



JECRCTM
UNIVERSITY
BUILD YOUR WORLD

School of Management

Syllabi and Course Structure

Bachelor of Business Administration

Digital Marketing (DMI)

Academic Programmes

Batch (2022-2025)

Summary Sheet

Semester	1 st	2 nd	3 rd	4 th	5 th	6 th	Total	Min. Credit req. for degree
Credit	25	28	26	21	24	24	148	*10% Relaxation on MOOC, NPTEL, and SWAYAM.

Type	Foundation	Core	Specialization	Interdisciplinary	General
Total Credit	44	34	36	9	25

FIRST SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA615A	Principles of Management	3	1	-	4	F
BBA616A	Business Mathematics & Statistics	3	1	-	4	S
BBA617B	Business Economics	4		-	4	F
BBA618A	Fundamentals Of Management Accounting	3	1	-	4	ID
BBA619A	Fundamentals Of Financial Accounting	3	1	-	4	ID
DEN001A	Communication Skills	3		-	3	C
DIN001A	Culture Education – 1	2	-	-	2	G
	TOTAL	21	4	-	25	

SECOND SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA620A	Organization Behaviour	4		-	4	F
BBA621A	Principles of Marketing Management	4		-	4	F
BBA622A	Human Resource Management	4	-	-	4	C
BBA623A	Managing Finance in A Digital World	3	1	-	4	F
BBA624B	Excel Foundations	2	-	2	3	ID
DEN002A	Professional Skill	3	-	-	3	G
DIN002A	Cultural Education – 2	2	-	-	2	G

DCH001	Environmental Studies (EVS)	3	-	2	4	F
	TOTAL	25	1	4	28	

THIRD SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA657A	Marketing Principles & Communication	4			4	S
BBA658A	Fundamentals of Digital Marketing	4			4	S
BBA627A	Research Methodology	3	1		4	F
BBA628A	Human Resource Development	4			4	C
BBA629A	Comp. Applications III (MS Project)	3			3	ID
***	Open Elective	3			3	G
DEN003A	Life Skills - 1 (Personality Development)	2			2	G
DIN003A	Value Education -1	2			2	G
	TOTAL	25	1		26	

FOURTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA630A	Operation Management	4	-		4	F
BBA659A	Campaigns Planning	4			4	S
BBA660A	Digital Marketing Techniques	4			4	S
BBA633A	Corporate governance and Social responsibility	3	-		3	F
***	Open Elective	3	-		3	G
DEN004A	Life Skills - 2 (Aptitude)	2	-		2	G
DIN004A	Value Education – 2	1	-		1	G
	TOTAL	21			21	

FIFTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA634A	International Business Management	2	-	2	4	C
BBA635A	Legal Environment for Business	3	-	-	3	ID
BBA636A	Corporate Strategy	4	-	-	4	C
BBA661A	Marketing & Digital Strategy	4	-	-	4	S
BBA662A	Innovation in Marketing	4		-	4	S
BBA699A	Summer Training	-		10	5	C

	TOTAL	1 7	-	12	24	
--	--------------	----------------	---	-----------	-----------	--

SIXTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA639A	Customer relationship management	4	-	-	4	S
BBA640A	Project Management	4	-	-	4	C
BBA641A	Leadership Skills	3	-	-	3	F
BBA663A	Digital Optimisation	4	-	-	4	S
BBA650A	Digital Customer Experience	4		-	4	S
BBA644A	Project Work		-	5	5	C
	TOTAL	19	-	5	24	

Program Educational Objective (PEO)- BBA- Digital Marketing (DMI)

- I Demonstrate cognitive knowledge about the skills needed in online marketing campaigns, as well as in identifying, assessing and selecting digital market opportunities.
- II Gaining a understanding about emerging digital marketing trends and critically assess the use of digital marketing tools
- III Develop the skills to build an actionable digital marketing strategy that aligns with your business goals.
- IV Learn to develop a digital plan that breaks up group and thinks and aligns departments around a common vision
- V Understand the basic concepts of brand building and Marketing Analytics

Program Outcome (PO) – BBA- Digital Marketing (DMI)

- PO 1:** Understanding of important marketing concepts, role and function of marketing within organisations
- PO 2:** Understand how marketing activities are planned and executed within organisation
- PO 3:** Understand the fundamentals of digital marketing along various tools and campaigns used in digital marketing
- PO 4:** Demonstrate the role of customer behavior in framing effective marketing campaigns
- PO 5:** Develop a successful marketing campaign plan including identifying the various resources required to deliver the campaign objective
- PO 6:** Understand the principles for customer relationship management and evaluate customer experience metrics.
- PO 7:** Develop the technique of integrating digital and offline marketing

JECRC University
BBA – Detailed Syllabus
Semester 1:

FIRST SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA615A	Principles of Management	3	1	-	4	F
BBA616A	Business Mathematics & Statistics	3	1	-	4	S

BBA617B	Business Economics	4		-	4	F
BBA618A	Fundamentals Of Management Accounting	3	1	-	4	ID
BBA619A	Fundamentals Of Financial Accounting	3	1	-	4	ID
DEN001A	Communication Skills	3		-	3	C
DIN001A	Culture Education – 1	2	-	-	2	G
	TOTAL	21	4	-	25	

PRINCIPLES OF MANAGEMENT

SUBJECT CODE: BBA615A

CREDITS: 4

Objective: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organizational objectives.

Unit I

Management: Concept and Need, Managerial Functions – An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches – Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re-engineering, Porter’s Five-forces’ Model.

Unit II

Types of Plan; Strategic planning – Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTSUP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality

Unit III

Concept and process of organizing – An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organisation Structure. Emerging types..

Unit IV

a. Staffing: Concept of staffing - Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal. b. Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow’s Need-Hierarchy Theory; Herzberg’s Two-factor Theory, Vroom’s Expectancy Theory. Leadership: Concept and Importance; Leadership Styles; c. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.

Unit V

Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Accounting Ratio Analysis, HR Metrics, ROI, Budgetary Control, EVA, PERT/CPM. Emerging issues in Management.

Business Mathematics & Statistics

SUBJECT CODE: BBA616A

CREDITS: 4

Course Objective :

The Objective is to provide, to expose students to basic statistical and mathematics concepts, to organize and present numerical data, to understand the Venn Diagrams, Sets, Intervals, Matrices, Vector Algebra and to compute correlation, interpret and to understand the construct various index numbers.

Unit 1 - Set Theory

Introduction to Sets, Sets and their Representation, Tabular or Roster Method, Rule Method or Set Builder, Empty or Void or Null Set, Finite sets and Infinite sets, Proper Subset, Improper Subset, Power Set, Universal Set, Open Interval, Closed Interval, Semi-Open or Semi Closed intervals, Infinite Intervals, Venn Diagrams, Operations on Sets, Union, Intersection of Sets, Disjoint Sets, Difference of Sets, Symmetric Difference of Sets, Complement of a Set, Laws of Algebra of Sets.

Unit 2 - Matrices and Determinants

Definition of a Matrix, Addition & Subtraction of Matrices, Multiplication of Matrices, Transpose of a Matrix. System of linear equations, Gauss elimination method, Inverse of a Matrix, Determinants, Determinants of order one and more, Properties of Determinants, Multiplication of two Determinants, Minors and Cofactors, Cramer's rule for solution of linear equations, Adjoint of a Matrix, Rank of a Matrix.

Unit 3 - Vector Algebra

Vectors, Types of Vectors, Operations on Vectors, Addition of Vectors, Properties of Operation of Addition, Subtraction, Properties of Operation of Subtraction, Multiplication by a scalar, Orthonormal Bases, Product of Two Vectors, Scalar Product or Dot Product of Two Vectors, Properties of Scalar Product, Vector Product or Cross Product, Properties of Vector Product.

Unit 4 - Statistics

Introduction to Statistics, Scale of Measurement, Nominal, Ordinal, Interval & Ratio. Frequency Distribution, Bar Chart, Pie Chart, Histogram, Frequency Polygon, Ogive, Pareto Chart, Stem-and-leaf Chart, Scatter Plot, Measure of Central Tendency, Properties, Advantages and Disadvantages of Arithmetic Mean, Geometric Mean, Harmonic Mean. Positional Averages, Median, Quartiles, Deciles, Percentiles & Mode. Measure of Dispersion, Range, Interquartile Range, Standard Deviation.

Unit 5 - Probability

Introduction to Probability, Experiment, Event, Compound Event, Independent and Dependent Events, Mutually Exclusive Events, Equally Likely Events, Marginal, Union, Joint, Conditional Probability, Basic Probability Rules, General Rule of Addition, General Rule of Multiplication, Concept of Bayes' Theorem.

BBA I SEM
Business Economics
SUBJECT CODE: BBA617B
CREDITS: 4

Course Objective:

The Objective is to provide, to understand the key concepts of macroeconomic concepts of business, to know the factors determining supply and demand in various market structure, to know the various cost and revenue concepts under the functioning of various types of industries and to know main financial markets and institutions in facilitating commerce & development.

UNIT1 – Macro Economic context of business

Determination of macroeconomic phenomena – equilibrium national income – growth in national income, price, inflation, unemployment, trade deficits and surpluses – stages of trade cycle – principles of public finance – effects of changes in the economic growth rate, interest rates. Government expenditure and taxation – index numbers

Concept of balance of payments – free trade and protectionists instruments policy, impact of exchange rate policies on business

UNIT2 – Institutional context of business

Nature of globalisation and factors driving it (improved communications, political realignments, growth of global industries and institutions, cost differentials). Major institutions promoting global trade and development - Principal institutions encouraging international trade – globalisation of business – offshoring – industrial relocation – emergence of growth markets – main trading agreements and trading blocks. Identify the impacts of economic and institutional factors using the PESTEL framework.

UNIT3 – Micro Economic And Organisational Context Of Business

Types of organisations – public, private & mutually owned organisations – types of Not for Profit Organisations – shareholders wealth management – principal – agent problem and its impact on the decisions of the organisation. Price mechanism – determinants of demand and supply – price elasticity of demand – effects of price elasticity of demand on Total revenue curve#. Sources of internal and external economies of scale- outsourcing decisions and costs – minimum and maximum price policies in good and factor markets.

UNIT4 – Informational context of business

Data & information, graphs, charts and diagrams – scatter graphs, histograms, bar graphs, ogives. Big data and data analytics in business applications – time series analysis – correlation co-efficient – regression equation to predict the dependent variables – forecasting

Unit5 – Financial Context of Business

Financial intermediaries – commercial banks – financial assets and financial markets – foreign exchange markets. Financial mathematics – simple & compound interests – annuities & perpetuities – Discounting techniques – NPV and IRR. Interest rates – interest rate changes on market demand – concepts of forwards, futures and options

Fundamentals of Management Accounting
SUBJECT CODE: BBA618A
CREDITS: 4

Course Objective:

The objective is to familiarise the students with the mechanics of to understand the management accounting, students learn the methods of costing, overheads and ascertain the various types of budget and approaches to analyse the profits.

Unit1 - The Context Of Management Accounting

Purpose of management accounting and the role of the Management Accountant-need for management accounting-characteristics of financial information for operational, managerial and strategic levels within organisations- role of the management accountant-relationships between the management accountant and the organization's managers- The Global Management accounting principles. Role of CIMA as a professional body for Management Accountants-role of CIMA in developing the practice of management accounting

Unit2 - Costing

Cost identification and classification-classification of costs in relation to output classification of costs in relation to activity level appropriate costs having identified cost behaviour-classification of costs in relation to decisions – segregation of fixed and variable costs from semi-variable costs – relevant and irrelevant costs.

Overheads – overhead cost estimates – treatment of direct and indirect costs – overhead absorption rate – under and over absorption of overheads – Marginal cost pricing and full cost pricing.

Unit3 – Planning And Control

Preparation of budgets for planning and control-need for the preparation of forecasts and Plan-Preparation of functional budget- budget statements-impact of budgeted cash surpluses and shortfalls on business operations-preparation of flexible budget-Calculate budget variances – concepts of Zero based Budget, Incremental budgeting, Rolling Budget.

Application of variance analysis to reconcile budgeted and actual profits in a marginal Format-Principles of standard costing-Calculation of variances for materials, labour, variable overheads, sales prices and sales volumes-Preparation of a statement that reconciles budgeted profit with actual profit calculated using marginal costing- reasons for variances and the inter-relationships between variances

Unit4 – Performance Measurement And Reporting

Calculation of appropriate financial and non-financial performance measures-need for appropriate performance measures-Calculation appropriate financial and nonfinancial performance measures in a variety of contexts

Preparation of accounts and reports for manager-integration of the cost accounts with the financial accounting system-Prepare a set of integrated accounts, showing standard cost variances- preparation of accounts related to Job and batch costing-Cost accounting statements for management information in manufacturing, service and not-for-profit organisations.

Unit5 - Decision Making

Risk and uncertainty - use of expected values and joint probabilities in decision making-calculate summary measures of central tendency and dispersion for both grouped and ungrouped data-Arithmetic mean, median, mode, range, variance, standard deviation and coefficient of variation for both ungrouped and grouped data-Graphs/diagrams and use of normal distribution tables – decision tree approach.

Short term decision making - The use of appropriate techniques for short-term decision making-breakeven charts, profit volume graphs, breakeven point, target profit, margin of safety-Make or buy Decisions-Calculate the profit maximizing sales mix after using limiting factor analysis-

Use of appropriate techniques for long-term decision making - The time value of money-financial mathematics - Discounting, compounding, annuities and perpetuities-Calculate the net present value, internal rate of return and payback for an investment or project

Fundamentals of Financial Accounting

SUBJECT CODE: BBA619A

CREDITS: 4

Course Objective

To understand the basics of accounting and concepts of double entry system. The students understand book keeping and preparation of final accounting statements for business organizations.

Unit1 - Accounting Principles, Concepts And Regulations

The principles and concepts of financial accounting - need for accounting records; Identify the needs of different user groups; Distinguish between the financial and management accounts; capital and revenue, cash and profit, income and expenditure, assets and liabilities; the underlying assumptions, policies; the accounting equation.

Unit2 - Recording Accounting Transactions

accounting records; Prepare the books of prime entry; Applications the principles of double- entry Bookkeeping; nominal ledger accounts; the trial balance; the nature of accounting errors,prepare accounting entries for the correction of errors; Prepare accounting entries for noncurrent assets; Prepare a non-current asset register.

Unit3 - Accounting Reconciliations

Bank reconciliation statements; Prepare petty cash statements under an imprest system; Prepare sales and purchase ledger control account reconciliations.

Unit4 - Preparation Of Accounting Entries For Specific Transactions

Calculate sales of tax; Prepare accounting entries for sales tax; Prepare accounting entries for payroll; Prepare accounting entries for the issue of shares.

Unit5 - Preparation Of Financial Statements For Single Entities And Its Analysis

Prepare accounting adjustments. Prepare accounting entries for accruals and prepayments; Prepare accounting entries for irrecoverable debts and allowances for receivables; Prepare accounting entries for inventories.

Prepare basic manufacturing accounts. Prepare financial statements from a trial balance; Prepare financial statements from incomplete records; Prepare a statement of cash flows. Identify information provided by accounting ratios the information provided by the calculation of accounting ratios reasons for the changes in accounting ratios.

Calculation of profitability ratios, liquidity ratios, risk ratios.

Communication Skills

SUBJECT CODE: DEN001A

CREDITS: 3

Course Objectives

1. To enhance English language competence in reading, writing, listening and speaking. 2. Switch the approach from teacher-centred to student-centred one.
3. Minimize the Grammar Translation Method of ELT while trying to replace it with Direct Method.
4. Introducing the Communicative Method of ELT and focusing the teaching pedagogy on the student-centred learning rather than on the teacher-centred learning.
5. To link communication skills with the organizational behaviour.
6. To inculcate skills that are very much required for employability and adjust in the professional Environment.

Course Outcomes (CO):**At the end of this course students will have:**

CO1: Ability to design a language component or process to meet desired need within realistic, Constraints such as economic, environmental, social, political, ethical, scenario CO2: Ability to analyze the usage of English words in different contexts.

CO3: An understanding of technical and academic articles' comprehension.

CO4: The ability to present oneself at multinational levels knowing the type of different standards of English

Syllabus: Theory

UNIT 1	Basics of Organizational Communication: Communication: Meaning, Elements, Process, Types, Flows of Communication and Barriers to communication, basics of professional communication and professional ethics including Time-management, Respect for deadlines and corporate culture
UNIT 2	Basic Writing Skills: Parts of Speech, Elements of Sentences, Sentence types based on meaning and structure, Tenses, Voice, Narration
UNIT 3	Composition:, Basics of Letter Writing, Email Writing, Précis Writing, Essay Writing,
UNIT 4	Vocabulary Building: Word Formation from one word form to another, Origin of Words, Affixes, Synonyms, Antonyms
UNIT 5	Professional and Technical Communication : Basics of Drafting a CV/Resume, Basics of Telephonic Interview and Online Interview, Basics of PPT presentation

Syllabus: Lab

UNIT 1	Basics of Organizational Communication: Role Plays and presentations related to different corporate related matters- How to greet, how to deny politely, how to handle different types of problems related to the types of communication, how to avoid grapevine and use it in a positive manner, how to keep positive mindset during work pressure, Activities to teach Time Management, Following Deadlines etc
UNIT 2	Write Dialogue from the different contexts of corporate culture: Employee and Employer, Customer and Service Provider, Customer and Product Review, How to react on Day to day corporate interactions- Memo, Notice, Email, Circular etc
UNIT 3	Composition:, Letter Writing, Email Writing, Précis Writing, Essay Writing, Practice sessions by using Ms Word- Following the process of DraftingRedrafting, Proof Reading, Editing etc
UNIT 4	Vocabulary Building: Word Formation from one word form to another, Origin of Words, Affixes, Synonyms, Antonyms- Using video clips and comprehension passages to find out the difference between words, similarity between words, origin of words, neologism concepts etc
UNIT 5	Professional and Technical Communication : Drafting a CV/Resume,

Methodology for Evaluation

1. Internal Assessment (Theory)
 - a) Home Assignments: One from each Unit : 15 Marks
 - b) In Semester Tests (Minimum two) : 30 Marks
 - c) Attendance : 05 Marks
2. Term End (Theory) : 50 Marks
3. Internal Assessment (Lab)
 - (a) Daily Performance in the Lab : 50 Marks
4. Term End (Lab) : 50 Marks

Suggested Reading:

1. Practical English Usage. Michael Swan. OUP. 1995
2. Remedial English Grammar. F.T. Wood. Macmillan. 2007
3. Raymond V. Lesikar and Marie E. Flatley. Basic Business Communication, Tata McGraw Hill Pub. Co. New Delhi. 2005. Tenth Edition.
4. On Writing Well. William Zinsser. Harper Resource Book. 2001
5. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006
6. Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
7. Exercises in Spoken English. Parts. I-III, Hyderabad. Oxford University Press.
8. Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006

Cultural Education I
SUBJECT CODE: DIN001A
CREDITS: 2

Course Objectives

1. To make the students feel gratitude towards the rich religious and cultural heritage of India.
2. To understand the role of great personalities and movements in the progress of India.

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the richness of Indian Culture

CO2: Ability to represent the culture ethics in real life

UNIT-I Holy Scriptures-A

1. Introduction to Vedanta and Bhagavad Gita, Goals of Life – Purusharthas, Introduction to different Dhram Granthas (Various religious scriptures from Hindu, Muslim, Christian, Bodh, Jain religions)
2. Introduction to Yoga, Overview of Patanjali's Yoga Sutras

UNIT-II Society and Culture-I

3. Introduction to Indian Culture and Major Symbols of Indian Culture
4. Major Indian Cultural and Ethical Values- Respect, Compassion, Kindness, Forgiveness, Introspection, Honesty, Justice, Loyalty, Devotion, Self Sacrifice, Hospitality, Vasudhev Kutumbkum

UNIT-III India in Progress-I

5. Education , Science and Technology in Ancient India

6. Values from Indian History- War of Mahabharata, War of Kalinga, Freedom Struggle of India Major Farmer Movements, Major Religious and Social Upliftment Movements

UNIT-IV Great Indian Personalities-I

7. Life and works of the Great People of Ancient India- Sushruta, Dadhichi, Ashtvakra, Anusuya, Panini, Charaka, Kalidas, Aryabhata, Samudragupta, Ashoka, Chandragupta Mourya, Porus, Satyabhama, Dhruv, Prahlad, Chankya, Varahmihira, Bhism, Karan, Dronacharya, Meera Bai, Surdas, Dadudayal, Kabir, Mahatma Buddha, Mahavir, Guru Nanak Dev, Guru Gobind Singh, Mohammad Saheb, Jesus Christ, Veer Shivaji, Maharana Pratap, Maharani Laxmi Bai, Maharani Padmini, Hadi Rani Shaikhanwar, Panna Dhai

*Each student shall write a detailed Report/ Critique on one topic from section -A to C and one Great Personality from Section- D leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce by committee of teachers.

Suggested Reading:

1. Glory of Indian Culture (English) Paperback by Giriraj Shah

2. Historicity of Vedic and Ramayan Eras: Scientific Evidences from the Depths of Oceans to the Heights of Skies

by Saroj Bala , Kulbhushan Mishra

References

<https://knowindia.gov.in/culture-and-heritage/lifestyle-values-and-beliefs.php>

BBA 2nd SEM

SECOND SEMESTER

Sub Code	Sub Name	L	T	P	C	Type
BBA620A	Organization Behaviour	4		-	4	F
BBA621A	Principles of Marketing Management	4		-	4	F
BBA622A	Human Resource Management	4	-	-	4	C
BBA623A	Managing Finance in A Digital World	3	1	-	4	F
BBA624B	Excel Foundations	2	-	2	3	ID
DEN002A	Professional Skill	3	-	-	3	G
DIN002A	Cultural Education – 2	2	-	-	2	G
DCH001	Environmental Studies (EVS)	3	-	2	4	F
	TOTAL	25	1	4	28	

ORGANIZATIONAL BEHAVIOUR
SUBJECT CODE: BBA620A
CREDITS: 4

Course Objective:

Understand how the organisations can be managed effectively considering the behaviour of various stakeholders of an organisation and analysing the skills required for the future advantage of an organisation.

Unit 1: Organization behaviour – an introduction

Meaning of organizations – Nature of organization behaviour – Basics of organization behaviour – Scope and evolution of organizational behaviour – Organizational arrangements and Organization behaviour – Key terminologies in Organization Behaviour - Organizational Behaviour Model (OB Model)

Unit 2: Individual behaviour, intelligence and personality

Meaning of individual behaviour – personal and environmental factors – Models of individual behaviour – nature and types of intelligence – theories and measurement of intelligence – Intelligence factors – intelligence in the context of organizational behaviour.

Nature and determinants of personality – Personality traits – Personality in the context of Organization Behaviour

Unit 3: Motivation and work stress

Nature and importance of motivation – challenges and theories of motivation – Motivation and organizational culture – quality of work life – rewards and behaviour modification – problem employees – employee engagement

Meaning of work stress – work stress model – stress management – Stress and organizational behaviour

Unit 4: Group and team behaviour

Nature and types of groups – Group dynamics and Organization behaviour – determinants of group dynamics – Importance of group dynamics in an organization – group development strategies – Group motivation – Group structuring and decision making.

Meaning of team – differences between group and team – Types and benefits of teams – effective team management – team conflicts and resolution – Team development and Organizational Behaviour.

Unit 5: Organizational culture and leadership

Meaning of leadership – leadership vs management – leadership styles and theories – formal and informal leadership – Ethics and leadership – leadership and organizational culture – Sustaining culture – changing organizational culture – workplace behaviour – Ethics of power.

Course outcomes:

CO 1: Understand the basic of organizational behaviour in the context of the dynamic environment.

CO 2: Understanding the role of individual behaviour, intelligence and personality in the context of organizational development.

CO 3: Understanding importance of rewarding and motivating the stakeholders and managing the stress to effectively manage the organizational performance

CO 4: Understand the role of group and team dynamics in the current organizational environment

CO 5: Understand the importance of perception into organizational culture, leadership and ethics in an organizational development.

Principles of Marketing Management

SUBJECT CODE: BBA621A

CREDITS: 4

Course Objective:

To provide a holistic orientation of emerging marketing trends with the practical skills required to analyze consumer data, create marketing campaigns, develop digital/social media content and make successful marketing decisions and to equip students to be innovative, technically competent, and think critically through experiential and student-centric teaching approach.

Unit 1: Fundamentals of Marketing Management

Meaning & Definition of marketing -Role of Marketing -Relationship of Marketing with other functional areas -Market Concepts -Product concept -Selling concept -Marketing concept - Societal marketing concept -Approaches to marketing management -Functions of marketing - Scope of marketing: goods, services, events, organizations, etc. -Emerging trends in marketing.

Unit 2: Marketing Plan

Marketing Environment: Concept -Macro-environmental forces -The changing marketing environment -Analyzing needs and trends in Macro-Environment: Economic Environment, Technical Environment, Political, Environment and Socio-cultural Environment. Introduction to The Marketing Plan -Definition -Nature -Objectives -Structure of The Marketing Plan -The Process of marketing plan -Critical elements of external and internal analysis of Marketing Plan -Implementation of Marketing Plan.

Unit 3: Marketing Mix

Introduction to marketing mix -Marketing mix implementation: short term and long term tactics -Product: meaning, elements, product mix -Product mix strategies -Product line -Product lifecycle Product planning -New product development -Failure of new product -Product branding -Branding strategy and packaging -Pricing: Objectives -Factors influencing pricing policy - Methods of pricing -Pricing strategy. Physical Distribution: Meaning -Factors affecting channel selection -Types of marketing channels -Promotion: Meaning and significance of promotion - Personal selling & advertising (meaning only).

Unit 4: Buyer behavior

Market Segmentation: Levels and patterns of market segmentation -Bases for segmenting markets -Market segmentation - Targeting - Product Positioning - Types and bases of positioning - Product Differentiation -Meaning of consumer, customer, consumer behaviour and buying motives -Factors influencing buyer

behavior -Factors that influence consumer purchasing decisions -Buying process -Stages of the consumer buying behavior -Business to Business (B2B) buying process -Key factors influencing B2B purchasing decisions -Differences between Consumer goods and Industrial goods

Unit 5: Digital Marketing

Introduction to Digital Marketing -Concept of Digital Marketing -Difference between traditional marketing and digital marketing -Trends and scenarios of the industry -Planning and Creating a Website -Search Engine Optimization (SEO), Search Engine Marketing (SEM), of Social Media Marketing, Blogging, Content Strategy, Email Marketing.

Course outcomes:

CO1: To understand the role and importance of marketing

CO2: Develop a marketing plan to generate better sales and profits

CO3: Formulate the product and price mix based to serve consumer needs.

CO4: Identify the factors influencing consumer behavior and purchase decision

CO5: Outline the digital tools to develop marketing strategies for the new age consumer

Human Resources Management
SUBJECT CODE: BBA622A
CREDITS: 4

Course Objective:

The objective of the subject is to understand the importance of effective and efficient management of human people in an organization to help the business gain a strategic and competitive advantage.

Unit1 Human Resource Management (HRM) - Introduction

Meaning of Human resources – Meaning of HRM – nature and functions of HRM – HR Manager – qualities and qualifications – Strategic Human Resource Management – Strategic management – corporate level strategies – Strategic HR issues – Organizational and HR strategies -

Unit2 Job Analysis, team analysis and Job Environment

Meaning of HR terms – Job design, job rotation, job enlargement, job enrichment, team work – Need for job analysis and team analysis – Job description – job specification – job sharing – ergonomics – employee empowerment – Job redesign

Unit3 Human Resource Planning

Meaning, features and scope of Human Resource Planning – process of and steps in Human Resource Planning – Barriers to effective implementation of Human Resource Planning – Human Resource Planning Vs Strategic planning – Human resource planning through people, finance and technology.

Unit4 Performance appraisal and compensation management

Meaning, need and purposes of performance appraisal – methods of performance appraisal – Group appraisal – Behavioral aspects of performance appraisal – Concept of MBO – the balanced score card – managerial appraisal – challenges of performance appraisal.

Concepts of transfer, promotion and demotion – types of promotions – types of transfer – reasons for demotion – concept of absenteeism – calculation and causes of absenteeism rate – measures to reduce absenteeism – concept of labour turnover – types and causes of labour turnover.

Unit- 5 Training and Development

Assessment of training needs – training methods - Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.

Course Outcomes:

CO1: Understand the role and importance of Human resource Management in effectively managing the human capital in an organization.

CO2: Understand the key terminologies in the context of Human Resource Management and their scope and benefits in a practical environment

CO3: Understand the importance of Human resource planning in the context of people, technology and finance

CO4: Understand the importance of performance appraisal and other concepts in the area of Human resource management

CO5: Understand the methods and purposes of training and development activities to gain a strategic advantage

Managing Finance in a Digital World
SUBJECT CODE: BBA623A
CREDITS: 4

Course Objective

To understand the central role that finance plays in an organisation, and how and why technologies used impact the finance function, how to use and examine data collected and processed by machines to create and preserve value for organisations and how the finance function is structured and shaped, and how it interacts with other parts of the organisation to achieve the objectives of the whole organisation.

Unit1 - ROLE OF FINANCE FUNCTION

Different types of organisations – functions of an organisation – the roles of finance function – enabling value creation through planning, forecasting and resource allocation – data collection – types of analysis to produce insight – potential impact of technology - How finance communicates to influence key stakeholders

Unit 2 – TECHNOLOGY IN DIGITAL WORLD

Characteristics and Dynamics of Fourth Industrial Revolution – Cloud Computing – Big Data Analytics – Process Automation – Artificial Intelligence – Data Visualisation – Block chain – Internet of things – Mobile – 3-D Printing – New areas of Finance to focus on – Areas of Finance susceptible to automation – Digital mindsets for Finance – Ethics of the use of technology

Unit 3 - DATA AND INFORMATION IN A DIGITAL WORLD

Using Data for: Decision making, Understanding the customer, Developing-customer value proposition, Enhancing operational efficiency, Monitoring data, Ethics of Data usage – Assessment of Data needs – Extraction, Transformation and Loading (ETL) Systems - Business Intelligence (BI) systems – Big Data Analytics – Data visualization

Unit 4 – SHAPE AND STRUCTURE OF FINANCE FUNCTION

Structure of Finance function from the roles that generate information to the roles that turn information into insights and communicate insights to decision makers – Hierarchical shape of Finance function – Shared Services and Outsourcing of Finance Function – Retained Finance – Automation & Diamond shape of Finance Function – Finance operation to generate information and preliminary insight – FP & A , Taxation, corporate reporting, decision support to produce insights – Business partnering to influence organisations to make appropriate decisions – Leading Finance team to create the required impact for the organisation.

Unit 5 – FINANCE INTERACTING WITH ORGANISATIONS:

Process management – product and service management – supply chain management

Market segmentation – big data analytics in marketing – channel management – sales forecasting & management

Staff acquisition – staff development – performance management – motivation and reward systems

IT infrastructure – IT systems support – cost and benefits of IT systems

Course Outcome:

CO1: To understand how the finance function enables, shapes and narrates value creation through planning, forecasting, resource allocation, performance management and financial reporting.

CO2: To understand key technologies and their impact on an organisation including, cloud computing, big data, data analytics, process automation, artificial intelligence, data visualisation, block chain, internet of things.

CO3: To understand how the finance function can use data and information to assist operations in enhancing operational efficiency.

CO4: To understand the contemporary transformation of the finance function in the digital era from roles that generate information to roles that turn information into insight and how finance communicates that insight to decision-makers.

CO5: To understand how the finance function helps manage operations, marketing and Sales, HR and IT functions in creating and preserving value.

Excel Foundations
Subject Code: BBA624A
CREDITS: 3

Course Objective:

This module will enable the students to learn and start working with MS Excel right from the basics to Tables, Templates and Printing of their work. Excel being the most extensive tool used for analysis, this module will equip students with hands-on skills on excel operations.

Unit 1: Introduction

Workbooks and Worksheets, Moving Around a Worksheet, Ribbon tabs, Types of commands on the Ribbon, Using Shortcut Menus, Working with Dialogue Boxes, Task Panes, Getting started on your worksheet, Creating a chart, Printing your worksheet, Saving your worksheet, Exploring Data Types, Modifying Cell Contents, Deleting, Replacing, Editing of a cell. Some handy data entry techniques, Number Formatting.

Unit 2: Worksheet Operations

Moving and resizing windows, Switching among windows, Activating a worksheet, Adding, Deleting a worksheet, Changing a sheet tab color, Rearranging your worksheets, Hiding, un-hiding a worksheet, Worksheet View, Comparing sheets side by side, Selecting ranges, complete rows and columns, noncontiguous ranges, multi-sheet ranges, special types of cells. Copying or Moving Ranges. Paste Special dialogue box, Adding comments to cells.

Unit 3: Tables and Formatting

Creating a Table, Changing the Look of a Table, Navigating in a Table, Selecting parts of a Table, Adding, Deleting new rows or columns, Moving a Table, Working with the Total Row, Removing duplicate rows from a table. Sorting and filtering a table, Converting Table into Range. Formatting tools on the Home tab, Mini Toolbar, Fonts, Text Alignment, Wrapping text to fit a cell, Colors and Shading, Borders and Lines. Naming Styles.

Unit 4: Excel Files and Templates

Creating a New Workbook, Filtering filenames, Saving and Auto Recovery, Password-Protecting a Workbook, Recovering unsaved work, Protect Workbook options, Checking Compatibility. Creating Excel Templates, Modifying a template, Custom Excel Templates, Default Templates, Editing your Template, Resetting the default workbook, Saving your Custom Templates, Getting ideas for creating Templates.

Unit 5: Excel Views and Printing

Normal, Page Layout, Page Break View, Choosing your printer, Specifying what you want to print, Changing Page Orientation, Specifying paper size, Adjusting page margins, Inserting a page break, Removing manual page breaks, Printing Row and Column Titles, Scaling printed output, Header or Footer Options, Preventing certain cells, Objects from being printed, Creating Custom Views of your Worksheet. Creating PDF files.

Course outcomes:

CO 1: Understand and comprehend the concepts of workbooks, worksheets and basics operations under Excel.

CO 2: Understand and implement the moving, resizing of windows, switching among windows and activating worksheets.

CO 3: Employ the use different techniques for creating tables, navigating in a table, and data selection.

CO 4: Employ the use of various techniques in Excel such as creating a page, workbook, data filtering, saving, auto-recovery and password-protection.

CO 5: Classify and categorize different print views under Excel, understanding and adjusting margins, page-breaks and customizing views.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M		L				
CO2		L	M			M	
CO3	M		M				
CO4			M	M		M	
CO5		L					M

H = Highly Related; M = Medium; L = Low

References:

1. John Walkenbach, *Excel Bible*, Wiley.
2. Winston, *Microsoft Excel*, PHI.
3. Hector Guerrero, *Excel Data Analysis – Model and Simulation*, Springer.
4. Bernd Held, *Excel Functions and Formulas*, BPB.
5. Dr. Renjini D., *Data Analysis for Business Decisions using Excel*, Bharti.

**Professional Skills
Subject code: DEN002A
Credits: 3**

Course Objectives

1. To enhance Professional competence in reading, writing, listening and speaking.
2. Switch the approach from providing information about the language to use the language.
3. Minimize the Grammar Translation Method of ELT while trying to replace it with Direct Method.
4. Introduce Communicative Method of ELT and focusing the teaching pedagogy on the student-centred learning rather than on the teacher-centred learning.
5. Ability to master three major forms of communications which are vital in academic and professional settings namely professional presentations, interviews and group communications respectively.
6. Providing a deep insight into the techniques for delivering effective presentations, winning job interviews, and actively participating in various forms of group communication.

Course Outcomes (CO):

At the end of this course students will have:

- CO1: Ability to design a language component or process to meet desired need within realistic, Constraints such as economic, environmental, social, political, ethical, scenario
- CO2: Ability to analyze the usage of English words in professional scenario.
- CO3: An understanding of technical and academic articles' comprehension.
- CO4: The ability to present oneself at multinational levels as per the demand of the corporate culture

Syllabus: Theory

UNIT 1 Professional Grooming and Professional Culture:

Basics of corporate culture, Dressing sense-personal hygiene, Cultural adaptability, Body language components: undesirable and desirable body language, Team-ship, Leadership, Stress and Conflict management

UNIT 2 Advanced Grammar: Common errors related to prepositions, articles, models, Conditionals, Determiners etc, Punctuation, Proof-reading and Editing of Documents

UNIT 3 Composition:, Memo, Notice, Circular, Book Review, Research Article, Reports

UNIT 4 Vocabulary Building: Words often misspelt, One Word Substitution, Phrasal Verbs, Idioms

UNIT 5 Reading Comprehension: Reading different types of documents including Passages, Reports, Technical Essays, Speeches, Research Articles, Newspaper articles, Interviews etc-Skimming and Scanning-Inference and Deduction

Syllabus: Lab

L-TU-PNIT 1 Professional GPproofmesisnigo naanld S Pkrilolsf eLssaibonal Culture: Credits 2-0-1 3

Role plays and Activities on Dressing sense-personal hygiene, Cultural adaptability, Body language components: undesirable and desirable body language, Team-ship, Leadership, Stress and Conflict management

UNIT 2 Advanced Grammar: Exercise Sessions for Common errors related to prepositions, articles, models, Conditionals, Determiners etc, Punctuation, Proof-reading and Editing of Documents

UNIT 3 Composition:, Memo, Notice, Circular, Book Review, Research Article, Reports – Giving Assignments based on practical applications, Practice sessions on different topics

UNIT 4 Vocabulary Building: Words often misspelt, One Word Substitution, Phrasal Verbs, Idioms- Activities related to the appropriate use of words

UNIT 5 Reading Comprehension: Practice Reading Unseen Paragraphs- Finding Suitable title, Summarizing, Analyzing, Finding new words etc

Methodology for Evaluation

1. Internal Assessment (Theory)

a) Home Assignments: One from each Unit : 15 Marks

b) In Semester Tests (Minimum two) : 30 Marks

c) Attendance : 05 Marks

2. Term End (Theory) : 50 Marks

3. Internal Assessment (Lab)

(a) Daily Performance in the Lab : 50 Marks

4. Term End (Lab) : 50 Marks

Suggested Readings:

1. FelixaEskey. Tech Talk, University of Michigan. 2005

2. Michael Swan. Practical English Usage, Oxford University Press. 2005

3. Anderson, Paul. Technical Communication: A Reader Centered Approach, V Edition, Hercourt, 2003.

4. Thampi, G. Balamohan. Meeting the World: Writings on Contemporary Issues. Pearson, 2013.

5. Lynch, Tony. Study Listening. New Delhi: CUP, 2008.

6. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. Study Speaking. New Delhi: CUP, 2008.

7. Marks, Jonathan. English Pronunciation in Use. New Delhi: CUP, 2007.

8. Syamala, V. Effective English Communication For You (Functional Grammar, Oral and Written Communication): Emerald, 2002.

Cultural Education II

Subject Code: DIN002A
Credits: 2

Objectives

1. To make the students feel gratitude towards the rich religious and cultural heritage of India.

2. To understand the role of great personalities and movements in the progress of India.

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the richness of Indian Culture

CO2: Ability to represent the culture ethics in real life

UNIT-I Holy Scriptures-II

1. Bhagavad Gita and Life Management
2. Highlights of Indian Scriptures - Major Incidents and terms from various religious scriptures including Ramayana, Mahabharata, Guru Granth Saheb, Bible, Quran, Jain Scriptures, Bodh Scriptures
3. Historicity of Ramayana and Mahabharata

UNIT-II Society and Culture-II

4. Indian Society: Its Strengths and Weaknesses
5. Health and Lifestyle related issues
6. Conservation of cultural heritage

UNIT-III India in Progress-II

7. Role & Position of Women in Indian Society- Rituals like Sati, Dakin, Kanyavadh, Pardah, Devdasi, Child Marriage, Measures of Women Empowerment including Education, Constitutional and other Rights
8. Indian Models of Economy, Business and Management

UNIT-IV Great Indian Personalities-II

9. Life and works of the Great People of Modern India- Raja Ram Mohan Roy, Swami Vivekanand, Madan Mohan Malviya, Ishwarchand VidyaSagar, JyotibaPhule, HomiBhabha, B.R. Ambedkar, Mahatma Gandhi, Chandra Shekhar Aazad, Abdul Hamid, Badshah Khan, Bhagat Singh, Ashfaqullah, Vir Sawarkar, Vir Banda Bahadur, Vir Haqiqat Rai, Subhash Chandra Bose, Mother Teresa, Jagdish Chandra Basu, JRD Tata, Ratan Tata, Dada Saheb Phalke, Major Dhayan Chand, A P J Abdul Kalam, Kailash Satyarthi, Aruna Roy, Mahasweta Devi, Udaya Kumar, Narayan Murthy, Azim Premji

*Each student shall write a detailed Report/ Critique on one topic from section -A to C and one Great Personality from Section- D leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce by a committee of teachers.

Suggested Reading:

1. Glory of Indian Culture (English) Paperback by Giriraj Shah
2. Historicity of Vedic and Ramayan Eras: Scientific Evidences from the Depths of Oceans to the Heights of Skies by Saroj Bala , Kulbhushan Mishra

References

<https://knowindia.gov.in/culture-and-heritage/lifestyle-values-and-beliefs.php>

ENVIRONMENTAL STUDIES

SUBJECT CODE: DCH001A

CREDITS: 4

Objectives:

Environmental studies deals with every issue that affects an organism. It is essentially a multidisciplinary approach that brings about an appreciation of our natural world and human impacts on its integrity. It is an applied science as it seeks practical answers to making human civilization sustainable on the earth's finite resources. Its components include biology, geology, chemistry, physics, engineering, sociology, health, anthropology, economics, statistics, computers and philosophy. As we look around at the area in which we live, we see that our surroundings were originally a natural landscape such as a forest, a river, a mountain, a desert, or a combination of these elements. Most of us live in landscapes that have been heavily modified by human beings, in villages, towns or cities. But even those of us who live in cities get our food supply from surrounding villages and these in turn are dependent on natural landscapes such as forests, grasslands, rivers, seashores, for resources such as water for agriculture, fuel wood, fodder, and fish.

The basic objective of this course is to provide basic understanding to the students with the nature and the environment.

UNIT I

The **Multidisciplinary** nature of environmental studies Definition; Scope and importance, Need for public awareness.

UNIT II

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
 - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
 - f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles.

UNIT III

Concept of an ecosystem- Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

UNIT IV

Biodiversity and its Conservation

- Introduction-Definition: genetic, species and ecosystem diversity.
- Bio-geographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT V

Environmental Pollution:

Definition, Causes, effects and control measures of: -

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides

UNIT-VI: Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.

- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act. - Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

UNIT-7: Human Population and the Environment

- Population growth, variation among nations. Population explosion-Family welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare.
- Role of information Technology in Environment and human health.
- Case Studies.

UNIT-8: Field Work (Practical).

- Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

Course outcomes(CO)

- I CO1: It deals with every issue that affects the organization.
- II CO 2: To understand the multidisciplinary nature of environmental studies.
- III CO3: To understand about the renewable and non renewable resources.
- IV CO4: Knowing about the concept of the ecosystem.
- V CO5: To know impact of population on environment.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		H			M	M	
CO2			H		M	M	
CO3			M		H	L	L
CO4		M		H		M	L
CO5			L		M	L	

H = Highly Related; M = Medium L = Low

Reference Books:

1. Agarwal K.C. 2001 Environmental Biology, Nidi publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Map in Publishing Pvt. Ltd. Ahmedabad-380013, India, E-mail: Mapincenet, net.
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p.
4. Clark R.S., Marine pollution, Clarendon Press Oxford.
5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T. 2001, Environmental & Encyclopedia, Jaico Publ. House, Mumbai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press, 473p
9. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay .
10. Heywood, V.H & Watson, R. T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p
11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p

12. Mckinney, M.L. & Schoeb, R.M. 1996. Environmental Science systems & solutions, Web enhanced edition 639p.
13. Mhaskar A.K. Matter Hazardous. Techno-Science Publications.
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co.
15. Odium, E.P. 1971. Fundamentals of Ecology, W.B.Saunders Co. USA. 574p
16. Rao M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford & IBH Publ .Co. Pvt. Ltd. 345p.
17. Sharma B.K., 2001. Environmental Chemistry Goel Publ. House, Meerut.
18. Townsend C., Harper J, and Micheal Begon, Essentials of Ecology, Blackwell Science
19. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and standards, Vol I an II, Enviro Media
20. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications
21. Wagner K.D., 1998. Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

Semester 3

THIRD SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA657A	Marketing Principles & Communication	4			4	S
BBA658A	Fundamentals of Digital Marketing	4			4	S
BBA627A	Research Methodology	3	1		4	F
BBA628A	Human Resource Development	4			4	C
BBA629A	Comp. Applications III (MS Project)	3			3	ID
***	Open Elective	3			3	G
DEN003A	Life Skills - 1 (Personality Development)	2			2	G
DIN003A	Value Education -1	2			2	G
	TOTAL	25	1		26	

Marketing Principles & Communication SUBJECT CODE: BBA657A CREDITS: 4

Course Objective:

The objective is to provide, Knowledge and understanding of the role and function of marketing within organizations, and the factors that influence customer behaviour,

Module 1: Marketing Concepts – An Introduction

Meeting the needs of the consumer by identifying, awaiting and satisfying their requirements – Understanding the management process – Customer retention – Customer acquisition (Secured)

Module 2: Marketing Function

Link between the organization and the customer – Marketing functions -- Consumer needs and wants, Communication--to provide internal information, support to customers and the supply chain, Internal service provision, Understanding the concept and elements of the marketing mix

Module 3: Customer buying and decision-making process – Influencing factors.

The process of need recognition, Information search, alternatives evaluation, Purchase decision, and post-purchase evaluation - Impulse purchases and high-value purchases. Customer needs/wants - Functional benefits - Emotional benefits - Physiological needs - Luxury or necessity - Other influences: Social, cultural, and Personal influences

Module 4: Elements of the extended marketing mix (7Ps)

The 4Ps – Product, Price, Promotion, Place; The extended 3Ps – People, Process and Physical evidence. Coordinated marketing mix – Benefits. Building focus and preparation of budget economies – Ensuring brand positioning – Taking competitive advantage by understanding online and offline journeys

Module 5: Application of extended marketing mix in a variety of contexts

Importance of B2B - Price and negotiation, Personal selling and trade promotion, Relationships and service; Importance of Not-for-Profit - Ideas and services, Direct channels, Opportunity cost, Emphasis on public relations

Fundamentals of Digital Marketing**SUBJECT CODE: BBA658A****CREDITS: 4****Course Objective:**

The Objective is to Understand the fundamentals of digital Marketing, impact of digital technology in marketing, use of digital marketing tools, digital marketing campaigns and to know how to development of digital marketing content.

Module 1: Evolution of digital technology.

What is digital Marketing, Origin and evolution of digital marketing, introduction of online business, Growth of online business, impact of online transactions on business, effects of social media on business and marketing activities.

Module 2: Digital Marketing platforms

Available digital marketing platform - Purpose and functions of websites, Crowdsourcing and crowdfunding systems, Online auctions and third-party websites, Social media in customer buying and selling, Influencer Marketing, email marketing, SEO marketing, PPC.

Module 3: Impact of digital technology on customer behaviour

Consumer as researcher, Digital word of mouth, Brand shifting, Low tolerance level, Boost in customer engagement, Impact of AI, impulsive buying behaviour, Personalised shopping experience.

Module 4: Role of social media in customer engagement.

What is social media engagement, Its Importance, Likes and Favourites, Comments, DMs, Replies, Shares and Retweets, Saves, Clicks, Mentions, Boosting social media engagement, advantages and disadvantages of social media platforms, Concerns of social media platforms.

Module 5: Use of digital marketing tools in different customer contexts.

Advantages and disadvantages of digital marketing tools, Opportunities and threats of these tools, Using the tools in different customer contexts, B2B, B2C, Not-for-Profit

Research Methodology**SUBJECT CODE: BBA627A****CREDITS: 4****Course Objective:**

This module enables learners to develop the basic principles of research methods. The learners focus how to do research, with an emphasis on student-centered activities and problem solving. Learners will develop insights the key concepts as the scientific method; operationalizing constructs; independent and dependent variables, data types and ways of measurement, confounding variables experimental and non-experimental design questionnaire construction;

developing and testing hypotheses; descriptive statistics and describing data graphically; and the ethics of research.

Module 1: Research Formulation and Design

Motivation and objectives-Research methods and methodology. Types of research Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical, concept of applied and basic research process, criteria of good research. Defining and formulating the research problem, selecting the problem, necessity of defining the problem, importance of literature review in defining a problem, literature review-primary and secondary sources, reviews, monograph, patents, research databases, web as a source, searching the web, critical literature review, identifying gap areas from literature and research database, development of working hypothesis.

Module 2: Data Collection and Analysis

Accepts of method validation, observation and collection of data, methods of data collection, sampling methods, data processing and analysis strategies and tools,data analysis with statically package (Sigma STAT,SPSS for student t-test, ANOVA, etc.), hypothesis testing.

Module 3: Statistical Softwares

Computer and its role in research, Use of statistical software SPSS, GRETL etc. in research. Introduction to evolutionary algorithms - Fundamentals of Genetic algorithms, Simulated Annealing, Neural Network based optimization, Optimization of fuzzy systems.

Module 4: Research Ethics and Scholarly Publishing

Ethics-ethical issues, ethical committees (human & animal); IPR- intellectual property rights and patent law, commercialization, copy right, royalty, trade related aspects of intellectual property rights (TRIPS); scholarly publishing- IMRAD concept and design of research paper, citation and acknowledgement, plagiarism, reproducibility and accountability.

Module 5: Interpretation and Report Writing

Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation, Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of writing Research Report Precautions for writing Research Reports, Conclusions.

Human Resource Development

SUBJECT CODE : BBA628A

CREDIT: 4

Course Objective:

This module will enable the learners to develop strong understanding and key skills which are required for human resource professionals. Learners will be able to understand the importance of human resource development and their role in effectively managing the personnel within the organization. Learners will develop insights into the fast-growing and emerging trends of Human Resource Development (HRD) in globalized economy.

Module 1: Human Resource Development (HRD) -Macro Perspective

Understand HRD Concept, Origin and Need of HRD, HRD as a Total System, Approaches to HRD; Human Development and HRD; HRD at Macro and Micro Climate

Module 2: HRD–Micro Perspective

Understand areas of HRD, HRD Interventions Performance Appraisal, Potential Appraisal, Feedback and Performance Coaching, Training, Career Planning, OD or Systems Development, Rewards, Employee Welfare and Quality of Work Life and Human Resource Information; Staffing for HRD: Roles of HR Developer; Physical and Financial Resources for HRD; HR Accounting; HRD Audit, Strategic HRD

Module 3: Instructional Technology for HRD

Learning and HRD; Models and Curriculum; Principles of Learning; Group and Individual Learning; Transactional Analysis; Assessment Centre; Behaviour Modeling and Self Directed Learning; Evaluating the HRD

Module 4: Human Resource Training and Development

Concept and Importance of training and development; Assessing Training Needs; Designing and Evaluating T&D Programmes; Role, Responsibilities and challenges to Training Managers

Module 5: Training Methods

Training within Industry (TWI): On the Job & Off the Job Training; Management Development: Lecture Method; Role Play; In-basket Exercise; Simulation; Vestibule Training; Management Games; Case Study; Programmed Instruction; Team Development; Sensitivity Training; Globalization challenges and Strategies of Training Program, Review on T&D Programmes in India

Comp. Applications III (MS Project)

SUBJECT CODE: BBA629A

CREDITS: 3

Course Objective:

The goal of this module is to help students explore MS Project application, providing information on relevant project management concepts while also offering specific procedures to build and track a Project Schedule. The students will gain expertise towards the MS Project application by learning about the tasks and dependencies, estimating durations, and working with project Views. They will also understand the advanced customizations and reporting elements under MS Project application.

Module 1: Introduction

MS Project Application, Project Family, Features in Project 2016 & 2019, Comparative study on MS Project Versions (2013, 2016 & 2019), The Project Interface, Backstage View, Ribbons and Tabs, Views, Reports, Defining Project Manager, Starting a Project, Task Master, Co-dependent Nature of Tasks, Estimating Task Time, Introducing the Work Breakdown Structure (WBS).

Module 2: Scheduling Basics

Starting a New Plan and Setting its Start Date, Setting Non-Working Days in the Project Calendar, Entering Plan's Title and Other Properties, Entering Task Names, Task Durations, Milestone Task, Creating Summary Tasks to Outline the Plan, Task Dependencies with Links, Switching Task Scheduling from Manual to Automatic, setting up Resources, Work Resources Names and Maximum Capacity, Pay Rates, Adjusting Working Time in Resource Calendar.

Module 3: Resources Assignment and Plan Sharing

Assigning Work Resources to Tasks, Controlling Work when Adding or Removing Resource Assignments, Assigning Cost Resources to Tasks, Checking the Plan's Duration, Cost & Work, Customizing Gantt Chart View, Customizing Timeline View, Customizing Reports, Copying and Printing Views & Reports, Saving Plan Baseline, Tracking a Plan as Scheduled through a Specific Date, Entering a Task's Completion Percentage and Actual Values for Tasks.

Module 4: Advanced Scheduling Techniques

Viewing Task Relationships with Task Path, Adjusting Task Link Relationships, Setting Task Constraints, Interruptions, Work Time Adjustments, Controlling Task Scheduling using Task Types, Setting Resource Availability at Different Times, Applying Contours, Pay Rates and Material Resources to Tasks & Assignments, Examining Resource Allocations, Levelling Overallocated Resources, Sorting-Grouping-Filtering Project Details, Creating New Tables &

New Views, Tracking Progress on Tasks and Assignments, Viewing and Reporting Project Status.

Module 5: Advanced Formatting and Customizations

Formatting Gantt Chart View, Timeline View, Network Diagram View, Calendar View, Printing and Exporting Views, Formatting Tables & Charts in a Report, Sharing Custom Elements between Plans, Recording & Editing Macros, Copying Project Data to other Programs, Opening & Saving to other File Formats from MS Project, Creating a Resource Pool, Viewing Assignment Details in a Resource Pool. Updating Assignments in a Sharer Plan, Updating a Resource’s Information and Plan’s Working Times in a Resource Pool, Linking New Plans to a Resource Pool, Creating Dependencies between Plans.

Life Skills-I

SUBJECT CODE: DEN003A

CREDIT: 2

COURSE OBJECTIVE

CO1: Ability to use appropriate language while communicating with the people ranging from personal to professional settings in order to meet the desired needs of economic, environmental, social, political, ethical fields.

CO2: Ability to learn by doing it practically in the classroom.

CO3: Ability to learn by creating an environment and adapting to the environment.

CO4: The ability to prepare the students as per the need of the Multi-cultural scenario around.

Syllabus: Theory

UNIT 1	Basics of Debates / Speeches / Addressing the public / Extempore/Group Discussion Basics of Narrating and describing things
UNIT 2	Telephonic Etiquette: Casual and formal Telephonic Communication, Telephonic Interview CV/Resume Drafting and HR Interview advance theory Basics of Video Interviews and Video Profiles for Job
UNIT 3	Types of listening, advantages and disadvantages
UNIT 4	Basics of Group Discussion, Presenting New Idea/Concept/Proposal/ Project/ Report
UNIT 5	Types of personalities, Perspective towards things, ideas, views, codes, Life skills related to Multicultural environment and emotional intelligence like- Self-confidence, Self-esteem, Self-motivation, Decision making, Resourcefulness, Risk Taking, Conflict management, Stress management, Team Building etc

Syllabus: Lab

UNIT 1	Debates / Speeches / Addressing the public / Extempore/Group Discussion Describing a hypothetical situation / theme / surroundings / appearance/personality traits/company/ a professional Concept/New Idea, / New Project through PPT and
---------------	--

	video aids
UNIT 2	Telephonic Etiquette: Casual and formal Telephonic Communication, Telephonic Interview CV/Resume Drafting and HR Interview practice sessions elaborating the points as per the CV and industry demand Video Interviews and Video Profiles for Job-Practice session for Online Interviews
UNIT 3	Listening to variety of audio/video conversations including interviews, news, reports, reports, GDs, dialogues from body language, logic, wit and vocabulary perspectives
UNIT 4	Group Discussion-Practice sessions, Presenting New Idea/Concept/Proposal/ Project/ Report
UNIT 5	Activities on how to be a strong Personality, Motivation, Case studies for Resourcefulness and out of the box thinking, Role plays and Case studies on Risk taking, Self confidence and Self-esteem, Decision Making, Emotion Management, Cultural Adaptability, Multicultural Perspective towards things, ideas, views, codes etc

Methodology for Evaluation

1. Internal Assessment (Theory)
 - a) Home Assignments: One from each Unit : 15 Marks
 - b) In Semester Tests (Minimum two) : 30 Marks
 - c) Attendance : 05 Marks
2. Term End (Theory) : 50 Marks
3. Internal Assessment (Lab)
 - (a) Daily Performance in the Lab : 50 Marks
4. Term End (Lab) : 50 Marks

Suggested Readings:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa& Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.
5. 101 Great Answers to the Toughest Interview Questions. Ron Fry. High Bridge Company. 1996.
6. Michael Swan. Practical English Usage, Oxford University Press.

Value Education and Ethics I

SUBJECT CODE: DIN003A

CREDIT: 2

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the ethical beauty of India

CO2: Ability to incorporate the values of human lives in real life applications

Lessons from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Message of the Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda.

Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

*Each student shall write a detailed Report/ Critique on one topic leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point Presentation on the learning and face Viva-voce. Alternatively a Student may undertake a Project on any one of the topics and submit a detail Project Report leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. If the topic is related to Performing Arts including Yoga, the performance on stage may be given instead of PPT. In case of Fine Arts, an exhibition or a portfolio may be presented in place of PPT.

On the basis of the above points, a panel of experts from the department will award the credits.

Open Elective

IV SEMESTER

FOURTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA630A	Operation Management	4	-		4	F
BBA659A	Campaigns Planning	4			4	S
BBA660A	Digital Marketing Techniques	4			4	S
BBA633A	Corporate governance and Social responsibility	3	-		3	F
***	Open Elective	3	-		3	G
DEN004A	Life Skills - 2 (Aptitude)	2	-		2	G
DIN004A	Value Education – 2	1	-		1	G
	TOTAL	21			21	

Operation Management
SUBJECT CODE: BBA630A
CREDITS:4

Course Objective:

The objective is to provide the basic understanding of the methods and techniques of production and the economics of effective utilization of resources and the techniques employed to ensure the optimum use of resources.

Module 1: Introduction to Operations Management

Definition – differences between operations management and production management – operations and productivity – operations strategy in global environment – using software for productivity analysis – Ethics, social responsibility and sustainability – developing missions and strategies – achieving competitive advantage through operations – strategic planning, core competencies and outsourcing – global operations strategy options.

Module 2: Designing operations

Design of goods and services – product life cycle – generating new products – issues for product design – robust design, modular design, CAD and CAM, virtual reality technology, value analysis, sustainability and life cycle assessment (LCA) - product development continuum – acquisition, joint ventures and strategic alliances – defining a product – make or buy decisions, group technology – documents for production – service design – process chain network analysis (PCN), documents for service – application of decision tree to product design.

Module 3: Quality Management

Defining quality – quality and strategy – total quality management (TQM) – continuous improvement, six sigma, benchmarking, JIT, Taguchi concepts – Tools of TQM – scatter diagrams, cause-and-effect diagrams – pareto charts – flowcharts – histograms – statistical process controls (SPC) – process capability ratio, process capability index – using software in SPX - role of inspection – TQM in services.

Module 4: Supply Chain Management

Importance of supply chain strategies – six sourcing strategies – many suppliers, few suppliers, vertical integration, joint ventures, keiretsu networks, virtual companies – supply chain risks – managing integrated supply chain – building the supply base – negotiations, contracting, centralized purchasing, e-procurement – logistics management – distribution management – ethics and sustainable supply chain management – measuring supply chain performance – asset committed to inventory, benchmarking the supply chain.

Module 5: Lean operations

Lean Operations – elimination of wastages, throughput analysis and improving throughput – lean and just in time – lean layout, lean inventory, lean scheduling, lean quality – lean and the Toyota production system – continuous improvement, respect for people, processes and standard work practice – lean organizations – building a lean organization, lean sustainability – lean in services.

Course Outcomes:

- CO1: This course introduces the students with the concept and importance of operations management in an organization
- CO2: The students will learn different techniques with regard to designing process for a product or a service
- CO3: The students will get deep insight into the role of quality and the techniques available in the current age to manage the quality vis-à-vis managing the operations
- CO4: The students will be able analyze and evaluate the importance of supply chain management in the current age of digital transformation
- CO5: The student will be able understand the growing concept of Lean and lean management and the application in managing the operations in an organization

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

H = Highly Related; M = Medium L = Low

Textbooks:

1. Operations Management – Sustainability and supply chain management – Jay Heizer, Barry Render, Chuck Munson and Amit Sachan – Pearson Education
2. Operations and Supply Chain Management – F Robert Jacobs & Richard Chase – Mc Graw Hill Education
3. Operations Management – processes and supply chains – J Krajewski Le and K Malhotra Manoj – Pearson Education

References:

1. Supply Chain Management – Sunil Chopra – Pearson Education
2. Lean Management Systems handbook – Rich Charron, James Harrington, Frank Voehl and Hal Vigginn - CRC Press

3. Statistical Process Control in automated manufacturing – Bert Keats and Norma Faris Hubele – CRC Press
Total quality management – Besterfield Dale & Besterfield Carol – Pearson Education

Campaigns Planning
SUBJECT CODE: BBA659A
CREDITS: 4

Course Objective:

This course aims to provide students with thorough knowledge of campaign planning. It covers every aspect of campaign planning including identifying its components, analyzing the marketing environment, setting campaign objectives and strategy development, followed by monitoring the campaign and campaign development.

Module 1: Campaign planning and its components

Campaign planning – components of campaign planning – creative brief, situational analysis, marketing and communication objectives, communications strategy development, campaign tactics, and evaluation.

Module 2: Marketing environment

Analysis of internal marketing environment - planning campaigns – mission, vision, and strategies of organization - organizational structures - internal stakeholders - portfolios of products and services – marketing plans – inform decision making – pros and cons of campaigns. Analysis of external marketing environment - PESTLE analysis - external stakeholders - network analysis - customer & Competitor analysis.

Module 3: Campaign objectives and strategy

Recommendation of campaign objectives and strategy - brand building - understanding attitudes and behavior – product launch - customer retention & acquisition - marketing objective - marketing mix - campaign budget setting methods - cost identification and analysis - human resources - outsourced skills- resource constraints - preparation of media plan for effective campaigning - customer-value proposition - multichannel planning - integration of digital and offline communications tool - buying processes. Support campaign planning -project management - critical path analysis - resource scheduling - Gantt charts - internal support and engagement for the plan - presenting plans - engaging support from management and other stakeholders - internal communication mechanisms scheduling - prompt deliveries.

Module 4: Monitoring a campaign

Monitoring a campaign - consumer satisfaction and retention - financial implications and adapting campaigns - performance metrics and KPIs - goal tracking - tracking marketing channels- online/offline measurement tools - customer feedback - real-time monitoring - communication process- effectiveness of media evaluation - evaluating the financials.

Module 5: Campaign development

The process of developing campaigns for future - collecting feedback from stakeholders - linking of objectives and preparation of reports.

Course Outcomes:

CO1: The students will obtain an understanding of the basics of campaign planning, its objectives, and strategies.

CO2: The students will be able to undertake an internal and external situational analysis

CO3: The students will get a sound understanding of the principles and methods of monitoring a campaign.

CO4: The student will learn the procedure for undertaking a post-campaign evaluation.

CO5: The students will be able to identify the key aspects for future campaign development.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

H = Highly Related; M = Medium L = Low

Textbooks:

1. Parente D; Advertising Campaign Strategy A Guide To Marketing Communications Plans; Cengage Learning.
2. Jim Avery; Advertising Campaign Planning; Routledge.
3. Robyn Blakeman; Advertising Campaign Design: Just The Essentials; Taylor & Francis Limited.

References:

1. James Mahoney; Strategic Communication: Campaign Planning; Oxford University Press.
2. Ruchi Gupta; Advertising; Scholar Tech Press.
3. Helen Katz; The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying; Routledge.

Digital Marketing Techniques
SUBJECT CODE: BBA660A
CREDITS: 4

Course Objective:

This course aims to create awareness of the concepts of digital marketing and its impact on modern business. The students will learn the various digital marketing techniques including email advertising, social media advertising, Search Engine Optimization (SEO), Google Adwords and Adsense etc., and will be able to recognize its significance in communicating the value to the customers and building a strong brand for businesses.

Module 1: Introduction to digital marketing

Digital marketing – definition – platforms – email marketing – its importance and platforms – creating emails – creating a contact management and segmentation strategy - understanding email deliverability & tracking emails - how to create effective & unique email content, outlining the design of your marketing emails - open rates and CTR of email - drive leads from email - opt-in lists – developing relationships with lead nurturing & automation content marketing - understanding content marketing - generating content ideas - planning a long-term content strategy - building a content creation framework - becoming an effective writer - extending the value of your content through repurposing - how to effectively promote content - measuring and analyzing your content - developing a growth marketing mindset – creating a blog post, creating topic clusters and pillar pages – promotion of blog post – use of infographics in content.

Module 2: Search Engine Optimization

Search Engine Optimization (SEO) – meaning and importance - SEO growth in recent years-ecosystem of a search engine - kinds of traffic - keyword research & analysis (free and paid tool & extension) - recent google updates & how google algorithms works on page optimization (OPO) - off-Page optimization. Miscellaneous SEO tools: Google webmaster tools , site map creators , browser-based analysis tools, page rank tools, pinging and indexing tools, dead links identification tools , open site explorer, domain information tools, Quick Sprout, Google My Business.

Module 3: Google Adwords and Google AdSense

Google AdWords – fundamentals - account structure - key terminologies in Google AdWords - creating an AdWords account - different types of AdWords and its campaign & ads creation process - ad approval process – keyword match types - keyword targeting & selection (Keyword planner) - display planner - different types of extensions - creating location extensions - creating call extensions - create review extensions - bidding techniques – manual /auto – demographic targeting/bidding - CPC-based, CPA-based & CPM-based accounts - Google Analytics Individual Qualification (GAIQ) - Google AdSense : Understanding ad networks and AdSense's limitations - learning which situations are best for using AdSense - setting up an AdSense account - creating new ad units - displaying ads on a website, configuring channels and ad styles - allowing and blocking ads - reviewing the AdSense dashboard - running AdSense reports and custom reports - exporting data - reviewing payee and account settings.

Module 4: Social media marketing and web analytics

Social Media Marketing (SMM) - Facebook marketing - Twitter marketing - LinkedIn marketing - Google plus marketing - YouTube marketing - Pinterest marketing - Snapchat marketing - Instagram marketing - social media automation tools - social media Ad Specs - the ROI in social media marketing - tools and dashboards - reputation management - Web Analytics: The need & importance of Web Analytics - introducing Google Analytics - the Google Analytics layout - basic reporting - basic campaign and conversion tracking - Google tag manager - social media analytics - social CRM & analytics - other web analytics tools - making better decisions - common mistakes analysts make.

Module 5: Youtube advertising (Video Ads) & conversions

Youtube advertising (Video Ads) – meaning – benefits of advertising on Youtube - creating Youtube campaigns - choose the audience for video ads, Instream ads , Invideo ads , In-search ads, In-display ads - measuring your Youtube ad performance - drive leads and sales from Youtube ads conversions: understanding conversion tracking - types of conversions - setting up conversion tracking - optimizing conversions - track offline conversions - analyzing conversion data - conversion optimizer.

Course Outcomes:

CO1: The students will be able to gain knowledge on digital marketing, email marketing, and content marketing.

CO2: The students will be able to understand Search Engine Optimization tools and techniques.

CO3: The students will be equipped with skills in the creation of Google AdWords & Google AdSense.

CO4: The student will obtain knowledge of social media marketing and web analytics.

CO5: The students will be able to gain knowledge on Youtube advertising & conversions

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							

CO2							
CO3							
CO4							
CO5							

H = Highly Related; M = Medium L = Low

Textbooks:

1. Damian Ryan & Calvin Jones; Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation; Kogan.
2. Ian Dodson; The Art of Digital Marketing: The Definitive Guide to Creating Strategic; Wiley.
3. Alan Charlesworth; Digital Marketing: A Practical Approach; Routledge.

References:

1. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher; Social Media Marketing: A Strategic Approach; South-Western Publications.
2. Dave Kerpen; Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks); McGraw Hill Education.
3. Bernoff; Groundswell: Winning In A World Of Social Technologies; Harvard Business Review Press.

Corporate Governance and Social responsibility
SUBJECT CODE: BBA633A
CREDITS: 4

Course Objective:

This course aims to provide students with a thorough grounding in a number of key introductory and advanced topics of corporate governance and its relevance for corporate social responsibility. Content includes relevant applied theories, current research, and practice.

Module 1: Introduction

Definitions and the evolution of Corporate Governance Basic definitions in the field of Corporate Governance and the historical development of Corporate Governance from the Wall Street Crash until nowadays will be discussed.

Module 2: Parties involved in Corporate Governance

Corporate Governance is based on the relationship of many players (such as shareholders, management and board of directors, stakeholders) involved in governing of a corporation. This meeting is devoted to discuss their rights, duties and responsibilities.

Module 3: Corporate Governance Theories

Organizational Theories (including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory will be presented on this meeting

Module 4: Corporate Social Responsibility (CSR)

CSR is about how business takes account of its economic, social and environmental impacts in the way it operates – maximizing the benefits and minimizing the downsides. The course discussion will be based on these issues, Corporate Social Responsibility in India, Recent developments

Module 5: The International Environment for Corporate Governance

International Corporate Governance. OECD and BIS Principles. Implementation. Pitfalls. Final Review. The International Environment for CG

Course Outcomes:

CO1: Distinguish the various expectations and demands that emanate from stakeholders on business firms.

CO2: Corporate Governance is based on the relationship of many players.

CO3: Define governance in business and recognize the legitimacy of business as an institution in a global society.

CO4: Describe the ethical a current social responsibility issues and the influence of these issues on society.

CO5: International Corporate Governance

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1							
CO2							
CO3							
CO4							
CO5							

H = Highly Related; M = Medium L = Low

Textbooks:

1. Harsh Srivastava, `` The business of social responsibility,’’ books for change
2. CV. Baxi and Ajit Prasad, `` Corporate social responsibility – concepts and cases,’’ Excel
3. Dr. M. Mahmoudi, Global strategic management,’’ Deep & Deep Publications Pvt. Ltd.

Reference Books:

1. S K. Bhatia, `` International Human resource management – Global perspective,’’ Deep & Deep Publications Pvt. Ltd.
2. J.P. Sharma, ``Governance, Ethics and Social responsibility of business, ‘Ane books Ltd.
3. Kotler Philip and Lee Nancy, `` Corporate social responsibility; doing the best for your company,’’ John Wiley
4. Simpson, Justine and Taylor, John R, `` Corporate Governance Ethics and and CSR,’’ Kogan Page Publishers
5. Fernando A.C.: Business Ethics, Pearson Education

Open Elective

Life Skills 2 (Aptitude)
Subject Code: DEN004A
Credits: 2

Course Objectives:

1. Students will be able to interpret and communicate quantitative information and mathematical and statistical concepts using language appropriate to the context and intended audience.
2. Students will be able to make sense of problems, develop strategies to find solutions, and persevere in solving them.

3. Students will be able to reason, model, and draw conclusions or make decisions with mathematical, statistical, and quantitative information.
4. Students will be able to critique and evaluate quantitative arguments that utilize mathematical, statistical, and quantitative information.
5. Students will be able to use appropriate technology in a given context.

Course Outcomes (CO): At the end of this course students will have:

CO1: Demonstrate procedural fluency with real number arithmetic operations and use those operations to represent real-world scenarios and to solve stated problems. Demonstrate number sense, including dimensional analysis and conversions between fractions, decimals, and percentages. Determine when approximations are appropriate and when exact calculations are necessary.

CO2: Solve linear equations, graph and interpret linear models, and read and apply formulas. Demonstrate a basic understanding of displays of univariate data such as bar graphs, histograms, dotplots, and circle graphs, including appropriate labeling.

CO3: Take charge of their own learning through good classroom habits, time management, and persistence. Participate in the classroom community through written and oral communication.

Syllabus: Theory

UNIT 1	Number System: a. Number system b. Power cycle c. Remainder cycle d. Factors, Multiples e. HCF and LCM
UNIT 2	Data Arrangements and Blood Relations: a. Linear Arrangement b. Circular Arrangement c. Multi-dimensional Arrangement d. Blood Relations
UNIT 3	Time and Work: a. Work with different efficiencies b. Pipes and cisterns c. Work equivalence d. Division of wages
UNIT 4	Coding & Decoding, Series, Analogy, Odd Man Out and Visual Reasoning: a. Coding and Decoding b. Series c. Analogy d. Odd Man Out e. Visual Reasoning
UNIT 5	Percentages, Simple Interest and Compound Interest: a. Percentages as Fractions and Decimals b. Percentage Increase / Decrease c. Simple Interest d. Compound Interest

	e. Relation Between Simple and Compound Interest
UNIT 6	Permutation, Combination and Probability: a. Fundamental Counting Principle b. Permutation and Combination c. Computation of Permutation d. Circular Permutations e. Computation of Combination f. Probability
UNIT 7	Data Interpretation and Data Sufficiency: a. Data Interpretation – Tables b. Data Interpretation - Pie Chart c. Data Interpretation - Bar Graph d. Data Sufficiency
UNIT 8	Profit and Loss, Partnerships and Averages: a. Basic terminologies in profit and loss b. Partnership c. Averages d. Weighted average e. Mixtures and allegations

Methodology for Evaluation

1. Internal Assessment

a) Class/ Home Assignments (Minimum One from each Unit) : 30 Marks

b) In Semester Tests (Minimum two) : 30 Marks

2. Term End : 40 Marks

*Note: Minimum one class assignment shall be given in each turn in the Lab which will be attempted by the students in the class itself and evaluated by the end of the day. Balance work shall be completed at home and submitted at the beginning of the next turn in Lab.

Suggested Reading:

1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa& Co., Publishers;
3. How to Ace the Brainteaser Interview, by John Kador, Mc Graw Hill Publishers.
4. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
5. Quicker Maths, by M tyra& K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;
6. Owl Purdue University online teaching resource

Value Education II
Subject Code: DIN004A
Credits: 1

Course Objectives

1. To give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.
2. Making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Course Outcomes (CO):

At the end of this course students will have:

CO1: Ability to acknowledge and appreciate the ethical beauty of India

CO2: Ability to incorporate the values of human lives in real life applications

Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Rajasthan Mural Art and Painting

Mural painting is an offshoot of the devotional tradition in Rajasthan. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Rajasthan mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples, principally in Rajasthan. Ancient temples and tourists places in different States of Rajasthan, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability

Organic farming is emerging as an important segment of human sustainability and healthy life. 'Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. It is a big step in restoring the lost harmony of nature.

Benefits of Indian Medicinal Systems

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognized as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is 'Unity in Diversity' and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India

Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India

Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala, - Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Six limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala mural, Pahari, Cheriya, Rajput, Tanjore etc.

Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the Abhinava Bharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyatton, Kuchipudi, Odissy, Katak etc. The course takes the students through both contextual theory as well as practice time.

Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala's traditional Kalari Payattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

Social Awareness Campaign

The course introduces the students into the concept of public social awareness and how to transmit the messages of social awareness through various media, both traditional and modern. The course goes through the theoretical aspects of campaign planning and execution.

Organic Farming in Practice

Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

Ayurveda for Lifestyle Modification

Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and non-living) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre- industrial herbal heritage.

Life Style and Therapy using Yoga

Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature. *Each student shall write a detailed Report/ Critique on one topic leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. In addition to s/he will be required to make a Power Point resenatation on the learning and face Viva-voce.

Alternatively a Student may undertake a Project on any one of the topics and submit a detail Project Report leading to publication of Newspaper/ Magazine article or a review paper in a Research Journal. If the topic is related to Performing Arts including Yoga, Marshal Arts etc. the performance on stage may be given instead of PPT. In case of Fine Arts, an exhibition or a portfolio may be presented in place of PPT.

On the basis of the above points, a panel of experts from the department will award the credits.

Semester 5

FIFTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA634A	International Business Management	2	-	2	4	C
BBA635A	Legal Environment for Business	3	-	-	3	ID
BBA636A	Corporate Strategy	4	-	-	4	C
BBA661A	Marketing & Digital Strategy	4	-	-	4	S
BBA662A	Innovation in Marketing	4		-	4	S
BBA699A	Summer Training	-		10	5	C
	TOTAL	17	-	12	24	

International Business Management

Subject Code: BBA634A

Credits: 4

Course Objective:

The Objective is to provide the understanding of the international business environment and its competitive and investment climate and also would provide knowledge of international business and finance activities of the organization and the investigation of changes in firms strategies and

accounting policies as per the change in business environment and also the understanding of various aspects of international trade, finance and currency derivatives.

Module 1: International business: An Overview

Understand the evolution of international trade theories, Introduction to Forex Markets: Absolute advantage, Relative advantage, and H-O theory, Leontief Paradox, Porter's Diamond paradox; Foreign Exchange (Forex) Market, Communication in Forex Markets, Currency Quotes- both in global and domestic market, calculation of forward rates using spot rates, calculation of discount/premium on spot rate using spot and forward rates, Spot Rates with and without transaction costs.

Module 2: Principles and monetary systems of international trade

Understand the theories of absolute cost advantage, comparative cost advantage theory, Interest rate Parity, PPP Principle, International Fisher Effect, The International Monetary System: Bretton Wood system, Exchange Rate Regimes, International Banking, Concept and Development of Universal banking, Global depository receipt, Indian depository receipt.

Module 3: Exposure of currency and its measurement

Understand the fundamental functions of currency Exposure and its Management: Types of Forex Exposures: Transaction, Translation, and Economic Exposure and their management; Country Risk-Analysis and Management. Multinational payments Management: Leading, Lagging, Pooling and Netting, foreign exchange risk management system.

Module 4: Financial derivatives

Understanding the factors influencing costs and benefits of FDI, Financial Derivatives with respect to currency: Forwards and Futures, Interest rate futures and currency futures; Determination of forward and futures prices; Options and related terminology, Calculating the pay-off from options and its representation.

Module 5: Pricing & Its strategies

Understanding on Pricing of Options- Binomial model and Black-Scholes model; trading strategies involving options; Introduction to Swaps, Interest rate swaps, currency swaps, cross currency swaps; Forward rate agreements (FRA). Interest rate caps, floors, collars, cost-oriented export pricing methods and market- oriented export pricing methods.

Course Outcomes:

CO1: This course introduces the students with the understanding about the international business theories and introduction to forex markets.

CO2: The students will learn the different approaches used in the international monetary systems.

CO3: The students will get a sound understanding of the various financial derivatives and foreign direct investments.

CO4: The student will get a deep analysis of the various financial pricing techniques held in use for international trade.

CO5: The student will understand the impact of methods and principles introduced in international finance.

Textbooks:

1. Francis cherunilam, *International business*,
2. Charles W.L. Hill and G. Thomas M. hult, *International business*
3. John H. dunning, *Governments, globalization and International business*

Reference Books:

1. Paul R. Krugman and Maurice Obstfeld, *International Finance: Theory & Practice*.

Legal Environment for Business

Subject Code: BBA635A

Credits: 3

Course Objective:

To understand various laws applicable in India i.e. Contracts Act, Special Contracts, Partnerships, LLP's, companies etc. On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.

Unit – 1 (Law of Contracts, Special Contract, Indemnity & Guarantee)

The Indian Contract Act, 1872 - Definition of contract -Law of contracts - Nature of contract - Classifications - Essential elements of a contract Offer and acceptance, consideration, capacity of parties- Minors-persons of unsound mind-persons disqualified by law- Free consent, legality of object and consideration, performance of contract, discharge of contract, breach of contract, remedies for breach of contract-Quasi contract- Performance. Special Contracts - Bailment and Pledge- Bailment Definition Essential elements Rights and duties of bailor and bailee Finder of lost goods. Pledge Essentials Rights and duties of Pawner and Pawnee.Indemnity and Guarantee- Indemnity - Definition, nature of liability of surety, rights of surety, discharge of surety. Meaning and definition of guarantee.

Unit 2 (Law of Agency & Sale of Goods Act)

Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency-Sub agents and substituted agents-Relationship. Sale of Goods Act, 1930 Formation of contract of sale - Essentials of contract of sale goods and their classifications- Conditions on warranties Transfer of property in goods Performance of contract of sale Unpaid seller and his rights

Unit 3 (The Indian Partnership Act 1932, The Limited Liability Partnership)

Nature- rights and duties of partners- Registration and dissolution of firms- The Limited Liability Partnership Act 2008- Introduction- nature and scope- features- incorporation and differences with other forms of organization.

Unit 4 – (Companies Act and its Basics)

- Company - Definition – Characteristics – Classifications –History and framework of Company Law in India - Companies Act 2013 - one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association. Promotion and formation of a company- Body Corporate - promoter- legal position-duties remuneration-Memorandum of Association – Articles of Association - Contents and alteration -Incorporation of Company - On-line registration of a company – CIN - Companies With Charitable Objects - Doctrines of Indoor Management, Constructive Notice, Ultra-vires - Lifting up of Corporate veil - Conversion of Companies. Share Capital – Types - Public Offer - Private Placement - Prospectus - Contents of Prospectus – Types of prospectus – Deemed prospectus - Shelf Prospectus - Red Herring Prospectus - Abridged prospectus-Liability for Misstatements in Prospectus – Issue and Allotment of Securities – Types - Voting Rights –DVR- Application of Premiums - Sweat Equity Shares - Issue and Redemption of Preference Shares-Transfer and Transmission of Securities-Punishment for impersonation of Shareholder - Further Issue of Share Capital- Bonus Shares- Debenture Issue

Unit 5- (Membership in company and meetings)

Modes of acquiring membership-rights and liabilities of members- cessation of membership- Register of Members - Company meetings – Annual General Meeting - Extraordinary General Meeting- Notice Of Meeting - Quorum - Chairman - Proxies - Voting -Show of Hands – E-Voting - Poll- Postal Ballot- Motions - Resolutions - Types - Minutes - Books of accounts - Annual Return-

Directors - Types - legal position – Appointment - Duties – Disqualifications- DIN - Vacation of Office - Resignation - Removal - Meetings of Board - Resolutions and Proceedings- Powers of Board - Key Managerial Personnel- CEO- CFO - Audit and Audit Committee – related party- transactions - Corporate Social Responsibility- Winding up - Contributory – Modes of winding up - Winding Up by Tribunal - Petition for Winding Up- Powers of Tribunal- Liquidators - Appointments- Submission of Report - Powers and Duties - Effect of Winding Up Order- Voluntary Winding Up - Circumstances - Declaration Of Solvency - Meeting of Creditors- Commencement of Voluntary Winding Up- Appointment of Company Liquidator- Final Meeting and Dissolution of Company Official Liquidators –Appointment -Powers - Functions - Winding up of unregistered companies.

Course Outcomes

CO1: Ability to apply knowledge of Indian Contract Act, Sale of Goods Act, Partnership Act and LLP. Ability to identify, and solve legal issues in connection with business.

CO2: Identify the fundamental legal principles behind contractual agreements.

CO3: Know about the concept of company and shares.

CO4: Know about the application of company law in India. Understand the use of the memorandum of association and article of association in a company, they also learn from this course.

CO5: Use of various documents and forms in a company. Understand the relationship between company and its stakeholders.

Corporate Strategy **Subject Code: BBA636A** **Credits: 4**

Course Learning Outcomes: On successful completion of the module students will be able to:

1 . Analyse and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.

2.To enable students to know and develop strategies for business to remain competitive

Unit 1: Introduction to Strategy

Concepts of strategy, Environmental issues(PESTLE) , SWOT analysis, The internal resources, capabilities and competences of an organization ,Strategic choices

Unit 2: Managing growth and scale

Strategic management process, Environment and Organizational Appraisal, Strategic Business Unit and levels of strategy.

Unit 3: : Strategy Formulation

Industry life Cycle analysis, Corporate level strategies, Expansion and Stability, Integration and Diversification, Internationalization, Co-operative and Digitalization, Business Level Strategies, Cost leadership, Differentiation, Focus business strategy, Introduction to functional Level Strategies-Marketing, Financial, HRM, Product, Research and Development

Unit 4: Strategy Analysis and Implementation

Process of Strategic Choice, Strategic Analysis, Mckinsey 7s , Porters five forces model BCG Matrix, Nature of Strategy implementation and barriers to strategy implementation

Suggested Reference Books:

1. .Strategic Management by Kazmi

2..Entrepreneur Development New Venture Creation Satish Taneja and S.L Gupta Galgotia Publication

3..Entrepreneurship Management;Dr.Aruna Kaulgad; Thomson Publication

4..Essentials of Entrepreneurship and small business Managemnt; Thomas Zimmerer and Norman S;Pearson Publication

5. Websites of corporates

Marketing & Digital Strategy

Subject Code: BBA661A

Credits: 4

Course Objective:

1. To understand micro and macro environment analysis and the required inputs for strategic decision.
2. The learners will be able to understand how businesses achieve competitive advantage
3. To make learners understand about the resource requirement for delivering the strategic marketing plan including digital strategy.
4. To make learners understand about the strategic approach to marketing planning.
5. To make learners understand the risk assessment procedure of organisation.

Unit-1 (Environment Analysis, Resources and Competences, Marketing Analysis Techniques)

PESTEL, Porter's five forces, SWOT analysis, types of market orientation, organisation's culture using cultural web model, leadership style and management style, Differentiate about core and threshold competences and resources, Explain about long termism and ethics in marketing, Identify ways to achieve competitive advantage, Analysis of online and offline activity, Understanding the current skill requirement and challenges faced by the organisation in gathering the data and analysing it, Determine the barriers to competitive advantage, Compare and contrast between conventional and disruptive marketing models, Explain the concepts of having social presence.(12 hours)

Unit 2 (Environmental Audit, Market Analysis, Digital Marketing)

Concepts of AAA Bottom line audit, Social and Environmental Footprints, Difference between social and environmental Audit, ISO 140001, Research Methodologies for Online and Offline Marketing Audits, Evaluate the changes in market conditions and demand, Guerrilla marketing, online and offline marketing environment. impact of digital market environment and its capabilities and limitations, concept of MIS, Identify and recommend about the risk and barriers and ways to overcome it in market planning.(10 hours)

Unit 3 (Goals, Strategic Marketing Plan, Market Strategic Decisions)

Explain the relationship between objectives, mission and vision statement of an organization. Explain about the elements of marketing objectives, digital strategy models such as Monday, Hive, clickup etc, nine key elements of brand strategy. how to develop strategic marketing plans with reference to strategic marketing framework. Construct profit and sales projections. Explain the concept of one-to-one marketing. Evaluate the suitability, feasibility and acceptability of strategic marketing decisions. Discuss about different groups of stakeholders and their expectations using Mendelow's matrix. Explain market intelligence and organizational dynamics Calculate the return on investment and interpret. (12 hours)

Unit 4 – (7Ps, Implementation of Marketing Strategy)

How to develop a successful marketing mix strategy and understand the marketing mix models developed by Mc Carthy 4 P's and the later extension into 7p's
Compare and contrast between traditional and digital marketing communication
Identify the four steps involved in digital marketing strategy framework and steps to develop the action plan for traditional and digital marketing strategies.
Understand the regulatory and legal factors.
Explain the resource and competence requirements for implementation of strategy. Define the scope of other alternatives like outsourcing, franchising and other agencies. Explain the concept

of CSF. (12 hours)

Unit 5- (RISK ,FINANCIAL AND NON FINANCIAL INDICATORS,POST-IMPLEMENTATION)

Explain risk, how to assess the risk faced by an organisation and ways adopted to mitigate with it. Explain the response of organisational risk towards risk.

Explain the social and ethical aspects of risk assessment process. Calculate and interpret ratio analysis.

Determine the KPI's for CSF's and evaluate. Explain steps involved in project planning.

Identify and explain other technical aspects of measuring and monitoring system of implementation.

Define strategic gap and ways to reduce it.

Explain methods involved in analyzing the post-implantation stage and how to deal with it.

Identify different methods of collecting data.(12 hours)

COURSE OUTCOMES

1. Ability to apply knowledge for financial and Non-Financial Indicators
2. Know about the Marketing Strategy in digital marketing
3. Identify the Goals and Objectives of Companies and implementing the strategies according to that.
4. Knowing the Risk factors in business and market.
5. Knowing the difference between Micro and Macro Environment.

Innovation in Marketing

Subject Code: BBA662A

Credits: 4

Course Objective:

1. Creates understanding to develop innovation to deal challenges.
2. Understand the key factors to develop innovation in marketing function.
3. Ability to use internal and external marketing.
4. Ability to understand the case related to innovation of marketing
5. Develop plan for communication of innovation.

Unit-1 (BUSINESS OPPORTUNITIES & CHALLENGES, STUDY OF INNOVATION, IMPLEMENTING INNOVATION)

Evaluating Environmental scanning, trends, discovery theory, Disruptive innovation and digital disruption, Emerging economies and innovations, Competitive advantage – new competitive approaches

Evaluate Intuitive, 'gut feel', insights, Discovery-driven planning, Traditional business plans, Developing business models, Internal and external approaches, Business process re-engineering

Identification of challenges like External environmental factors, Competition, Leadership buys, Budget/Capital requirements, Resistance to change (20 Hours)

Unit 2 (TYPES OF INNOVATION, INNOVATIVE ORGANISATION, FACTORS DEVELOPING INNOVATIVE APPROACHES)

Discuss the salient features of most innovative organization such as Vision and styles of leadership, Organizational structures, Key individuals, and team working, Creative climate/culture, External focus – market orientation, boundary spanning and networks

- Invention, creativity and innovation

- Disruptive and sustaining innovations
- Product, process and platform innovation
- Open and closed approaches to innovation
- Radical and incremental forms of innovation
- Market pull vs. technology push
- Business model innovation
- Discuss and evaluate Cross-functional and self-managing teams, Role of Learning, training and development in building innovation, Information sharing, Support of innovative business models, use of Adaptive/flexible approaches, Use of appropriate market research techniques and sources of information and Use of innovation networks

Unit 3 (CUSTOMER RELATIONSHIP, OPTIONS FOR INNOVATION, SERVICE DEVELOPMENT)

Study various innovative approaches such as Generating ideas, Screening, Business analysis, Development of a small-scale trial , Testing techniques, Commercial launch, Effective exit routes for unsuccessful ventures to enhance the service development

Discuss the methods to build better customer relationship ideagoras, crowdsourcing, online forums and other open platforms, conducting user trials, involving leading practitioners, supplier engagement, round table conferences.

Product/service/process/programme Business model
 Out-sourced vs internally implemented Adaptable/flexible/agile
 Benchmarking Collaborative/partnerships
 Assessing acceptability, feasibility or suitability.

Unit 4 – (INNOVATION PROPOSAL, BUSINESS CASE FOR CHANGE, LAUNCH OF INNOVATIVE APPROACHES)

Assessing the risks and benefits of an innovation proposal

Discuss the risks and benefits of the proposal - Strategic/operational/tactical, Financial, Reputational, Competition

Understand the Factors driving change and the Scope of change required, evaluating the need for change and commitment from stakeholder groups, Structure the business case and Project proposal

Understand the Background of the business plan, choosing right research techniques, Selection of relevant sources of information. Setting the objective and creating a strategy and tactics, action and evaluating measurement criteria.

Unit 5- (MEASURING SUCCESS, SUPPORT CHOSEN INNOVATION, CULTURAL CHANGE AND INNOVATION OPTIONS)

Discuss the impact of Current organisational culture, Levels of trust and openness, Space and support for ideas, Attitudes to risk taking, Degrees of freedom to experiment, Fit with business strategy, Strategies for culture change, Development of a culture for managing risk

- Internal communication plans
- External communication plans
- Target audiences
- Key messages
- Implementation
- Evaluation and measurement criteria
- Agency relationships

Discuss and evaluate - Soft and hard measures of success, Achievement of objectives, ROI, Metric dashboards, Latest trends in metrics and their impact.

COURSE OUTCOMES-

1. Knowing about the strengths and weaknesses of organisation.
2. Ability to cope up with the challenges of innovation.
3. Knowing the qualities of innovative organisation.
4. Understanding different factors that support innovation.
5. Understanding Innovation in Customer Relationship.

Summer Training
Subject Code: BBA699A
Credits: 5
Semester 6

SIXTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA639A	Customer relationship management	4	-	-	4	S
BBA640A	Project Management	4	-	-	4	C
BBA641A	Leadership Skills	3	-	-	3	F
BBA663A	Digital Optimisation	4	-	-	4	S
BBA650A	Digital Customer Experience	4		-	4	S
BBA644A	Project Work		-	5	5	C
	TOTAL	19	-	5	24	

Customer relationship management
Subject Code: BBA639A
Credits: 4

Course Outcomes:

On successful completion of this course, the students will be able:

CO1: To be aware of the nuances of customer relationship

CO2: To analyze the CRM link with the other aspects of marketing

CO3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company

CO4: To make the students aware of the different CRM models in service industry

CO5: To make the students aware and analyze the different issues in CRM

Unit I: Evolution of Customer Relationship

CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

Unit II: CRM Concepts

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Unit III: Planning for CRM

Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

Unit IV: CRM and Marketing Strategy

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.

Unit V: Challenges of CRM Implementation

CRM Planning and Implementation Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

Text Books:

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014

Reference Books:

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.
2. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge.
3. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.
4. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, Pearson Education.
5. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition

Project Management **Subject Code: BBA640A** **Credits: 4**

Unit 1: The nature of project

Determine the distinguishing features of projects and the constraints they operate in. Discuss the implications of the triple constraints of scope, cost and time. Discuss the relationship between organisational strategy and project management. Identify and plan to manage risks. Advise on the structures and information that have to be in place to successfully initiate the project. Explain the relevance of projects to process re-design, e- business systems development and quality initiatives.

Unit 2: The project life cycle and building the business case

Techniques of project appraisal – payback period, Accounting rate of return, NPV, IRR. Describe the structure and contents of a business case document. Analyse, describe, assess and classify benefits of project investment. Analyse, describe, assess and classify costs of project investment. Evaluate the costs and benefits of a business case using standard techniques. Establish responsibility for the delivery of benefits.

Unit 3: Managing and Leading projects

Discuss the organisation and implications of project-based team structures. Establish the role and responsibilities of the project manager and the project sponsor. Identify and describe the typical

problems encountered by project manager when leading the project. Advise how these typical problems can be addressed and overcome.

Unit 4: Planning, monitoring and controlling projects

Discuss the principles of a product breakdown structure. Assess the importance of developing a project plan. Monitor the status of the project and identify project risks, issues, slippage and changes. Formulate response for dealing with project risk, issues, slippage and changes. Discuss the role of benefits management and project gateways in project monitoring.

Unit 5: Concluding a project

Establish mechanism for successfully concluding the project. Discuss the relative meaning and benefits of a post implementation and a post project review. Discuss the meaning and value of benefits realisation.

Leadership Skills **Subject Code: BBA641A** **Credits: 3**

Course Outcomes:

On successful completion of this course, the students will be able:

CO1: To know the role, functions and different styles of leadership

CO2: To know and apply the theories of leadership

CO3: To know the meaning of power and politics in context of leadership

CO4: To make the students aware about developing leadership skills in themselves

CO5: To make the students aware about different and innovative leadership

Unit I: Introduction to Leadership:

Leadership, role and functions of a Leader, Leadership motives Characteristics of an Effective Leader, Leadership as a process – the complexities of leadership – Effective leadership behaviors and attitudes – Leadership and power, coercion, Management, Trait approach, Leadership Behaviour and styles – Lewins Leadership styles, Ohio state Leadership study, The University of Michigan Study, Blake and Moutons Managerial Grid.

Unit II: Leadership Theories:

Traditional Theories (A Brief Overview) • Trait Theory • Behavioral Theories • Fiedler's Contingency Model • Path – Goal Leadership Theory • Situational Leadership Theory • The Managerial Grid Modern Theories • Charismatic Leadership • Transactional and Transformational Leadership • Substitutes for Leadership • Authentic Leadership

Unit III: Power and Politics:

Meaning Power, Distinction between Power & Authority, Bases or Sources of Power, Acquisition of Power, Symbols of Power and Powerlessness, Organizational Politics, Reasons for Organizational Politics, Managing Organizational Politics

Unit IV: Developing Leadership Skills:

What Skills do Leaders Need? ; Leadership Training Programs, Designing Effective Training, Special Techniques of Leadership Training: Behavior Role Model, Case, Discussion and Business Games & Simulation, Challenges in designing training programmes

Unit V: Innovative Leadership and Design Thinking

Innovative Leadership, Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global leaders, Design Thinking, What is design thinking, Key elements of design thinking: - Discovery - Interpretation - Ideation -

Experimentation - Evolution. ,How to transform challenges into opportunities? How to develop human-centric solutions for creating social good

Reference books:

1. Leadership in Organizations: Gray Yukl, Pearson Education (Sixth Edition)
2. Sham Lal. Indian Realities in Bits and Pieces, Rupa and Co. New Delhi
3. Surendra Kumar & Pradeep Kapur. India of My Dreams, Academic Foundation, New Delhi
4. Nissam, Uralah. India: Economic, Political and Social Issues
5. Drucker, Peter and Maciariello, Joseph: 366 Days of Insight and Motivation for Getting the Right Things Done: Rutledge

Digital Optimisation
Subject Code: BBA633A
Credits: 4

Course Objective:

CO1: Analyzing the factors that affect the digital environment of the organization

CO2: Creating knowledge and skill to optimise digital marketing performance.

CO3: Learning digital metrics and analytics

CO4: Knowledge of digital measures to analyse optimization.

CO5: Digital marketing innovation.

Unit-1 (DIGITAL MICRO& MACRO ENVIRONMENT, DIGITAL ECOSYSTEM, AUDIT FINDINGS)

Evaluate digital analysis tools and frameworks, understand the Digital culture framework such as Readiness, Essentials, Performance, Evaluate the impact and influence on key drivers within the digital environment, inside the organisation, within market sector and among the stakeholders.

Study the new trends in the business models and its impact on the organisation. Discuss the changes taking place in the Email, Websites, Online PR, Search Engine Optimisation, Blogs, Social networks, Online advertising, digital products/services, pricing models, distribution

Understand the changes and emerging trends in digital platform.

Evaluate the digital tools frameworks to evaluate the analysis. Discuss effective techniques of digital market research, Identification of reliable resources of data, Justification of findings through evidence (30 Hours)

Unit 2 (DIGITAL ENVIRONMENT, INNOVATION, IMPACT OF INNOVATION)

Discuss the opportunities and threats within the wider digital environment, elaborate the changes required to be adopted by the organisation, evaluate the business process re- engineering requirements.

Evaluate the impact of wider digital environment on marketing activities, customer experience and ethical issues.

Discuss the digital marketing evolution, role of AI, IOT, connected home, smart cities and crowd sourcing.

Discuss the changes in the consumer behavior due to the innovation in the digital marketing.

Unit 3 (CONVERSION RATES, CONVERTING CHANNELS, DIGITAL PERFORMANCE INDICATORS)

Evaluate the role CRO audit, Online and offline integration, Visuals, copywriting, content Design and UX, online psychology on the conversion ratio

Discuss the converting channels such as measuring A/B testing, Implementation and reporting, Return on marketing spend. Discuss on the measures to improve the conversion ratio.

Discuss the digital performance indicators – evaluate the difference between analytics and insights, how to use vanity metrics and discuss the technique measuring return on investment. Elaborate the techniques of creating digital goals and objectives.

Unit 4 – (OPTIMIZATION OF DIGITAL MARKETING, USE OF DATA, ASSESS DIGITAL MATRIX)

Discuss the methods of getting integration and improvement of digital marketing activities such as Testing, Different options and Gaining customer feedback

Understand the Marketing automation and establishing trigger points for actions, study Multi-touch attribution modelling and customer touchpoints .

Elaborate the Application of data in improvement planning, evaluate Data versus Key Performance Indicators (KPIs), Use of Landing pages

Unit 5- (MEASURING DIGITAL INTEGRATION, MAXIMISING DIGITAL OPTIMISATION, TECHNICAL IMPLEMENTATION OF MONITORING SYSTEM)

Relevant digital measurement tools, services and methods, Value of measuring digital integration

Integration of digital measurement in organisations, Stages involved in maximising digital optimisation

Use findings to make improvements to marketing plans in the future.

COURSE OUTCOMES-

- 1. Understanding Digital metrics and analytics**
- 2. Use of digital optimization**
- 3. Assess the Digital Performance indicators**
- 4. Analysing Audit Findings.**
- 5. Knowing about the weaknesses to improvise marketing plans in future.**

Digital Customer Experience

Subject Code: BBA650A

Credits: 4

Course Objective:

Course Outcomes:

CO1: Develop skills to take strategic decisions.

CO2: Understand the digital customer and take decisions accordingly.

CO3: Management of digital channel selection

CO4: Understand the legal compliance involved in digital technology

CO5: Learning how to improve the digital experience of customers.

Unit-1 (CHANNEL GOALS, CHANNEL SELECTION, DIGITAL CUSTOMER PERSONA)

Explain the framework for setting business objective, define the purpose and mission, Setting goals for different channels, methods of customer acquisition, efforts to be taken for customer retention, Customer conversion, gathering and understanding customer experience , Efforts to attain organisation growth

Identification of qualities of an appropriate channel for the set objective, factors contributing to the success of the channel, Common mistakes – cautions to take, Types of channel, identification of target audience, Channel planning, selection of persons to handle the channel, risk involved in relation to channel usage.

Evaluate the various sources of customer data, identify online research sources, collection of customer behaviour, identifying current and changing consumer behaviour, importance of abandoned cart items, searching and browsing history, Technique of identifying consumer personas.

Unit 2 (CUSTOMER AWARENESS, CUSTOMER EXPERIENCE MANAGEMENT, MEDIA CHANNELS)

Using customer insight research techniques – qualitative and quantitative data, using AI, machine learning, social media shares and mentions, customer surveys, internal analytics from web properties, internal analytics, crowd sourcing, sentiment analysis.

Evaluate customer awareness through Digital Marketing Mix – paid, shared, owned and earned, Ad copy and creative – qualities, tactics of good ad copy, Content marketing to create customer awareness, Keyword and market trends research, Keyword journey (generic vs long tail terms)

Introduction and uses of website and various types of landing pages, Digital communications, Affiliate marketing, discussion on risks and constraints and budget planning.

Selection of resources – distinguish between In-house vs agency, Brief understanding of Consultants and Briefing Agencies.

Unit 3 (IDENTIFYING CUSTOMER BEHAVIOUR, LEGAL COMPLIANCES OF DIGITAL CAMPAIGNS)

Management of Recommend KPIs, dashboards and reports for assessing channels, Describe options and tools for monitoring channels, details of Attribution modelling, distinguish between Influencer channels vs converting channels

Brief discussion on Data protection, international privacy law, Industry codes of practice, Disability and discrimination, Brand and trademark protection, Intellectual property rights, Contract law, Online advertising law, Content, copyright, media, Channel terms and conditions Usages of best practices to avoid legal complications during data collection, precautions to take during email and SMS campaigns, privacy statements, cookies, spam, opt-in.

Unit 4 – (CONSUMER JOURNEY THROUGH DIGITAL EXPERIENCE)

Discuss the role Websites, key phrase analysis and selection Search engine optimisation (SEO), Search engine marketing (SEM) in understanding consumer behaviour and there by developing customer acquisition and conversion

Discuss the role of paid search or pay per click marketing (PPC), Blogs, Online PR, partnerships/affiliates, online communities, Email, Social media, Content marketing, user generated content in understanding consumer behaviour and there by developing customer acquisition and conversion

Understanding Customer journey by mapping his search across multiple medias like mobile, tablet, desktop, planning of relevant content audit, content planning and content calendars, Techniques of The Honeycomb model for social media strategy, Social listening and sentiment analysis

Unit 5- (EVALUATING USER EXPERIENCE, EFFORTS TO IMPROVE CUSTOMER EXPERIENCE)

Use of various techniques in evaluating user experience -website structure, navigation and design, User experience (UX), Impact of social media

Understanding the level of personalization, usability, changing purchase behaviour, pay by mobile, wearable

Discuss user experience testing methods, evaluate and analyse campaign on the basis of the test, objective of improvements to customer experience, Strategic options to improve customer experience. Resource allocation and budgeting to improve customer experience

COURSE OUTCOMES-

1. Acquiring the knowledge of digital customer

- 2. Able to develop the skills of customer experience**
- 3. Understanding Digital Campaigns**
- 4. To know about the legal compliances of digital campaigns**
- 5. Knowledge of precautions to be taken during digital campaign**

Project Work

Subject Code: BBA644A

Credits: 5