E-Commerce Merchant
- Creating Webpages using various HTML tags.
- Developing a small E-Commerce product catalog.

Suggested Readings and Learning Materials:

1. Sadagopan, Management Information Systems, EEE Publication
2. Parimi Shashikala, Management Information System (MISL-DT), Dreamtech Press
3. Joshi Girdhar, Management Information Systems, Oxford Higher Education
4. Kanter Jerome, Management Information System, Prentice Hall of India.
5. Laudan and Laudan, Management Information System, Prentice Hall of India.
6. O'Brien James A., Management Information System, Galgotia Publications
7. Goyal D. P., Management Information System, MacMillan India.
8. Whitely, David, E - Commerce: Strategy, Technologies and Applications, McGraw Hill Education
9. Kalakota, R. and Whinston, A.B., Readings in Electronic Commerce, Addison Wesley

NOTE:

1. Latest editions of the above books are recommended.
2. Cases will be discussed from each unit as needed.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided into two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or case situation. A student will attempt 04 question, attempting case-study/case situation is compulsory. All questions carry 15 marks

SYLLABUS OF OPEN ELECTIVE COURSES (OEC) BBA/DM/406

EVENT MANAGEMENT BBA/DM/406-A

Total Credits: 04
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is:

1. To enhance knowledge and understanding of the student about the process of managing and marketing events from conceptualization, planning, and feasibility analysis to staging the event and post event evaluation.
2. To make them understand the economic, social, cultural and environmental impacts, associated with different types of events.
3. To enhance the student's ability to understand the core composition elements of various events.
4. To make them understand the concept & significance of event tourism and event management.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Identify, foresee and describe event attendees' needs and wants.
2. Identify and assess environmental and sustainability considerations in event management
3. Comprehend and explain the global event industry's segments and requirements.
4. Demonstrate skills and processes in event planning.
5. Integrate their understanding of core composition elements of an event to create event management plan of a future event.

Unit –I

Introduction and Definition of Event. Event Designing, 5 C's of Events. 5 W's of Event. Types of Events. Categories of Event and its characteristics. Objectives of Event Management. Problems associated with traditional media.

Unit -II

Facets of Event Management Event Infrastructure. Core Concept, Core People, Core Talent, Core Structure; Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up. Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in organizing an event. Venue: In-house Venue, External Venue.

Unit -III

Execution of Event. Networking Components: Print Media, Radio Television, the Internet, Cable Network, Outdoor Media, Direct Media. Activities in Event Management: Pre-event Activities, During-event Activities, Post event Activities. Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling. Event Management Information System. Technology in Event Management - Role and Importance.

Unit - IV

Marketing of Event. The Concept of Market in Events, Revenue Generating Customers, Non-revenue Generating Customers. Segmentation for Events, Niche marketing in events. Targeting. Positioning of Events. Branding in Events. Reach Interaction Matrix. Relationship Building. The Diverse Marketing Needs Addressed by Events: Brand Building, Focusing the Target Market, Creating Opportunities for Better Deals with Different Media, Events and the Economy. Concept of Ambush Marketing.

Suggested Readings and Learning Materials:

1. Wagen, Lynn Van Der, Event Management: Pearson Education.
2. Gaur, Sanjaya Singh; Event Marketing and Management: Vikas Publishing House.
- 3 G. M. Dumbre, . Business Management : Success Publications, Pune.
4. Sharma, Diwakar, Event Planning And Management: Deep & Deep Publication.
5. Raj, Razaq, Events Management: SAGE Publications.

NOTE:

1. Latest editions of the above books are recommended.
- 2.
3. Cases will be discussed as needed from each unit.
4. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks

RETAIL MANAGEMENT
BBA/DM/406-B

Total Credits: 04
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is:

1. To enhance the knowledge of the students to learn how retailing works and the factors that influence its success.
2. To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.
3. To make them understand about the impact of retailing on the economy.
4. To develop skills & tactics (pricing, merchandise assortment, store management, visual merchandising, customer service) for extracting profit from a retail offering.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Identify and understand key retail terms and positions.
2. Describe the factors that influence sales in retail business.
3. Analyze the internal and external factors that impact the retail business and impact profitability.
4. Collate and synthesize the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
5. Design a retail business using key retail elements and positions so that they contribute to the customer's shopping experience and the success of the business.

Unit-I

Introduction to retail: retail in India; retail models and theories of retail development; Understanding the retail consumers; ethical issues in retailing

Unit-II

Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing

Unit-III

Basics of retail merchandising; the process of retail merchandising; the method of merchandise procurement; retail pricing and evaluating merchandise performance; retail communication mix

Unit-IV

Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

Suggested Reading and Learning Materials:

1. Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi
2. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
3. Berman, Barry & Evans, Joel R.; Retail Management – A strategic approach; Pearson

Education/Prentice Hall of India; New Delhi

4. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
5. Newman, Andrew J. & Cullen, Peter; Retailing – Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
6. Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; New Delhi.
7. Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi.

NOTE:

1. Latest editions of the above books are recommended.
2. Cases will be discussed, as needed, for each unit.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks

INTERNET MARKETING
BBA/DM/406-C

Total Credits: 04
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is:

1. To orient the students towards basic principles of Internet marketing.
2. To enhance their knowledge of Internet use and application.
3. To develop students' ability to illustrate the process of creating and managing a paid search advertising campaign.
4. To make them familiar with data on internet usage, online advertising, mobile marketing, email marketing, social network marketing, search engine marketing, user testing web traffic analysis and other such methods.

Course Learning Outcomes: After successful completion of this course, students will be able to:

1. Acquire analytical skills to develop digital marketing strategy effectively.
2. Align the firm's e-marketing operation with its overall strategic objective.
3. Demonstrate the ability to recognize the ongoing trends in global e-markets and technology given the rapidly changing digital landscape.
4. Orchestrate a firm's digital marketing efforts using new media such as mobile, online search, and social networking sites and apply measurement techniques to evaluate effectiveness.

Unit-I

Introduction to Internet marketing, Impact of internet on consumer needs, Online marketing objectives, Online buying behaviour. Domain names, Website hosting, promoting website offline; Internet as a tool for market research; Measuring Internet Marketing Effectiveness: Metrics and Website Analytics.

Unit-II

B2C Online Presence: Niche markets, Retail websites, Comparison shopping engines, integrated retailing. B2B Online Presence: B2B buying practices, Lead generation, e-market places, online auctions and tendering.

Unit-III

Search Engine Optimisation: Introduction, keyword selection, online optimisation, offline optimisation. Online Advertising: Search Introduction, search engine advertising, network advertising, e-mail as medium of direct marketing, and mobile marketing.

Unit-IV

Social media marketing: Consumer generated content, social networks and online communities, Social media listening. Blogging, Viral marketing, integrated online marketing, Trust in Internet Marketing. Ethical and Legal Issues. Internet of the future: "Customization".

Suggested Readings and Learning Materials:

1. Charles worth A., Internet Marketing: A Practical Approach, BH Publications.
2. Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson

Education.

3. Trengove Alex, Malczyk Anna and Beneke Justin, Internet Marketing, Published by GetSmarter under the Creative Commons BY-NC 3.0.
4. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.

NOTE:

1. Latest editions of the books are recommended.
2. Cases will be discussed as needed for each unit.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks

**HUMAN RESOURCE DEVELOPMENT
BBA/DM/406-D**

**Total Credits: 04
Internal Marks: 25
External Marks: 75**

Course Objectives: The purpose of this course is to:

1. To acquaint the students with aspects of HRD as applicable in Business Enterprises.
2. To make students aware of the concepts, techniques and best practices of human resource development.
3. To make them capable of applying the principles and techniques as professionals for developing human resources in an organization.

Course Learning Outcomes: After successful completion of the course, the students will be able to:

1. Understand the concept of human resource development and appreciate its relevance in organizations.
2. Acquire necessary skill sets for application of various HR issues.
3. Analyse the strategic issues and strategies required to develop manpower resources.
4. Integrate the knowledge of HRD concepts to take correct business decisions.

Unit- I

Introduction to Human Resource Development: Concept; Relationship between human resource management and human resource development; HRD in Global Perspective; HRD mechanisms, processes and outcomes; Roles and competencies of HRD professionals; Challenges in HRD.

Unit-II

HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

Unit- III

Employee coaching and performance management; Competency mapping. HR Tools – Assessment Centre and Development Centre. Mentoring for employee development; Employee counselling for HRD; Career Planning, management and Development.

Unit- IV

Intellectual capital (IC), its measurement and management, IC index and challenges for HR; HRD, organizational learning and learning organizations; role of HRD in developing ethical attitude and behaviour and development, ethical problems with HRD roles.

Suggested Readings and Learning Materials:

1. Werner J. M., DeSimone, R.L., Human resource development, South Western.
2. Mankin, D., Human resource development, Oxford University Press India.
3. Haldar, U. K., Human resource development, Oxford University Press India.
4. Rao, T.V., Future of HRD, Macmillan Publishers India.
5. Rao, T.V., HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications.
6. Kandula.S.R., Strategic Human Resource Development, Prentice Hall India Learning Private Limited.

NOTE:

1. Latest editions of the above books are recommended.
2. Cases will be discussed, as needed, for each unit.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 10 short questions, each carrying 1.5 marks.
- Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will attempt 04 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

SYLLABUS OF MANDATORY AUDIT COURSES

Total Credits:0¹

External Marks: 75

Internal Marks: 25

Instructions for question paper setting: Question paper will be divided into two parts:

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case study or a practical/situation analysis. A student will attempt 04 question, attempting case-study/situation analysis is compulsory. All questions carry equal 15 marks.

HUMAN RIGHTS AND VALUES

Paper code: BBA/DM/407A

Course Objectives: -The purpose of this course is to: -

1. Orient the students towards social cohesion, democracy, conflict prevention and resolution, and understanding of diversity.
2. Give them conceptual clarity and develop in them respect for norms and *values* of freedom, equality, fraternity and justice.
3. Provide capacity to students to identify issues and problems relating to the realisation of human rights and strengthen their ability to contribute to the resolution of human rights issues and problems.
4. Develop students into ethical practitioners and managers within societies where the human rights of all are respected, protected and fulfilled.

Course Learning outcomes: After studying this course, students should be able to: -

1. Understand the historical growth of the idea of human rights
2. Demonstrate an awareness of the international context of human rights
3. Study, analyse and present research findings and cases in order to raise awareness about human rights issues.
4. Interpret and synthesize concepts and ideas related to human rights and values for desirable outcomes at individual, professional and society/country level.

UNIT – I

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights.

UNIT – II

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy, Problems of Unsustainable Development, Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped (f) Refugees and Internally Displaced Persons.

UNIT-III

¹ Only Qualifying. Marks are not added.

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by Individuals and groups, Nuclear Weapons and terrorism. Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness.

UNIT – IV

Concept of Human Values- Aim of education and value education; Evolution of value-oriented education. Concept of Human values- types of values, Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision. Value Education towards National and Global Development, National Integration and international understanding.

Suggested Readings and Learning Materials: -

1. Alam, Aftab ed., Human Rights in India: Issues and Challenges, Raj Publications, ND.
2. Nandra I.D.S., Human Rights and Value Education, Twenty First Century Publications (Bookman).
3. Dhoklia R.P., Human Rights Values and Cultural Ethos, Arya Publishing Company.
4. Bhkhar A., Human Rights and Values, A Mahavir Publication.
5. Bajwa, G.S. and Bajwa D.K., Human Rights in India: Implementation and Violations, D.K. Publishers, ND
6. Grose. D. N, A text book of Value Education, Dominant Publishers and Distributors, ND
7. Mani, V.S., Human Rights in India: An Overview, New Delhi: Institute for the World Congress on Human Rights
8. NHRC, Human Rights Education for Beginners
9. NHRC, Discrimination Based on Sex, Caste, Religion and Disability
10. Ruhela S. P, Human Value and Education, Sterling Publishers, ND.

NOTE:

1. Latest editions of the above books are recommended.
2. Cases from each unit would be discussed as needed.
3. Additional books and learning materials may be suggested and added from time to time.

PSYCHOLOGY FOR EVERYDAY LIFE

BBA/DM/407-B

Course Objectives: The main objectives of the course are:

1. To familiarize students with the vast field of psychology.
2. To introduce them to the basic applications of psychology in everyday life.
3. To facilitate self-discovery in the students and ensure their effective participation in responding to the needs and challenges of society.
4. To make them aware of abnormal behavior and ways to avoid, correct or mitigate the same in daily life.
5. To orient them towards various components that promote health and well-being.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Understand the basic concepts of psychology.
2. Use the principles of psychology in day-to-day life for a better understanding of themselves and others.
3. Apply psychological insights to analyze and manage their conduct in different situations.
4. Develop their overall personality and behaviour in keeping with principles of healthy psychology.

Contents:

Science of Psychology: Definition, Goals, Basic and Applied areas of Psychology.

Self: Nature of self, Self-Regulation and Personal Growth.

Intelligence: Definition; Theories: Theory of multiple intelligences, Triarchic theory, Emotional Intelligence.

Administration: Any one test of Intelligence/Emotional Intelligence.

Personality: Definition; Theories: Trait and Type: Eysenck; Psychoanalytical: Freud; Humanistic: Maslow.

Administration: Any one objective test of Personality.

Stress and Coping: Nature of Stress; Sources; Stress reactions; Factors that influence reactions to stress.

Coping with stress: Modifying environment; Altering lifestyle.

Suggested Reading and Learning Materials:

1. Khaton, N; General Psychology. Pearson: Delhi.
2. Baron, R.A. and Misra, G. (2016). Psychology. Pearson: Delhi.
3. Ciccarelli, S.K. and Meyer, G.E. (2006). Psychology. Pearson: Noida
4. Kavita Singh, Organisational Behaviour: Text and Cases. New Delhi: Pearson Education

DEVELOPING SOFT SKILLS AND PERSONALITY

BBA/DM/407-C

Course Objectives: The main objectives of the course are:

1. To encourage the all-round development of students by focusing on soft skills.
2. To make the students aware of the importance, the role and the content of soft skills through instruction, knowledge acquisition, demonstration and practice.
3. To develop and nurture the soft skills of the students through individual and group activities.
4. To expose students to right attitudinal and behavioral aspects and to build the same through activities

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Effectively communicate through verbal/oral communication and improve the listening skills Write precise briefs or reports and technical documents.
2. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.
3. Become more effective individual through goal/target setting, self- motivation and practicing creative thinking.
4. Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.

Contents:

Introduction: A New Approach To Learning, Planning And Goal-Setting, Human Perceptions: Understanding People, Types of Soft Skills: Self-Management Skills, Aiming For Excellence: Developing Potential And Self-Actualisation, Need Achievement And Spiritual Intelligence.

Conflict Resolution Skills: Seeking Win-Win Solution, Inter-Personal Conflicts: Two Examples, Two Solutions, types of conflicts: Becoming a Conflict Resolution Expert, Types of Stress: Self-Awareness about stress, Regulating Stress: Making the best out of stress. Habits: Guiding Principles, Identifying Good And Bad Habits, Habit Cycle; Breaking Bad Habits, Forming Habits of Success.

Communication: Significance of Listening, Active Listening, Barriers To Active Listening; Telephone Communication: Basic Telephone Skills, Advanced Telephone Skills, Essential Telephone Skills. Technology and Communication: Technological Personality. Mobile Personality, E-Mail Principles, How Not To Send E-Mails, Netiquette, E-Mail Etiquette. Communication Skills: Effective Communication, Arising out Of Sender/Receiver's Personality; Barriers to Communication: Interpersonal Transactions, Miscommunication; Non-Verbal Communication: Pre-Thinking

Nonverbal Communication: Introduction And Importance, Issues And Types, Basics And Universals, Interpreting Non-Verbal Cues; Body Language: For Interviews, For Group Discussions. Presentation Skills: Overcoming Fear, Becoming A Professional, The Role Of Body Language, Using Visuals, Reading Skills: Effective Reading, Human Relations: Developing Trust And Integrity.

Suggested Readings and Learning Materials:

1. Klaus,Peggy, Jane Rohman & Molly Hamaker. The Hard Truth about Soft Skills. London: HarperCollins E-books.
2. Petes S. J., Francis.Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education.
3. Stein,Steven J.& Howard E.Book; The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons.
4. “Developing Soft Skills and Personality” MOOC on SWAYAM Portal of UGC
https://swayam.gov.in/nd1_noc20_hs43/preview
5. “Developing Soft Skills and Personality”
https://nptel.ac.in/content/syllabus_pdf/109104107.pdf

HEALTH PSYCHOLOGY

BBA/DM/407-D

Course Objectives: The main objectives of the course are:

1. To make the student understand the importance of the relationship between psychological factors and physical health.
2. To make them understand complex interplay between one's physical well-being and a variety of biological, psychological, and social factors.
3. To enhance skills of the students in applying psychological research methods, theories, and principles for promoting health and treating illness.
4. To enhance knowledge and skills for designing programs to improve one's own and others' personal health habits and lifestyles.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Demonstrate understanding of the biological, behavioural, cognitive and social determinants of health.
2. Demonstrate advanced knowledge of individual, group and community-based approaches to the prevention and management of major identifiable health conditions (both acute and chronic).
3. Demonstrate the capacity to critically evaluate research in health psychology and use this knowledge to explain and optimize their own mind-body interactions in daily communications and interactions with people and circumstances.
4. Synthesize risk factors for health-compromising behaviours and develop strategies for their mitigation across the lifespan.

Contents:

Introduction to Health Psychology: components of health: social, emotional, cognitive and physical aspects, mind body relationship, goals of health psychology. Behaviour and health: Characteristics of health behaviour; Barriers to health behaviour; Theories of health behaviour and their implications. Health Enhancing Behaviour: Exercise, nutrition, safety, pain, stress management. Health and Wellbeing: Happiness; Life satisfaction; Optimism and Hope.

Suggested Readings and Learning Materials:

1. Allen, F. Health Psychology and Behaviour. Tata McGraw Hill Edition.
2. Kindersley. Misra, G. Stress and Health. New Delhi: Concept.
3. Routledge. Dimatteo, M. R., & Martin L. R. Health Psychology. India: Dorling.
4. Sarafino, E.P. Health Psychology: Bio Psychosocial Interactions; NY: Wiley.
5. Snyder, C.R., Lopez S. J., & Pedrotti, J. T. Positive Psychology: The Scientific and Practical Explorations of Human Strengths. New Delhi: Sage.

GERMAN -I **BBA/DM/407-E**

Course Objectives: The main objectives of the course are:

1. To make students understand and articulate their daily needs in day to day real life situations in German language.
2. To create awareness of using and expanding their German vocabulary among students.
3. To expose them to correct grammatical forms of the German language.
4. To empower them for being able to make sense of Germany as a cultural space and communicate with German people successfully in social and academic contexts.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Know and understand about the society and culture of German-speaking countries.
2. Use German to communicate with others by listening and responding to spoken German.
3. Develop strategies and skills to understand authentic written and spoken texts.
4. Develop strategies to continue learning independently outside the classroom.
5. Critically appreciate German customs and traditions and the cultural context in which German is used.

Contents:

Introduction to German alphabet, phonetics and pronunciation- Introducing themselves and others using simple sentences and answer to some basic personal questions. Introduction to different types of Articles, Verbs, Nouns – grammatical constructs, cases.

Understanding and responding to everyday queries like instruction, questions. Number and gender, pronouns, present and past tense. Short telephone messages, requests etc., if spoken slowly and clearly. Detailed overview of articles, adjectives with/without articles, Prepositions.

Asking and giving directions using simple prepositions- Ability to fill basic information on forms while registering for courses / classes. Ability to extract and understand relevant information in a public announcement, broadcast, newspaper, radio etc. Dative & accusative cases.

Ability to describe about people, work, immediate environment, education and other topics related to personal needs in a concise manner. Understanding of matters which are familiar and are encountered regularly like instances at school, work, at public places, places of leisure etc.

Suggested Readings and Learning Materials:

1. NETZWERK Deutsch als Fremdsprache A1, Goyal, New Delhi.
2. Schulz-Griesbach: Deutsch als Fremdsprache. Grundstufe in einem Band (for Grammar)
3. German Fast and Fun Way Book - Barron's, Goyal Saab
4. Goyal Saab ; German in 30 days – Langenscheidt.
5. "GERMAN-I" MOOC on SWAYAM Portal of UGC
https://swayam.gov.in/nd1_noc20_hs87/preview

6. Web Resources:

- FACTS ABOUT GERMANY <https://www.tatsachen-ueber-deutschland.de/en>
- ONLINE GERMAN-ENGLISH DICTIONARY www.leo.org
- <https://www.goethe.de/en/spr/kup/prf/prf/sd1/ueb.html>

SEMESTER V

STRATEGIC MANAGEMENT
Course Code - BBA/DM/501

Total Credits: 4
Internal Marks: 25
External Marks: 75

Course Objectives: The purpose of this course is to:

1. Develop the knowledge of the students about strategic management process to analyze and improve organizational performance.
2. Introduce the students to key strategic concepts.
3. Enrich the students' learning regarding formulation, implementation and evaluation of business strategies.
4. Enhance the students' understanding and capability to think and execute strategically.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Demonstrate effective application of concepts and tools used in planning and executing the strategies.
2. Analyze how to make decisions in dynamic business scenarios.
3. Critically evaluate real life organization situations and try to provide creative solutions keeping in view strategic management aspect.

Unit: I

Strategy – An Introduction, Concept of strategy, Levels of Strategy, Nature and Approaches to Strategic Decision Making; Strategic Management – Meaning, Significance, Process, Merits and Demerits of Strategic Management.

Unit: II

Environment Analysis – Components of Environment, Scanning and Appraisal of Environment; SWOT – A Tool of Environment Analysis, Techniques of Environment Analysis; Organization Appraisal – Meaning, Its Methods and Techniques.

Unit: III

Strategy Formulation – Types of Strategies, Generic Strategy Alternative – Stability, Retrenchment, Expansion and Combination; Strategies for Competing in Globalizing Markets; Industry and Competitor Analysis; Porter's 5 forces model of Competition; GE-9 Cell Model.

Unit: IV

Strategy Implementation – Meaning and Issues in Strategy Implementation; Behavioural Issues in Implementation; Strategic Evaluation & Control – Overview, Need, Process and Techniques of Evaluation and Control.

Suggested Readings and Learning Materials:

1. Kazmi Azhar : Business Policy and Strategic Management, McGraw Hill Education.
2. Ansof, H.I. : Corporate Strategy, McGraw Hill, New York.

3. Srivastava, R.M. : Management Policy and Strategic Management, Tata McGraw Hill, New Delhi.
4. Sahaf, A. Musadiq : Strategic Management, PHI, New Delhi.
5. Prasad, L.M. Strategic Management, Sultan Chand & Sons, New Delhi

NOTE:

1. Latest editions of the above books are recommended.
2. Cases would be discussed, as needed, from each unit.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for question paper setting: Question paper will be divided into two parts:

1. Part A will consist of 10 short questions, each carrying 1.5marks
2. Part B will consist of 6 questions, including a case-study or a practical/numerical problem. A student will attempt 4 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

INDIAN BUSINESS ENVIRONMENT

Course Code - BBA/DM/502

Total Credits: 4
External Marks: 75
Internal Marks: 25

Course Objectives: The purpose of this course is:

1. To enable the students to get a comprehensive knowledge of the environment that surrounds a business.
2. To present a clear and elaborate picture of where Indian economy stands at present, post economic reforms.
3. To impart knowledge of how economies are integrated at global level.
4. To empower students to identify and track functioning of vibrant factors leading to the changes that occur constantly in the economic environment of business.

Course learning Outcomes: - After completion of this course, students will be able to:

1. Appreciate the linkages between and among various segments of Indian economy for boosting growth.
2. Analyse how and at to what extent internalities and especially externalities affect business
3. Evaluate broader perspectives of how collaborations work to take the national economy for massive expansion in the global context.
4. Synthesize the policies and measures laid by the government for smooth and hurdle free running of businesses and
5. Integrate initiatives taken for promoting Start-ups and expanding R&D and Brainstorming.

Unit-I

Nature, Components and Determinants of Business Environment; Environment Scanning and Risk Assessment, SWOT Analysis; Basic structure of Indian Economy; Basic nature and concept of Indian economy and its impact on business environment; Social Responsibility of a business; Broadened features of New Economic Policy

Unit-II

Overview of Industrial policy 1991; development trends and pattern of industrial growth since 1991; Recent Financial and economic reforms: Privatization, Liberalization and Disinvestment; face offs to public sector; Industrial licensing policy; Importance of SME sector; challenges and opportunities to Small and Medium Enterprises; Industrial sickness.

Unit-III

Development banking finance: An overview and current developments; Stock Exchange working and regulations; Securities Exchange Board of India (SEBI) role and recent guidelines; Banking sector reforms; challenges faced by public sector banks; growth and changing structure of non-bank financial institutions; Role of government in Indian Economy; Monetary Policy; Fiscal Policy.

Unit-IV

Foreign Trade in India and Balance of Payments; Foreign Investment, Collaboration methods and latest Foreign Trade Policy; role of MNCs; EXIM Policy; International Economic

Institutions: IMF, World Bank and WTO, their impact on Indian business environment; Regional Economic Groupings and their impact on international trade; Special Economic Zones

Suggested Readings and Learning Materials:

1. Ghosh & Chaudhary, Geetika, Tata Mc Graw Hill.
2. T.R Jain & OP Khanna, Micro Economics, Global Publications
3. T.R Jain, Mukesh Trehan & Ranju Trehan, Business Environment, V.K Publications
4. Faisal Ahmed and M. Absar Alam. Business Environment: Indian and Global Perspective, PHI, ND
5. Mishra, S.K. & Puri, V.K., Indian Economy, Himalaya Publishing House.
6. Aswath Thapa, K., Business Environment, Excel Books.
7. Paul Jastin, Business Environment, Tata McGraw Hill.
8. Economic Survey, Govt. of India. (current year)
9. Sengupta N.K., Government and Business, Vikas Publishing House, New Delhi
10. Khan M.Y. Indian Financial System, Tata Mc Graw Hill.

NOTE:

1. Only the latest editions of the above books are recommended.
2. Cases from each unit will be discussed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting: Question paper will be divided into two parts:

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case study or a practical/numerical problem. A student will attempt 04 questions, attempting case-study/practical/numerical problems is compulsory. All questions carry equal 15 marks.

DIGITAL MARKETING PROJECT 1
Course Code - BBA/DM/503

Total Credits: 4
Internal Marks: 50
External Practical: 50

Every student will undertake a **Digital Marketing Project 1** in Semester V. Some suggested subject areas for creating projects are listed below. Students have the flexibility to choose any one topic either out of suggested topics or from any other Digital Marketing domain area after due authentication by the Project Mentor.

The Project topic in the fifth semester and it will be pursued by him/her under the supervision of an internal supervisor and Industry Expert. The students are required to interact with their supervisor/industry expert on regular basis. The tentative content/format of the project report is as follows:

- ❖ Cover Page
- ❖ Acknowledgement
- ❖ Certificate from supervisor
- ❖ Introduction
- ❖ Literature Review
- ❖ Research Methodology (Research Objectives, Hypothesis, Research Design etc)
- ❖ Data Analysis
- ❖ Findings
- ❖ Conclusions
- ❖ Recommendations
- ❖ References
- ❖ Appendices – to include questionnaire etc (if any)

Instructions for Students:

1. The student will submit project report at the end of fifth semester as per the schedule announced by the department/University for assessment.
2. The student will submit two hard bound copies of the report and one softcopy. One copy will be kept at institute library and one will be submitted to the University by the institute.
3. The project report shall be evaluated by both Internal and External Examiners. For external evaluation
4. , Viva voce/practical examination will be conducted by the external examiner at the institute before the commencement of final University Exam.
5. It is mandatory for the student shall make presentations of the Digital Marketing Project I in the presence of Head/Dean of the Department/College teachers and students. The student is expected to answer to the queries and questions raised during presentation and Internal marks will be given on the basis of performance.

Note: The Head/Dean of the Department/College shall make that the marks awarded by the external examiner gets uploaded on the University website and also submit the hard copy of the award list along with attendance of the candidates duly signed by the external examiner to the office of the Controller of Examinations within 15 days of the conduct of examinations.

Some Suggested Subject Areas for creating Projects are listed below:

1. Facebook Marketing;
2. YouTube & Video Marketing;
3. LinkedIn Marketing & Twitter Marketing;
4. Pay Per Click Advertising;
5. Email Marketing & Lead Generation;
6. Mobile Affiliate & Content Marketing;
7. Marketing Research & Analytics;
8. Google Analytics;
9. Business Analytics & Digital Media
10. Any Other Digital Marketing domain area which the student wants to choose after due Authentication by the Project Mentor.

RELATIONAL DATABASE MANAGEMENT SYSTEMS
Paper Code: BBA/DM/504

Total Credits:4
Internal Marks:25
External Practical:25
External Theory:50

Course Objective: The purpose of this course is to:

1. Provide the students an introduction to the management of database systems.
2. Impart understanding of the fundamentals of relational systems including data models, database architectures, and database manipulations.
3. Develop their understanding of new developments and trends such as Internet database environment and data warehousing.

Course Learning Outcomes: - On completion of this course, the students will be able to:

1. Describe the fundamental elements of relational database management systems
2. Execute various SQL queries, Fundamentals of Database and their applicability in various fields.
3. Design new database and modify existing ones for new applications.
4. Synthesize their knowledge and skills to manage relational databases.

UNIT-I

Introduction to SQL: Meaning, Use and Need of learning. Introduction to database-Fundamentals, Connectivity of two databases, Designing of Database Different features in a database (Primary key, foreign key and candidate key)., Use of SQL commands in Access. Normalization, 1NF, 2NF, BCN, Model a normalized database.

UNIT-II

Introduction- Table, Creation of a table, Checking of the tables for consistency. Functions, use of the Select, Insert, Update, Delete Function, "GROUP BY" option, Count, Where. Mathematical Functions- AVG, SUM, MIN, MAX, FIRST, LAST. Scalar Functions- UCASE, LCASE, MID, LEN, NOW, ROUND, FORMAT. Primary Key Constraint – ALTER, Creation of reports using different variables, Variable error checking options. Pivot Charts, Import Excel data in Pivot Chart, Create Pivot Chart in Access. Concept of Import Data, Import data from ODBC, Reports, Overview, Preparation of dynamic report.

UNIT - III

Relational Model- Concept, Domain, Attribute, Tuple and Relations Domain. Concept of Entity- Referential Entity Integrity Constraints, Relational Algebra. ER and EER to Relational Mapping Tuple Relational Calculus, Domain Relational Calculus. Codd's Rules to Convert DBMS to RDBMS. Introduction to RDBMS Packages (Oracle, SQL Server)

UNIT – IV

Relation Database Design Algorithms- Normalization, First Normal Form and Third Normal Form, Boyce-CODD Normal Form, Forth Normal Form. Functional Dependencies. Algorithm for Relational Database Schema Design.

Lab Work: Tools (MS Access/SQL/MySQL)

- Programming and Database Management using MS Access
- Create a database and write the programs to carry out the following operation:
 - Add a record in the database.
 - Delete a record in the database.
 - Modify the record in the database.
 - Generate the queries and report.
 - List all the records of database in ascending order.
- Implementation of various SQL functions to query a database

Suggested Readings and Learning Materials:

1. Bankar V.H., Mehendale D.K., Patil S. P., Relational Database Management System (RDBMS), Techtree Educations.
2. Elmasri R and Navathe S.B., Fundamentals of Database Systems, Pearson Education
3. Conolly Thomas & Begg Carolyn, Database Systems: A Practical Approach to Design, Implementation and Management, Pearson Education
4. Silberschatz Avi, Henry F. Korth, Sudarshan. S., Database system concepts, McGraw Hill
5. Martin, Principles of Database Management, Prentice Hall of India
6. Elmasri And Navathe, Fundamentals of Database System, Pearson Education Asia

NOTE:

1. Only latest editions of the above books are recommended.
2. Additional books/learning materials may be suggested and added from time to time.

Instructions for framing the question papers: -

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

CYBER SECURITY
Paper Code - BBA/DM/505

Total Credits:4
Internal Marks: 25
External Marks:75

Course Objectives: -The purpose of this course is to: -

1. Orient the students towards understanding computer/information security issues.
2. Introduce the concepts of cryptography, digital money, cyber-crimes and their types, secure protocols, detection and other security techniques.
3. Impart cyber security awareness and preliminary training to heighten the chances of catching a scam or attack before it is fully enacted, minimizing damage to the resources and ensuring the protection of information technology assets.
4. Provide information about computer security breaches by learning and implementing the real-world scenarios in Cyber Investigations.

Course Learning Outcomes: - After completion of this course, students would be able to: -

1. Understand key terms and concepts in cyber law, intellectual property and cybercrimes, trademarks and domain theft.
2. Apply the principles of web security to protect their and others' identity and information technology assets.
3. Analyze prevalent network and distributed system attacks, prepare defences against them and implement forensics to investigate the aftermath.
4. Assess and decide appropriate computer security technologies and policies to protect computers and digital information.

UNIT-I

Concept of Information Society, Knowledge Society, Cyber Space, Digital Economy, Critical infrastructure. Critical Information Infrastructure, Internet as Global Information Infrastructure.

UNIT-II

Cyber Terrorism, Terrorist Atrocities, The Role of IT by Terrorist, The Power of Cyber terrorism, Characteristic of Cyber Terrorism, Factors Contributing to the Existence of Cyber terrorism, Real Examples of Cyber Terrorism, Political Orientation of Terrorism, Economic consequences.

UNIT- III

Cybercrime, Types of cybercrime: Hacking, Virus, Worm, Trojan Horse, mail ware, Fraud and theft, cyber homicide, Current Cyber Attack methods, Criminal threats to IT infrastructure, Web security, Basic cyber forensics, Internal Penetration, External penetration, your Role on Cyber-attacks, Cybercrime and Law, Cyber Jurisdiction, Indian IT ACT.

UNIT-IV

Fundamental Concepts of Information Security, Information warfare, Levels of Information war, Cost of Information Warfare, Cyber disaster, disaster planning, Why disaster planning, Company Wide disaster planning, Business Impact analysis.

Suggested Readings and Learning Materials:

1. Tripathi S.P, Goyal R., Introduction to Information Security and Cyber Law-Willey Dreamtech Press.
2. Bhusan M., Rathore R.K., Jamshed A., Fundamentals of Cyber Security, BPB Publications.
3. Alexander Y., Michael S.S., Cyber Terrorism and information warfare: Threats and responses.
4. Godbole Nina & Belapure Sunit, Cyber Security, Wiley India.
5. Rattan J. & Rattan V., CYBER LAWS & Information Technology, Bharat Law House, New Delhi.
6. Gupta G. & Gupta S., Information Security and Cyber Laws, Khanna Publishing.

NOTE:

1. Only latest editions of the above books are recommended.
2. Cases for each unit would be discussed as appropriate.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for framing the question papers: - Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

PROFESSIONAL ETHICS & VALUES IN MANAGEMENT

Paper Code - BBA/DM/506

Total Credits:4
Internal Marks: 25
External Marks:75

Course Objectives: The main objectives of the course are:

1. To highlight the importance of professional values and ethics in work life.
2. To provide good grounding to students regarding adequate emphasis on professional and ethical values in management.
3. To instill professional ethics in students to maintain ethical conduct and discharge their professional duties.
4. To facilitate students in leading an ethical life as responsible managers with a proper personality in harmony with their profession and associated people.

Course learning Outcomes: Upon completion of this course, the students will be able to

1. Understand the significance of inputs regarding ethics and values in management provided in the classroom and start applying them in their life and profession.
2. Discern and distinguish between profit maximization and welfare maximization and between ethical and unethical practices in various managerial situations.
3. Develop into ethical and value-based would-be managers and decision-makers.
4. Interpret professional integrity and sincerity as highest values in their life and profession.
5. Integrate the value of harmonious relationship based on trust and mutual respect in their life and profession.

Unit-I: Professionalism and Professional Values

Professionalism. Roles of a Professional. Professional Accountability. Professional Success and Growth. Professional Associations. Professional Risks. Image of a Profession. Understanding Professional Values: Integrity, due Diligence, Sincerity, Mutual Respect and Team Work; Meaning, Importance of Professional Values for Quality, Professional Success of Managers, Harmonious Relations within and between Work Groups and Timely Work Completion.

Unit-II: Professional Ethics and Current Issues

Professional Ethics and Right Understanding in Management and Decision-making; Issues in Traditional Management Thought, Management Ethics and Current Scenario - Problems with exclusive focus on profit-maximization and cost-minimization models; Perceiving Consumers only as "Market"; Adverse Environmental Effects of Excessive Use of Chemicals to maximize Production; Financial greed and scams.

Unit-III: Strategies for Transition towards Value-based Management and Profession.

Pigou's Economics of Welfare. Normative Economics. Welfare-Maximization as against Profit-Maximization as the desirable Optimum for a Firm. Vision for Holistic Technologies and Theories. Poverty Eradication along with Profits – C K Prahalad's theory of the Fortune at the Bottom of the Pyramid (BoP). Emphasizing Themes of Governance, Sustainability, Values and Ethics for Indian Corporations – the Case Study of Jamsetji N Tata and the Tata Group.

Unit-IV: Situation Analyses for Professional Ethics and Values.

Evaluation of Situations and Outcomes of economic and managerial behavior as ethically good or bad. Discriminating between ethical and unethical, professional and unprofessional practices in various managerial situations. Maintaining Professional Values and Actualizing Ethical and Professional Behaviour in a given situation. Working out a strategy to materialize harmonious work environment and cooperation in teams in a given situation. Case studies.

Suggested Readings and Learning Materials:

1. Bajpai.B.L., Indian Ethos and Modern Management, New Royal Book Co., Lucknow
2. Subramanian, R., Professional Ethics, Oxford University Press
3. Murty, P.S.R, Indian Culture Values and Professional Ethics, BS Publications
4. Naagarazan, R. S., A Textbook on Professional Ethics & Human Values, New Page Publishers
5. Seebauer, Edmond G. and Barry, Robert L., Fundamentals of Ethics, Oxford University Press.
6. Prahalad, C. K., & Hart, S. L. (2002). The fortune at the bottom of the economic pyramid. *Hart. strategy+ business*, (26), 14.
7. Pigou, A. C., The economics of welfare, Palgrave Macmillan.
8. Tata, R., & Matten, D. (2016). Corporate community involvement in the 21st century.
9. Srivastava, A. K., Negi, G., Mishra, V., & Pandey, S. (2012). Corporate social responsibility: A case study of TATA group. *IOSR Journal of Business and Management*, 3(5), 17-27.
10. Sivakumar, N. (2008). The business ethics of Jamsetji Nusserwanji Tata–A forerunner in promoting stakeholder welfare. *Journal of Business Ethics*, 83(2), 353-361.

NOTE:

1. The latest editions of the books are recommended.
2. Appropriate Cases and Situations would be discussed as needed for each Unit, especially Units III and IV.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for framing the question papers: Question paper will be divided into two parts:

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/situation analysis is compulsory. All questions carry 15 marks.

SEMESTER VI

ADVANCED GOOGLE ADWORDS AND ONLINE DISPLAY ADVERTISING

Course Code - BBA/DM/601

Total credits: 4

Internal Marks: 25

External Practical: 25

External Theory: 50

Course Objectives:

1. To make students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
2. To make them understand different types of display ads that advertisers can create and the steps required to make them in line with best practices.
3. To develop student's ability to formulate best strategies using best practices used under Google Ads.
4. To develop students' ability to set up a search engine marketing campaign along with a few nuances of the tool.

Course Learning Outcomes: After successful completion of the course, students would be able to:

1. Identify the key elements of a Google AdWords paid search campaign.
2. Develop a basic display campaign and allocate ad money for success.
3. Analyze the ways to use data to make SEM decisions.
4. Examine strategies to track and optimize performance of display campaigns.
5. Review and apply best practices for designing display ads.

Unit-I

Recapitulation of Google AdWords and PPC. Online Advertising - Introduction; Types of Online Advertising; Display Advertising - Banner Ads, Rich Media Ads, Pop – ups and Pop – Under Ads. Contextual Advertising - In text Ads, In image Ads, In Video Ads, In Page Ads. Companies providing Online advertising solution; Tracking and Measuring ROI of online advertisement.

Unit-II

Types of Search campaigns; Dynamic search & product listing. Google Merchant Center. Creating 1st Search Campaign. Understanding location targeting -Different types of location targeting. Bidding strategy – CPC Understanding different types of bid strategy; Advanced level bid strategies, Flexible bid strategy. Understanding Ad extensions -Types of ad extensions. Creating ad groups -Creating Ads; Understanding Ad Metrics. Display and Destination URL - Write a compelling Ad copy. Examples of Ads.

Unit-III

Creating Display Campaigns: Types, All features; Mobile App; Remarketing; Engagement. Differentiate between in Search and Display Campaign settings; Campaign level settings; Understanding CPM bid strategy. Ad-scheduling & Ad-delivery; Understanding ads placement - Using Display banner tool and finding relevant websites for ads placement.

Unit-IV

Optimizing Search & Display Campaign. Optimization at the time of campaign creation; Optimizing campaign via ad groups. Importance of CTR and Quality Score in optimization; Ways to Increase CTR, Improve Quality Score. Evaluating Campaign stats - Optimizing with

conversion report; Optimizing with keywords. Analyzing competitor's performance. Detecting fraud clicks. Remarketing – Overview; Setting up remarketing campaign.

Lab Work:

1. Run an Ad Words Search Campaign.
2. Create, execute, and monitor a search engine marketing campaign on the Ad Words platform for either Institute or your own business. Student will test, monitor, and optimize the results for the best possible ROI due to live campaign.
3. Run a Display, Mobile, or Video Campaign:
4. Evaluate the results of a display advertising campaign and create a presentation of the results similar to what you'd provide to your client and prepare summary which will include the targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.
5. Allocate given funds to various online advertising platforms and justify the allocation.

Suggested Readings and Learning Materials:

1. Rabazinsky Cory, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.
2. Jacobson Howie, Google AdWords for Dummies.
3. Fox Vanessa, Marketing In The Age Of Google.
4. Geddes Brad, Advanced Google AdWords.
5. Marshall Perry, Mike Rhodes. Bryan Todd; Ultimate Guide to Google AdWords.
6. Jason McDonald Ph.D.; Google Ads (AdWords) Workbook.
7. Gray Noah; Mastering Google AdWords: Step-by-Step Instructions for Advertising Your Business (Including Google Analytics).
8. Sulerud Kyle; Essential AdWords: The Quick and Dirty Guide (Including Tricks Google WON'T Tell you.
9. Zabarar John; Advanced Google AdWords Strategy: The Comprehensive & Data-Driven Practical Guide on Managing & Optimizing AdWords Accounts Profitably.

NOTE:

1. Latest editions of the above books are recommended.
2. Cases would be discussed for each unit as needed.
3. Additional books/learning materials may be suggested and added from time to time.

Instructions for question paper setting (Question paper will be divided in to two parts)

- Part A will consist of 05 short questions, each carrying 1mark.
- Part B will consist of 05 questions, including a case study or a practical/numerical problem. A student will attempt 03 question, attempting case-study/practical/numerical problem is compulsory. All questions carry 15marks.

DIGITAL ENTREPRENEURSHIP DEVELOPMENT

Paper Code: BBA/DM/602

Total Credits:4

Internal Marks: 25

External Marks:75

Course Objectives: The purpose of this course is to: -

1. Acquaint students with key characteristics of online and digital entrepreneurship.
2. Provide them with necessary knowledge and skills in order to ideate and create new products and innovation using the internet and digital technologies,
3. Provide understanding why digital technologies are at the forefront of entrepreneurship and
4. Develop students' insight into impact of Internet on entrepreneurial competition including network effects, platform technologies and using the Internet to find resources and team members to build a business.

Course Learning Outcomes: After completion of the course, students will be able to:

1. Gain strategic understanding of the nature of digital entrepreneurship.
2. Appreciate the parameters to assess opportunities and constraints for new business ideas.
3. Explore entrepreneurial leadership and management style on digital platforms.
4. Analyse the business environment in order to identify business opportunities on and through the Internet.
5. Apply a systematic process to design and select strategies for successful implementation of ideas.

UNIT - I

Digital Entrepreneurship Development – Concept, Need and significance of Digital entrepreneurship. New Opportunities and Challenges. Developing a digital business idea. Options available for doing business on the Internet. Process of launching new digital business venture, Merits and limitations of digital business. Digital entrepreneurial Strategies & Technologies, Theories of entrepreneurship.

UNIT - II

Entrepreneurship and innovation, Difference between Traditional business & Digital business. Myths of entrepreneurship. Entrepreneur v/s Managers. Tech-Entrepreneurship. Role of Technology in Entrepreneurship. Digital skills of a successful entrepreneur, Demand for Digital entrepreneurship,

UNIT - III

Enterprise Launching and Resourcing. Enablers for Starting a Digital Enterprise. Process and Steps. Government Programmes, Policies, Incentive and Institutional Networking for Enterprise setting, Scanning Business Environment, Sensing Opportunities for Digital start-up. Growth of Digital Businesses in India. Future prospects. Preparing entrepreneurs for the digital world.

UNIT - IV

Value Chains in e-Businesses. Porter's Value Chain Model, Industry value chains. Entrepreneurship Education. Market Survey and Demand Analysis. Significance of digitalisation in business planning, Modernization and rehabilitation of Brick and Mortar business into a digital business. Social Digital Entrepreneurship.

Suggested Readings and Learning Materials:

1. Jonathan P. Allen, Digital Entrepreneurship, Routledge.
2. Mason H., What is Digital Entrepreneurship? Crabtree Publishing.
3. Hosu I. & Lancu L., Digital Entrepreneurship and Global Innovation, IGI Global, USA.
4. Herlache M., Digital Entrepreneurship, Createspace Independent Pub.
5. Baierl R., Behrens J. & Brem A., Digital Entrepreneurship: Interfaces between digital technologies and Entrepreneurship, Springer
6. Khanka S.S Entrepreneurship Development, S. Chand and Company Ltd., Ram Nagar, New Delhi.
7. Gupta C.B and Srinivasan N.P., Entrepreneurship Development, Sultan Chand and Sons.
8. Mishra D.N., Entrepreneur and Entrepreneurship development and Planning in India, Chugh Publication, Allahabad.

NOTE:

1. Latest editions of the books are recommended.
2. Cases for each unit would be discussed as needed.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for framing the question papers: -

Question paper will be divided into two parts: -

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.

DIGITAL MARKETING PROJECT 2
BBA/DM/603

Total Credits: 5
Internal Marks: 25
External Practical: 75

Every student will have to undertake a **Digital Marketing Project 2** in VI Semester. The project ought to be a live project and the topic selected in consultation with both a Faculty and an Industry Mentor to be allotted to the students. Students after discussion with their concerned Mentors will select the Topic either out of the suggested topics by their Project Mentor or a topic of their choice duly approved by Mentor.

The Project report will be prepared by the Students under the complete guidance of their concerned Mentors. The students are required to interact with their Mentor/industry expert on regular basis. The tentative format of the project report is as follows:

- ❖ Cover Page
- ❖ Acknowledgement
- ❖ Certificate from supervisor
- ❖ Introduction
- ❖ Literature Review
- ❖ Research Methodology (Research Objectives, Hypothesis, Research Design etc)
- ❖ Data Analysis
- ❖ Findings
- ❖ Conclusions
- ❖ Recommendations
- ❖ References
- ❖ Appendices – to include questionnaire etc(if any)

Instructions for Students:

1. The student will submit project report at the end of VIth Semester as per the schedule announced by the department/University for assessment.
2. The student will submit two hard bound copies of the report and one softcopy as in the prescribed manner. One copy will be kept at institute library and one will be submitted to the University by the institute.
3. The project report shall be evaluated by both Internal and External Examiners. For external evaluation, Viva voce/practical examination will be conducted by the external examiner at the institute before the commencement of final University Exam.
4. It is mandatory for the student to prepare a PPT of their Project and present it either to their Mentor or to the other Authorities (as prescribed at that point of time).

Note: The marks awarded by the external examiner are to be uploaded on the University website and the hard copy of the award list along with attendance of the candidates duly signed by the external examiner is also to be submitted to the office of the Controller of Examinations within 15 days of the conduct of examinations.

Some Suggested Topics for creating Projects are listed below:

1. Digital Marketing Awareness in Indian Market.

2. Social Media Strategies for Online Shopping Cart.
3. Analytical comparison of Traditional Marketing to Digital Marketing.
4. The use of Digital and Social Media in Politics.
5. The expansion of Mobile App Industry using Digital Marketing.
6. Web Analytics
7. Social Media Marketing
8. Email Marketing
9. Twitter Marketing
10. Any Other Live Project topic approved by the Mentors

ENVIRONMENTAL SCIENCE
Paper Code - BBA/DM/604

Total Credits:4
External Marks:75
Internal Marks: 25

Course Objectives: -The purpose of this course is to: -

1. Introduce environmental studies as an academic field.
2. Empower students to addressing complex environmental issues from a problem-oriented, interdisciplinary perspective.
3. Make students fully understand and respond to the variety of changes we human beings have brought in our world.
4. Enhance students' motivation, engagement with and concern for welfare of the many human and non-human communities that shape this planet.

Course Learning Outcomes: - After completion of this course, students will be able to: -

1. Understand the physical, chemical, and biological components of the earth's systems and show how they function.
2. Actively cultivate both engagement with and informed reflection about environmental issues and issues of communities affected by environmental ill-effects of human activity.
3. Critically examine all aspects of environmental issues and work out simple solutions in practical life.
4. Synthesize knowledge and understanding from diverse disciplines such as history, economics, psychology, law, literature, politics, sociology, philosophy, and religion to create informed opinions about how to interact with the environment on both a personal and a social level.

UNIT-I

Environmental Science – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and overexploitation over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems. Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution.

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products.

UNIT-IV

Environmental Legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act.

Suggested Readings and Learning Materials:

1. Bharucha E., Environmental Studies, Orient Black Swan
2. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
3. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, NewAgeInternational (P) Ltd..Publishers
4. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
5. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

NOTE:

1. Latest editions of the above books are recommended.
2. Cases for each unit would be discussed as needed.
3. Additional books and learning materials may be suggested and added from time to time.

Instructions for framing the question papers: Question paper will be divided into two parts:

1. Part A will consist of 10 short questions, each carrying 1.5 marks.
2. Part B will consist of 06 questions, including a case-study or a practical/numerical problem. A student will have to attempt 04 questions, attempting case-study/practical/numerical problem is compulsory. All questions carry 15 marks.