

GURU KASHI UNIVERSITY



**BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)**

SESSION: 2023-24

DEPARTMENT OF MANAGEMENT

GRADUATE OUTCOME OF THE PROGRAMME

The BBA (Digital Marketing) program focuses on implementing digital marketing strategies and tools, utilizing social media, optimizing search engine rankings, engaging audiences through compelling content, and measuring campaign effectiveness using analytical and communication skills. This program enables graduates to effectively engage online audiences and establish a strong brand presence

PROGRAM LEARNING OUTCOMES: After completing the programme, the learner will be able to:

1. Acquire knowledge and skills in the field of digital marketing to enhance reach of brands and businesses across cultures, geographies and demographics.
2. Demonstrate IT knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage and brand building.
3. Acquire the skill of advertising, mathematics, Social media marketing, search engine optimization, data analytics E-commerce and mobile marketing and its integration relevant to business decisions.
4. Analyze and comprehend the applicability of management principles in solving complex business issues.
5. Apply various concepts, theories and models in the functional areas of business-like Marketing, HR and Finance in the organizations.
6. Create compelling and relevant contents for engage target audiences.

Program Structure

Semester: I						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BDM101	Principles of Management	Core	4	0	0	4
BDM102	Business Mathematics	Core	3	1	0	4
BDM103	Financial Accounting for Managers	Core	3	1	0	4
BDM104	Fundamentals of Digital Marketing	Skill based	2	0	4	4
BDM199	XXX	MOOC	-	-	-	2
Discipline Elective-I (Any one of the following)						
BDM105	Human Resource Management	Disciplinary Elective I	3	0	0	3
BDM106	Retail Management					
Discipline Elective-II (Any one of the following)						
BDM107	Marketing Management	Disciplinary Elective II	3	0	0	3
BDM108	Banking and Insurance Law					
Total			18	2	4	24

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BDM201	Business Economics	Core	3	1	0	4
BDM202	Business Statistics	Core	3	1	0	4
BDM203	Search Engine Optimization and Marketing	Skill based	2	0	4	4
BDM204	Online Reputation Management	Skill based	2	0	0	2
BDM205	Business Communication for Managers	Skill based	3	0	0	3
BDM206	Environmental Studies	Compulsory Foundation	2	0	0	2
Discipline Elective-III (Any one of the following)						
BDM207	Management Accounting	Disciplinary Elective III	3	0	0	3
BDM208	Industrial Relations					
Total			18	2	4	22

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BDM301	Production & Operations Management	Core	4	0	0	4
BDM302	Organizational Behavior	Core	4	0	0	4
BDM303	Training and Development for Managerial Effectiveness	Ability Enhancement	1	0	0	1
BBA23304	Social Media Marketing	Skill Based	1	0	4	3
BDM399	XXX	MOOC	-	-	-	2
Discipline Elective-IV (Any one of the following)						
BDM305	Total Quality Management	Disciplinary Elective IV	3	0	0	3
BDM306	Export-Import Procedures, Documentation					
Discipline Elective-V (Any one of the following)						
BDM307	Auditing	Disciplinary Elective V	3	0	0	3
BDM308	Cost Accounting					
Open Elective Course						
-	XXX	Open Elective	2	0	0	2
Total			18	0	4	22
Open Elective Course (For other Departments)						
BDM309	Business Ethics and Corporate Social Responsibility	Open Elective	2	0	0	2

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BDM401	Business Law	Core	4	0	0	4
BDM402	Financial Management	Core	4	0	0	4
BDM403	Web Analytics	Skill Based	2	0	4	4
BDM404	Advance Social Media Marketing	Skill Based	1	0	4	3
BDM405	E-Commerce	Value Added Course	2	0	0	2
Discipline Elective-VI (Any one of the following)						
BDM406	Corporate Strategy	Disciplinary Elective VI	3	0	0	3
BDM407	Global Human Resource Management					
Total			16	0	8	20

Semester: V						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BDM501	Project Management	Core	4	0	0	4
BDM502	Financial Services and Markets	Core	4	0	0	4
BDM503	Institutional Training/Internship (4 Weeks)	Skill Based	-	-	-	4
BDM504	Mobile Marketing	Skill Based	1	0	4	3
BDM505	E-mail Marketing	Skill Based	1	0	4	3
BDM599	XXX	MOOC	-	-	-	2
Total			10	0	8	20

Semester: VI						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BDM601	Corporate Law	Core	4	0	0	4
BDM602	Business Environment	Core	4	0	0	4
BDM603	Entrepreneurship Development	Ability Enhancement	1	0	0	1
BDM604	Information Technology	Skill Based	2	0	0	2
BDM605	Affiliate Marketing	Skill Based	2	0	2	3
BDM606	Service Learning	Community Linkage	0	0	4	2
BDM607	Major Project	Skill Based	0	0	8	4
Total			13	0	14	20
Grand Total			93	4	42	128

Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4th semester.

EVALUATION CRITERIA FOR THEORY COURSES

A. Continuous Assessment: [25 Marks]

- i. CA1: Surprise Test (Two best out of three) (10 Marks)
- ii. CA2: Assignment(s) (10 Marks)
- iii. CA3: Term paper (5 Marks)

B. Attendance: [5 marks]

C. Mid Semester Test: [30 Marks]

D. End-Term Exam: [40 Marks]

Evaluation Criteria for other courses has been given separately with respective courses.

Semester-I

Course Title: Principles of Management
Course Code: BDM101

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours:60

After completion of this course, the learner will be able to:

1. Analyze the theories, principles, concepts and essentials of management.
2. Evaluate managerial actions such as planning, organizing and controlling for effective results.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Create a new concepts of business ethics to improve goodwill of business enterprise.

Course Content

UNIT I

14 Hours

Management and its various functions, nature and scope, organizational objectives, management by objective. Planning: nature, purpose and functions, types, steps in planning, Management by Objective (MBO) – Management by Exception (MBE), Decision making and its process.

UNIT II

17 Hours

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: Departmentation on various basis. Authority: types, responsibility and accountability, Delegation: steps in delegation, obstacles to delegation and their elimination

UNIT III

16 Hours

Staffing: manpower management, factors affecting staffing, job design, Selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

UNIT IV

13 Hours

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Koontz, Harold & Weihrich, Heinz (2018). *Essentials of Management*.

Tata McGraw Hill Publishing, New Delhi

- *Prasad, L.M. 2019. Principles & Practices of Management. Sultan Chand & Sons, New Delhi*
- *Robbins, S. P., & DeCenzo, A. D. (2019). Fundamentals of Management. Pearson Education, New Delhi*
- *Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2019). Great Ideas in Management. Orient Paperbacks, India*
- *Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). Principles of management. Washington, DC: Flat World Knowledge.*

IOA C

Course Title: Business Mathematics**Course Code: BDM102**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Acquire skill about algebra of complex numbers, linear and quadratic equation.
2. Analyze the uses of matrices and logarithms, law of operation, compound interest and depreciation.
3. Apply mathematical skills required in binomial theorem, arithmetic and geometric progressions and harmonic progressions.
4. Examine the marketing mathematics by derivative, interests and EMI.

Course Content**UNIT I****16 Hours**

Set theory, Complex numbers and algebra of complex numbers, linear and quadratic equations. Permutations and combinations. Differential calculus (including maxima and minima; excluding trigonometric functions). – Real number system, function, graphical representation of function, first principle of differential calculus, derivation of simple algebraic function.

UNIT II**14 Hours**

Matrices: types of matrices, operation on matrices, transpose of matrices, symmetric and skew symmetric of matrix. Determinant- Minors, cofactors, Adjoint of matrix, inverse of matrix, application of matrices in solving system of linear equation using Cramer's rule, matrix inversion, Gauss elimination method. Logarithms: Law of operation, compound interest and depreciation.

UNIT III**14 Hours**

Binomial theorem, arithmetic and geometric progressions, harmonic progressions, functions, limitations and continuity. Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts. Indefinite integral and definite integral and its application in business.

UNIT IV**16 Hours**

Derivative –derivative from first principle, derivative of sum, difference product, chain rule, derivative of parametric equation, differentiation of one function with w.r.t another function, implicit function, derivative of second order. Interest- simple interest, compound interest (reducing balance and flat rate of interest), equated monthly installments (EMI).

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Sancheti, D.C & Kapoor, V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi

- Branson Richard (2019). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education
- Don, Eugene & Lerne, Joel (2019). *Schaum's Outline of Basic Business Mathematics*. McGraw-Hill Education
- Clendenen, Gary, Salzman A. Stanley & Miller D. Charles (2020). *Business Mathematics*. Ed, Pearson Education.
- Sancheti D.C & Kapoor V.K, (2018). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Namboodiri Krishan (2018). *Matrix Algebra: An Introduction (Quantitative Application)*. Sage Publishing Inc.
- Branson Richard (2018). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education

Course Title: Financial Accounting for Managers**Course Code: BDM103**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Estimate the operations of organizations through management accounting techniques
2. Analyze the costing systems, cost management systems, budgeting systems and performance measurement systems
3. Create balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
4. Evaluate the costs and benefits of different conventional and contemporary costing systems

Course Content**UNIT I****16 Hours**

Financial Accounting- concept, significance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods), Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments.

UNIT II**14 Hours**

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis, Tools of Financial Analysis: trend analysis, common size statements, comparative statements

UNIT III**14 Hours**

Ratio analysis, fund flow and cash flow statements, Applications of ratio analysis. (with additional information). Financial Statement, significance and Limitations of Financial Statement.

UNIT IV**16 Hours**

Budgetary control- need, objectives, essentials of budgeting, different types of budgets; Responsibility Accounting; Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi

- *Bragg, M. Steven (2006). Accounting control best practices. John Wiley & Sons Publishing*

10AAC

Course Title: Fundamentals of Digital Marketing**Course Code: BDM104**

L	T	P	Cr.
2	0	4	04

Learning Outcomes**Total Hours:90**

After completion of this course, the learner will be able to:

1. Understand of the key concepts and trends associated with Digital Marketing
2. Acquire the skill of leading tools and techniques used in the customer-facing aspects of Digital Marketing
3. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
4. Analyze cross-cultural and ethical issues in globalized digital markets.

Course Content**UNIT I****22 Hours**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers. Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing

UNIT II**22 Hours**

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

UNIT III**22 Hours**

Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Placement techniques, important ad terminology, Programmatic Digital Advertising

UNIT IV**24 Hours**

Terminology used in Digital Marketing, PPC and online marketing through social media, SEO techniques, Keyword advertising, Google web-master and analytics overview, Concepts & significance of Affiliate Marketing, Email Marketing and Mobile Marketing

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Gupta, S., & Davin, J. (2020). *Digital marketing*. McGraw Hill Education (India) Private Limited.
- Foroudi, P., Gupta, S., Nazarian, A., & Duda, M. (2017). *Digital technology and marketing management capability: achieving growth in SMEs*. *Qualitative Market Research: An International Journal*.
- Kingsnorth, S. (2022). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Parkin, G. (2016). *Digital marketing: Strategies for online success*. Fox Chapel Publishing.

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (UNIT II): 20 Marks
- C. Third Practical (UNIT III): 20 Marks
- D. Fourth Practical (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

100AC

Course Title: Human Resource Management**Course Code: BDM105**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Analyze the human resource management process and its importance to organizational effectiveness.
2. Evaluate performance of workforce and further provide attractive opportunities to boost motivation of the employees
3. Evaluate and implement the employee training and development programs.
4. Estimate the research and analytical skills by using both human and technological resources.

Course Content**UNIT I****13 Hours**

Basic concepts of HRM, New trends in HRM due to globalization deregulation and technological advancements. HRM in India

UNIT II**12 Hours**

Job analysis: steps in analyzing job and methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

UNIT III**9 Hours**

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process. Placement and induction

UNIT IV**11 Hours**

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning. Wage and salary administration, Performance appraisal, methods and problems of performance appraisal

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Rao V.S.P. (2019). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (2018). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2018). *Human Resource Management*. Pearson Education
- K. Aswathappa (2019). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

Course Title: Retail Management**Course Code: BDM106**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Examine insights into all functional areas of retailing
2. Understand the buying behavior, the consuming pattern, the needs and wants of the retail consumer
3. Analyze the challenges and opportunities in retail marketing.
4. Evaluate strategic and operational decision-making processes in the organized retail.

Course Content**UNIT I****13 Hours**

Retailing, its retailing structure and distribution, Opportunities in retailing. Types of retailers: Retailer characteristics, Food retailers, General merchandise retailers, Service retailing, Types of ownership, Retail channels, Benefits & Challenges of retail channels.

UNIT II**12 Hours**

Retail buying behavior: The buying process, Types of buying decisions. Retailing strategy: Retail market strategy, Target market and retail formats, Growth strategies. Financial strategy and retail locations: Financial objectives and goals, Analysis of financial strength, Types of locations, Location and retail strategy,

UNIT III**10 Hours**

Merchandise management: Merchandise management overview, forecasting sales, developing an assortment plan, setting inventory and product availability levels, establishing a control system for managing inventory, Allocating merchandise to stores.

UNIT IV**10 Hours**

Retail pricing: Pricing strategies, Consideration in setting retail prices, Legal and ethical pricing issues. Store Management: Store management responsibilities, Recruiting and selecting employees, Motivating and managing store employees, Compensating and rewarding store employees, Store design objectives, Store design elements, Visual merchandising.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Bhatia, S. C. (2008). Retail management. Atlantic Publishers & Dist.*
- *Suja Nair.(2018).Retail Management. Himalaya Publishing House, Mumbai, 2008.*
- *Swapna Pradhan(2019).Retail Management. Tata McGrawHill Publishing, New Delhi.*
- *Berman, B., Evans, J. R., & Chatterjee, P. (2018). Retail management: a strategic approach. Pearson Education Limited*
- *Barry, B. (2003). Retail management: a strategic approach. Pearson Education India.*

10A1C

Course Title: Marketing Management**Course Code: BDM107**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze the information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Analyze the role of marketing channels and identifying major channel alternatives.

Course Content**UNIT I****12 Hours**

Marketing: Concepts - production, product, selling, marketing & societal marketing, Marketing environment –marketing management and its environment.

UNIT II**12 Hours**

Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior. Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT III**11 Hours**

Product decisions: new product development process, and product life cycle, Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

UNIT IV**10 Hours**

Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2018). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2018). *Marketing A Managerial Introduction*. McGraw Hill

Education

- *Baker, Michael J. (2018). Companion Encyclopedia of Marketing. Cengage Learning Emea*

10AAC

Course Title: Banking and Insurance Law**Course Code: BDM108**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Analyze the legal framework and regulatory environment for the banking and insurance industries.
2. Analyze the legal rights and obligations of banks, insurers, and their customers.
3. Explain the role of law in mitigating risks and ensuring compliance within the banking and insurance sectors.
4. Evaluate the impact of consumer protection laws and regulations on banking and insurance practices.

Course Content**UNIT I****12 Hours**

Banking and Insurance Law: Overview of the banking and insurance industries, Role of law and regulation in banking and insurance. Legal Framework for Banking: Banking laws and regulations, Regulatory authorities and their powers, Bank licensing and supervision, Bank customer relationships and duties, Payment systems and electronic banking

UNIT II**12 Hours**

Legal Framework for Insurance: Insurance laws and regulations, Types of insurance and their legal requirements, Insurance contracts and policy provisions, Insurable interest and utmost good faith, Insurance claims and settlement

UNIT III**11 Hours**

Consumer Protection in Banking and Insurance: Consumer protection laws and regulations, Disclosure requirements and transparency, Unfair and deceptive practices, Dispute resolution mechanisms. Risk Management and Prudential Regulations: Risk management in banking and insurance, Capital adequacy and solvency requirements

UNIT IV**10 Hours**

Emerging Issues in Banking and Insurance Law, Regulatory Compliance and Enforcement, Case Studies and Legal Analysis, Application of legal principles to real-world scenarios. Emerging Trends and Future Developments

Transaction Mode

Class Discussions, Seminars, Cooperative learning, Inquiry based learning, Group discussion, Active participation, Open talk, Panel Discussions

Suggested Readings

- Jackson, H. E., & Carnell, R. S. (2019). *Banking Law and Regulation*. Wolters Kluwer.
- Abraham, K. (2017). *Insurance Law and Regulation: Cases and Materials*. Wolters Kluwer.
- Lovett, W. A. (2018). *Banking and Financial Institutions Law in a Nutshell*.

West Academic Publishing.

- *Martinez, L. P., & Abraham, J. L. (2020). Insurance Law: Cases and Materials. Foundation Press.*
- *Malloy, M. P. (2019). Banking and Financial Services Law: Cases, Materials, and Problems. LexisNexis.*

IOAC

Semester-II**Course Title: Business Economics****Course Code: BDM201**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Acquire skills about concepts of economics, theory of demand and elasticity of demand.
2. Evaluate utility approach, marginal rate of substitution, budget line and consumer equilibrium.
3. Evaluate the relationship between price and output determination in different market structure.
4. Acquire knowledge about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade.

Course Content**UNIT I****17 Hours**

Microeconomics: nature and scope, limitations. economics, Theory of Demand, Determinants, Types, Laws of demand, Elasticity's of Demand: Price, Income, Cross & their Measurement. Utility: - Cardinal Utility Approach, diminishing marginal utility, law of equi- marginal utility, ordinal utility approach. Indifference Curves, Marginal rate of Substitution, budget line and Consumer Equilibrium.

UNIT II**16 Hours**

The Concept of Production Function, Law of Variable proportion, Marginal Rate of Technical Substitution. Theory of Cost. Theory of firm and market organization: Perfect competition, Monopoly, Monopolistic competition, Oligopoly.

UNIT III**13 Hours**

Macroeconomics: nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income; Concepts and measurement through Income, output and expenditure approaches. Problems in measurement of National Income. Say's law of markets.

UNIT IV**14 Hours**

Classical theory of output and employment, Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Consumption, Saving and investment function, Business Cycles and their main Features. Inflation: types, and theories. Stabilization policies: Monetary and fiscal policies.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based

Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Jain, T R & Grover, M.L (2019). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (2018). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) . *Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2019). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2018). *Managerial Economics*. VK Publications
- Jain T R: *Managerial Economics*.
- Branson, WH. (2018). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2019). *Macroeconomics Analysis*. Galgotia

Course Title: Business Statistics**Course Code: BDM202**

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Apply simple and multiple regression models to analyze the underlying relationships between the variables
2. Acquire the skill to analyze the different types of statistical tests.
3. Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
4. Evaluate the relationship between variables by correlation and regression.

Course Content**UNIT I****16 Hours**

Business statistics: scope, functions, importance, limitations and distrust of statistics; types of statistical methods, Data collection and analysis; types of data: primary and secondary data; Characteristics of a graph: types of graphs and their merits and demerits.

UNIT II**14 Hours**

Classification of data, presentation of data: graphic and tabulation. Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

UNIT III**17 Hours**

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation. Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

UNIT IV**13 Hours**

Theory of probability: Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and Poisson.

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- Siegel, Andrew F. (2018). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (2018). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2019). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

Course Title: Search Engine Optimization and Marketing

Course Code: BDM203

L	T	P	Cr.
2	0	4	04

Learning Outcomes

Total Hours:90

After completion of this course, the learner will be able to:

1. Identify how to optimize on-page elements including titles, meta descriptions, page headings and body copy.
2. Create a content marketing strategy to support SEO and link acquisition.
3. Apply skills needed to attempt Google Ads Certifications
4. Analysis Google Analytics and other metrics and tools to monitor progress in achieving search engine marketing goals.

Course Content

UNIT I

23 Hours

Search Engine Periodic Table, Search Engine Heat Map, Search Engine on Page SEO factors. Internet Business Promoter (IBP) SEO software installation, Testing Pages for ON PAGE SEO factors using SEO analysis tools i.e. IBP SEO software. Traffic Travis SEO Analysis, On-Page Factors, Originality & Fresh Content, Writing for Humans, SEO Analysis, Images Optimization. Types of Google Ads campaigns. Understanding various types of Google Ads campaigns, Ads Account Limits

UNIT II

22 Hours

IP Address Exclusion, Guideline of Google ads, what is CTR, Impression, CPC, The elements of a search ad, Targeting options, bidding and ranking for search ads, Tracking, Use the Google Ads Editor to Manage Your Ads and Keywords

UNIT III

23 Hours

Key terms and concepts of pay per click, advertising in search, difference between search and display campaign, recent update in ads, account structure in ads, The Benefits of PPC in the Purchase Phase Set Up the Search and Content Networks, Keyword Research, Trademarks and Keywords

UNIT IV

22 Hours

Search Engine Marketing (SEM, Creating the Ad Groups, Naming the Ad Groups, Writing the Ads Competitors' Bids, The Quality Score, The Ad Rank Score, Manual Bid Management, Automated Bid Management, Creating reports for Google Ads

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Das, S. (2021). *Search engine optimization and marketing: A recipe for success in digital marketing*. CRC press.
- Zilincan, J. (2015, September). *Search engine optimization*. In *CBU International Conference Proceedings* (Vol. 3, pp. 506-510).
- Shahzad, A., Jacob, D. W., Nawi, N. M., Mahdin, H., & Saputri, M. E. (2020). *The new trend for search engine optimization, tools and techniques*. *Indonesian Journal of Electrical Engineering and Computer Science*, 18(3), 1568-1583.

List of Practical

- Analyzing the Search Engine Periodic Table: Students will explore the various elements of the search engine periodic table and write a detailed report on how each element contributes to effective SEO.
- Creating a Search Engine Heat Map: Using an eye-tracking tool, create a heatmap of a popular search engine's results page. Analyze and present the findings.
- On-Page SEO Factors Assessment: Choose a website and assess its on-page SEO factors using the IBP SEO software.
- Installation and Use of IBP SEO Software: Install the Internet Business Promoter (IBP) SEO software and create a detailed report on its features and functionality.
- Comparative Analysis of Google Ads Campaigns: Create a comparative analysis of different types of Google Ads campaigns and their effectiveness for different businesses.
- Practical Assignment - Understanding Google Ads Account Limits: Identify the limitations of Google Ads accounts and write a report on how these limits could impact a business's digital marketing strategy.
- IP Address Exclusion Exercise: Demonstrate how to exclude specific IP addresses in Google Ads and explain the benefits of this practice.
- Understanding CTR, Impressions, CPC: Analyze an existing Google Ads campaign, focusing on click-through rate (CTR), impressions, and cost-per-click (CPC). Suggest improvements based on your analysis.
- Designing a Search Ad: Design a search ad for a fictitious product or service, focusing on effective copywriting and keyword use.
- Practical Exercise - Using Google Ads Editor: Use the Google Ads Editor to manage ads and keywords for a mock campaign. Discuss the advantages of using this tool.
- Understanding Pay-Per-Click (PPC): Create a presentation explaining PPC, its benefits, and key concepts related to PPC advertising.
- Keyword Research Exercise: Use a keyword research tool to identify a list of keywords for a hypothetical business. Justify your choices.
- Creating an Ad Group: Plan and create an ad group for a hypothetical business, justifying your choices for ad group name, keywords, and ads.

- Exploring Bid Management: Compare and contrast manual and automated bid management in Google Ads. Create a presentation discussing the advantages and disadvantages of each.
- Creating Reports for Google Ads: Use Google Ads to create a performance report for a hypothetical campaign. Analyze and present the findings.

10A/C

Course Title: Online Reputation Management**Course Code: BDM204**

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours:30**

After completion of this course, the learner will be able to:

1. Understand the basic concepts of online reputation management.
2. Acquire the skill to monitoring online reputation step by step guide to overcome negative online reputation
3. Identify ways to embrace online negativity/criticism
4. Classify the types of reputational risk that exist online and the difference between an issue and a crisis

Course Content**UNIT I****9 Hours**

Online reputation and reputation management: and Difference between reputation marketing & management, discover assets that help in reputation management, Learn about various brand sentiments, Corporate reputation in the digital age. Reputation and participatory culture

UNIT II**6 Hours**

Protecting a Reputation: when it goes wrong, crisis response

UNIT III**8 Hours**

Online reputation management and reputation marketing tools: Social Media Analytics tools, publishing tools for multiple social platforms, customers' sentiments

Towards best practice reputation management

UNIT IV**7 Hours**

How online has changed the media cycle.

Managing reputation online

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Proserpio, D., & Zervas, G. (2017). *Online reputation management: Estimating the impact of management responses on consumer reviews*. *Marketing Science*,
- Dolle, R. (2014). *Online reputation management (Bachelor's thesis, University of Twente)*.
- Robertson, C. B. (2016). *Online reputation management in attorney regulation*. *Geo. J. Legal Ethics*, 29, 97.

Course Title: Business Communication for Managers

Course Code: BDM205

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours:45

After completion of this course, the learner will be able to:

1. Analyze the fundamentals of communication and use concepts in day-to-day world
2. Develop the importance of interpersonal and organizational communication skills in personal/professional life
3. Apply the appropriate written format and usage of informative business messages
4. Acquire the Competence skills in oral, written and nonverbal communication.

Course Content

UNIT I

10 Hours

Business Communication-Barriers to effective communication, basic model & communication. Theories of Interpersonal and Organizational Communication

UNIT II

12 Hours

Interpersonal Communication, Analyzing Transactions: The Units of Communication. The Language of Persuasion: Communicating in a Diverse Work Environment, Crisis Communication Strategies

UNIT III

11 Hours

The Writing Strategy– for business (e.g., applying for a loan, salary advance, refund etc.), leave application, Different styles of writing. Press Reports, drafting a CV, writing a job application and other applications, interviews,

UNIT IV

12 Hours

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct, developing reading, listening and speaking skills, group discussions, extempore speaking.

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Koneru, Arun. (2008). *Professional Communication*. Tata McGraw Hill, New Delhi
- Monippally, M.M. (2001). *Business Communication Strategies*. Tata McGraw Hill, New Delhi
- Das, Baswajit & Satpathy Ipseeta. (2007). *Business Communication and Personality Development*, ExcelBooks, New Delhi
- McGrath, E.H. (2011). *Basic Managerial Skills for All*. Prentice Hall of India, New Delhi

- *Rai, Urmila & S.M Rai. (2011). Business Communication. Himalaya Publishing House, Mumbai 1976, TataMcGraw Hill, New Delhi.*

10A/C

Course Title: Environmental Studies**Course Code: BDM206**

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours:30**

After completion of this course, the learner will be able to:

1. Acquire skills to environmental problems including energy, water, and air issues and the use of statistical methods in data analysis and argumentation.
2. Analyze the complexities of the natural environment and its relationship with ecological system.
3. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability
4. Analyze effectively about complex environmental problems and do so for both specialist and general audiences with equal facility

Course Content**UNIT I****6 Hours**

The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources. Energy resources, Land resources, Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

UNIT II**8 Hours**

Ecosystems, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Threats to biodiversity, Conservation of biodiversity: In-situ conservation of biodiversity.

UNIT III**9 Hours**

Environmental Pollution, Solid waste Management, Disaster management, Social Issues and the Environment, Environmental ethics, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Features of the 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 IV**7 Hours**

Human Population and the Environment, Family Welfare Program. 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. Field work: Visit to a local area to document environmental and 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.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Misra, S. K., & Puri, V. K. (2019). *Indian economy* (p. 174). Himalaya Publishing House.
- Kapila, U. (2019). *Understanding the problems of Indian Economy*. Academic Foundation.
- Malik, P. L. (2018). *The Industrial Law*. Easter Book.
- Schiffer, M., & Weder, B. (2018). *Firm size and the business environment: Worldwide survey results* (Vol. 43). World Bank Publications.
- Mehta, S. C., Mehta, S. S., & Aun, B. L. (2018). *The evaluation of business text books: An international perspective*. *Journal of Professional Services Marketing*, 19(2), 141-149

Course Title: Management Accounting**Course Code: BDM207**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Acquire knowledge and understanding of nature, purpose and scope of managerial information.
2. Evaluate and provide recommendations to improve the operations of organizations through the application of management accounting techniques
3. Analyze the need for a balance between financial and non- financial information in decision making, control and performance evaluation applications of management accounting
4. Apply management accounting tools for the purposes like budgetary control; pricing; cost allocation; performance evaluation.

Course Content**UNIT I****12 Hours**

Management Accounting: Nature, Objectives, Scope and Functions of Management Accounting, Utility of Management Accounting, Role of Management Accounting in decision making; Management Accounting Tools; Advantages and Limitations of Management Accounting.

UNIT II**10 Hours**

Financial Statements: Concept, Nature, Objectives, Types, Limitations of Financial Statements; Analysis and Interpretation of Financial Statements, Methods of Financial Statements Analysis- Fund Flow Analysis: Concept, Sources and Uses of Funds

UNIT III**12 Hours**

Funds Flow Statement, Applications and Managerial uses of Funds Flow Analysis, Statement of Changes in working Capital, Funds Flow Statements. Cash Flow Analysis: Indian Accounting Standard – 3, Cash Flow Statement. Comparative Statements, Common size statements, and Trend analysis

UNIT IV**11 Hours**

Ratio analysis: Classification of Ratios, Profitability ratios, Turnover ratios, Liquidity ratios, Solvency ratios; applications of ratio analysis. Calculation and interpretation of the ratios; Advantage of Ratio Analysis; Limitations of Accounting Ratios.

Transaction Mode

E- Monitoring, flipped teaching, Gamification, Role Play, Case based Teaching, Case Analysis, Dialogue, Panel Discussions, Group Discussions

Suggested Readings

- Drury, C. (2018). *Cost and management accounting*. Cengage Learning.
- Fleischman, R., & McLean, T. (2020). *Management accounting: Theory and practice*. Routledge.

- *Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, M. S. K. (2021). Principles of Management Accounting. Sultan Chand & Sons*

10A/C

Course Title: Industrial Relations**Course Code: BDM208**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Analyze the role of trade unions in the industrial setup.
2. Study the important causes & impact of industrial disputes.
3. Elaborate industrial dispute settlement procedures.
4. Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations

Course Content**UNIT I****10 Hours**

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno- economic profile, Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations. Worker participation in Management- forms and level

UNIT II**12 Hours**

ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Role and objectives of ILO. Prevention and settlement of disputes. Trade union finances and funds. Privileges of registered trade union.

UNIT III**13 Hours**

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management.

UNIT IV**10 Hours**

Importance and Features: The Trade unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951, Importance and Features: Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
- Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). *Industrial Relations*,

Trade Unions and Labour Legislation. Pearson Education India.

- Venkataratnam, C. S., & Verma, A. (Eds.). (1997). *Challenge of change: Industrial relations in Indian industry. Allied Publishers.*
- Venkataratnam, C.S. *Industrial Relations. Oxford University Press, New Delhi*
- Dutta, S.K. *Guide to Disciplinary Action. Tata McGraw Hill, New Delhi*

10A/C

Semester-III**Course Title: Production & Operations****Management****Course Code: BDM301**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Apply the concept of materials flow, replenishment with reference to operations.
2. Acquire the skills to eliminate wastage of time, labor and money through inventory management.
3. Analyze the Network Design and Logistics Management of a firm.
4. Evaluate capacity planning, inventory management and supply chain management in decision making.

Course Content**UNIT I****13 Hours**

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout.

UNIT II**17 Hours**

Capacity planning. Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification.

UNIT III**13 Hours**

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.

UNIT IV**17 Hours**

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: JIT, computer aided manufacturing, TQM and ISO quality systems. Emerging concepts of operational management: flow charts, PERT, CPM, Location, Layout

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2019). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). *Production and Operations Management*. Prentice Hall India

- *Stevenson, J. William. (2018). Operation Management. McGraw Hill Education*
- *Chary, S. N. (2018). Production and operations management. McGraw Hill Education.*

10A/C

Course Title: Organizational Behaviour**Course Code: BDM302**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Analyze the different forms of organizations, their features and relevance in a business context
2. Develop the professional skills to handle the business effectively and efficiently.
3. Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
4. Develop the leadership skills and motivational spirit for teamwork.

Course Content**UNIT I****16 Hours**

Organizational behavior: OB and its relevance in today's business environment. Individual behavior in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

UNIT II**18 Hours**

Learning and its theories, behavior modification, attitudes, personality; self-concept, self-esteem, major determinants of personality. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

UNIT III**12 Hours**

Group behavior in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

UNIT IV**14 Hours**

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid. Inter- personal behavior in organization: Transactional analysis, Management conflict, Stress management.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organisational Behaviour*. Himalaya Publishing House

Course Title: Training and Development for Managerial Effectiveness

Course Code: BDM303

L	T	P	Cr.
1	0	0	01

Learning Outcomes

Total Hours:15

After completion of this course, the learner will be able to:

1. Analyze the benefits of training to work in the corporate world.
2. Evaluate and describe learning styles.
3. Familiarize with various activities and tasks associated with work specialization
4. Analyze and apply the technicalities related to training contexts

Course Content

UNIT I

5 Hours

Training – concept, and rationale; Training process, Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping.

UNIT II

4 Hours

Designing the training program: process of learning in training program – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules

UNIT III

3 Hours

Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; Inspirational techniques – brainstorming, mind mapping, creative problem solving

UNIT IV

3 Hours

Emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, knowledge management.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Agochiya, D. (2019). *Every trainer's handbook*. Sage Publications India.
- Sahu, R. K. (2019). *Training for development*. Excel Books India.
- Goldstein. (2017). *Training in Organization*. Thomson Learning, Bombay
- Rao, P. L. (2021). *Enriching human capital through training and development*. Excel Books India

Course Title: Social Media Marketing**Course Code: BDM304**

L	T	P	Cr.
1	0	4	03

Learning Outcomes**Total Hours:75**

After completion of this course, the learner will be able to:

1. Identify the major social media marketing portals that can be used to promote a company, brand, product, service or person.
2. Evaluate a company's current situation, isolate social media issues and provide solutions by identifying appropriate social media marketing portals to influence consumer and improve the company's reputation.
3. Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.
4. Design effective social media marketing strategies for various types of industries and businesses.

Course Content**UNIT I****20 Hours**

Social Media Marketing (SMM): Introduction, Key terms and concepts, Social media channels & Social networks. Face book Marketing, Content creation, Location and social media, Rules of engagement, Creating Business Page

UNIT II**17 Hours**

Advantages and challenges, Facebook Marketing Strategies for Fan Page, Introduction to Fan Page Marketing Strategies. All Connections, Invite Potential Followers, Distributer Pages Competitions: Rules & Steps

UNIT III**18 Hours**

Facebook Inner Marketing Strategies structure, Psychology of Facebook Ads & Promotions: Targeted Customers. Facebook Retargeting, Introduction to Retargeting Class Demo and Practical Session, Create Pixel, Pixel Installation, Pixel Status & Checker, And Pixel Custom Audience. Lookalike & Custom Audience, Conversion Ad & Custom Conversion, Start Retargeting.

UNIT IV**20 Hours**

Instagram Marketing Introduction Instagram Marketing Overview, Basics of Instagram, Advantages of Using Instagram, LinkedIn Marketing Introduction to LinkedIn, business needs importance role of LinkedIn in business

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Evans, D., Bratton, S., & McKee, J. (2021). *Social media marketing*. AG Printing & Publishing.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage.
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). *Social media marketing and advertising*. The Marketing Review.

Course Title: Total Quality Management**Course Code: BDM305**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Understand the concepts and principal of Total Quality Management.
2. Analyze and apply TQM tools and techniques
3. Develop skills for quality leadership and teamwork
4. Apply TQM principles in organizational contexts

Course Contents**Unit-I****12 Hours**

Quality concepts and stakeholder concerns for building and construction; Evolution of modern concept of Quality management process approach; Quality assurance & control, Quality management system and ISO 9000:2000 requirements; Need for ISO 9000 – ISO 9001-2008

Unit-II**11 Hours**

Quality System – Elements, Documentation, Quality Circles. Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors and ISO 22000. Quality system standards for construction elements; Inspections & tests; Quality management tools; Practical aspects of quality control of building projects. Good practices and managerial responsibilities.

Unit-III**10 Hours**

New quality management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types. Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork

Unit-IV**12 Hours**

Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating. TQM Framework – Contributions of Deming, Juran and Crosby, Barriers to TQM

Transactional Mode:

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

Suggested Readings

- Kapferer, J. N. (2018). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.
- Kapferer, J. N. (2019). *Strategic brand management: new approaches to creating and evaluating brand equity*. Simon and Schuster.
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice*. Routledge.
- Varley, R. (2017). *Retail product management: buying and merchandising*. Routledge.

- *Majumdar, R. (2017). Product management in India. PHI Learning Pvt. Ltd.*

10A/C

Course Title: Export-Import Procedures, Documentation

Course Code: BDM306

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours:45

After completion of this course, the learner will be able to:

1. Understand the policy, procedures and documentation relating to foreign trade operations.
2. Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
3. Evaluate concept in custom clearance concepts with functioning of global trade.
4. Analyze diversity and multicultural perspectives when making business decisions

Course Content

UNIT I

13 Hours

Documentation Framework, Exim Documentation. International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement. Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP). Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

UNIT II

12 Hours

Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures. Role of Clearing and Forward Agents; Excise Clearance of cargo. Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo. Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT III

10 Hours

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives. Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System, Freight, and Structure.

UNIT IV

10 Hours

Containerization and other developments, International Agreements and Conferences on Sea Transport. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation. Air Transport: International setup, Freight structure.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Bra storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- *Johnson, T. E., & Bade, D. (2021). Export/import procedures and documentation. Amacom.*
- *Bade, D. (2015). Export/import procedures and documentation. Amacom.*
- *Weiss, K. D. (2017). Building an import/export business. John Wiley & Sons.*

10A/C

Course Title: Auditing**Course Code: BDM307**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Understand the role and importance of corporate auditing in ensuring transparency, reliability, and integrity of financial reporting.
2. Explain the professional standards, ethics, and regulations governing the practice of auditing.
3. Apply the fundamental concepts and principles of auditing to assess and evaluate internal controls and financial statements.
4. Develop skills in risk assessment and apply appropriate audit procedures to identify and address areas of potential risk.

Course Content**UNIT I****13 Hours**

Auditing: Role and objectives of auditing, Regulatory and professional frameworks for auditing, Professional ethics and auditor independence. Auditing Standards and Practices, Generally Accepted Auditing Standards (GAAS), International Standards on Auditing (ISAs), Auditing guidelines and procedures

UNIT II**12 Hours**

Audit Planning and Risk Assessment, Understanding the audit engagement process. Assessing audit risk and materiality, Audit planning and documentation, Internal Control Evaluation and Testing, assessing control risk and designing tests of controls, Evaluating the effectiveness of internal controls

UNIT III**10 Hours**

Audit Evidence and Sampling Techniques, Nature and types of audit evidence, Sampling methods and techniques, Professional Judgment and Ethical Considerations

UNIT IV**10 Hours**

Emerging Trends and Challenges in Auditing, Auditing in a global and digital environment, Auditing in the era of big data and data analytics. Current issues in corporate governance and audit regulation, Case Studies and Practical Exercises

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- Arens, A. A., Elder, R. J., Beasley, M. S., & Spletstoeser- Hogeterp, I. (2018). *Auditing: The Art and Science of Assurance Engagements (15th ed.)*. Pearson.
- Louwers, T. J., Ramsay, R. J., Sinason, D. H., Strawser, J. R., & Thibodeau, J. C. (2018). *Auditing & Assurance Services: A Systematic*

Approach (11th ed.). McGraw-Hill.

- Cascarino, R. (2016). *Internal Audit: Efficiency Through Automation (2nd ed.). Wiley.*
- Turley, S., & Zaman, M. (2007). *Corporate Governance: A Synthesis of Theory, Research, and Practice. Wiley.*

IOAC

Course Title: Cost Accounting**Course Code: BDM308**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours:45**

After completion of this course, the learner will be able to:

1. Understand the several cost concepts involved in business
2. Acquire conceptual knowledge of cost accounting and elements of cost.
3. Analyze the importance of material issues and its pricing
4. Apply the methods implicated in cost for a better industrial performance

Course Content**UNIT I****13 Hours**

Nature and Scope of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting, Classification of Costs. Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.

UNIT II**12 Hours**

Labour: Components of Labour Cost. Concept, Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover.

UNIT III**10 Hours**

Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate.

UNIT IV**10 Hours**

Preparation of Cost Sheet, Operation Costing, Service Costing. Cost Ledger Accounting, Reconciliation of Cost and Financial Accounts. Activity-based costing – steps in designing an activity-based costing (ABC) system

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- Drury, C. M. (2013). *Management and cost accounting*. Springer.
- Maher, M., & Deakin, E. B. (1994). *Cost accounting*. Boston: Irwin.
- Horngren, C. T., Datar, S. M., Foster, G., Rajan, M. V., & Ittner, C. (2009). *Cost accounting: a managerial emphasis*. Pearson Education India.
- Vanderbeck, E. J. (2012). *Principles of cost accounting*. Cengage Learning.

Course Title: Business Ethics and Corporate Social Responsibility

Course Code: BDM309

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours:30

After completion of this course, the learner will be able to:

1. Understand the importance of ethics and corporate governance in the day-to-day working of organizations
2. Appraise the need for ethics in business and identify the issues involved in Business Ethics
3. Critically examine the importance of the ethical dimension in workplace decision making
4. Analyze and understand various ethical philosophies to explain how they contribute to current management practices.

Course Content

UNIT I

7 Hours

Characteristics of Ethical Organization, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection. Issues involved in Business Ethics, Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading

UNIT II

8 Hours

Rating Agencies, Whistle Blowing, Corporate Governance Reforms; Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

UNIT III

8 Hours

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbury Committee (UK), 1995, Importance and Features: Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, Smith Report, 2003 (UK).

UNIT IV

7 Hours

Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- Murthy, K. B. (2009). *Politics, Ethics and social responsibility of business*. Pearson Education India.
- Sharma, J. P. (2013). *Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals)*. Ane Books Pvt.

- Tricker, R. B., & Tricker, R. I. (2015). *Corporate governance: Principles, policies, and practices*. Oxford University Press, USA.
- Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). *The Oxford handbook of corporate social responsibility*. OUP Oxford.

L	T	P	Cr.
4	0	0	04

10A/C

Semester-IV**Course Title: Business Laws****Course Code: BDM401****Learning Outcomes****Total Hours:60**

After completion of this course, the learner will be able to:

1. Acquire apprehension about the regulatory framework of various business laws
2. Apply the business laws to ensure smooth functioning of the organizations.
3. Acquire and exhibit an understanding of Law of Partnership and Law of Contract.
4. Acquire and exhibit an understanding of Law of Sale of Goods and Negotiable Instruments Act.

Course Content**UNIT I****13 Hours**

Business Law: Nature, scope, and significance of business law. Contract Law: Essential elements of a contract and its Types. Offer and Acceptance. Consideration.

UNIT II**13 Hours**

Free consent and capacity of parties. Legality of Object. Performance and discharge of contract. Remedies for breach of contract. Contract of Bailment. Concept of Agency and various types of mercantile agents.

UNIT III**17 Hours**

Law of Partnership: nature of partnership, rights and duties of a partner. Dissolution of a partnership. Law of Sale of Goods: essentials for contract of sale. Conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial measures.

UNIT IV**17 Hours**

Negotiable Instruments Act: negotiable instrument. Promissory note, bill of exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability. Dishonor of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque. Hundies. The Consumer Protection Act 1986: Features, Grievance redressed machinery.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- Kapoor, N.D. (2019). *Business Law*. Sultan Chand & Sons, New Delhi
- Kapoor, N.D., (2018). *Elements of Business Law*. Sultan Chand & Sons (P) Ltd.
- Sharma, Mukesh. Chawla, K.C. & Sareen, V.K. (2018). *Mercantile Law*. Kalyani Publishers
- Kuchhal, M.C. & Kuchhal Vivek. (2018). *Business Law*. Sultan Chand &

Sons (P) Ltd. India.

- *Bulchandani, K.R. (2018). Business Law. Himalaya Publishing House, India.*
- *Chawla, Garg, and Sareen. (2019). Mercantile Law.7th Ed. Kalyani Publisher*

10A/C

Course Title: Financial Management**Course Code: BDM402**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Understand the objectives of financial management and sources of finance.
2. Acquire the pattern of fund requirement and associated risk through financial planning.
3. Apply the concept of cost of capital to determine the cost of various sources of finance.
4. Evaluate various theories of dividend and capital structure to allocate funds to the most attractive investment opportunity.

Course Content**UNIT I****16 Hours**

Financial Management: Scope, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions.

Profit Maximization vs. Wealth Maximization, Time Value of Money. Sources of Finance.

UNIT II**14 Hours**

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay back period; rate of return method; Net Present value method

Internal rate of return method ; Profitability index method.

UNIT III**14 Hours**

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares. Cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates.

UNIT IV**16 Hours**

Capital Structure: Significance and Approaches, NI approach; NOI approach; MM approach ; Traditional approach.

Dividend Decision: Scope, types, and Approaches.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Pandey, IM. (2018). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2019). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (2020). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y& Jain, PK (2019). *Financial Management and Policy*. Tata

McGraw-Hill Company Ltd, New Delhi

- *James, Van Horn & Dhamija, Sanjay. (2018). Financial Management and Policy. Pearson Education India*

10A/C

Course Title: Web Analytics**Course Code: BDM403**

L	T	P	Cr.
2	0	4	04

Learning Outcomes**Total Hours:90**

After completion of this course, the learner will be able to:

1. Understand the role of web analytics within the digital marketing landscape
2. Analysis effectively use insights to support website design decisions, campaign optimization, search analytics, etc
3. Comprehend analytical methods to transform social media data into marketing insights
4. Identify, define and interpret commonly used web metrics and KPIs

Course Content**UNIT I****22 Hours**

Introduction, Basic Analytics, Analytics and AWStats, AWStats Dashboard, Summary, Days and Hours, Countries, Visits Duration, Pages-URL, Operating Systems and Browsers, key Words and Key Phrases

UNIT II**23 Hours**

Analytics Settings, Website Profiles, Adding a Profile, Checking Status, Editing a Profile, Deleting Profile, Access Management, Adding a User, Setting User, Permissions, Deleting a User

UNIT III**22 Hours**

Web Metrics: Common metrics: Hits, Page views, Visits, Unique visitors, unique page views, Bounce, Bounce rate, Page/visit, Average time on site, new visits. Optimization (e-commerce, non-e-commerce sites): Improving bounce rates, Optimizing adwords campaigns; Real time report, Audience report, Traffic source report, Custom campaigns, Content report

UNIT IV**23 Hours**

1. Google analytics, Introduction to KPI, characteristics, Need for KPI, Perspective of KPI, Uses of KPI.
2. Internet & TCP/IP, Client / Server Computing, HTTP (Hyper Text Transfer Protocol), Server Log Files & Cookies, Web Bugs

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Clifton, B. (2010). *Advanced web metrics mit Google Analytics: Praxis-Handbuch*. MITP-Verlags GmbH & Co. KG.
- Kaushik, A. (2009). *Web analytics 2.0: The art of online accountability and science of customer centricity*. John Wiley & Sons.
- Sterne, J. (2003). *Web metrics: Proven methods for measuring web site success*. John Wiley & Sons.

List of Practical

- Introduction to Basic Analytics: Create a presentation on basic web analytics, including an explanation of key terms and their significance.

- Navigating AWStats Dashboard: Use the AWStats platform to analyze a website's traffic and performance. Write a report discussing the findings.
- Understanding AWStats Metrics: Choose several metrics tracked by AWStats, such as Visits Duration, Pages-URL, and Key Words, and prepare a presentation explaining each one.
- Creating Website Profiles: Using an analytics platform, create profiles for a fictitious website and report on the process.
- Managing User Access: Demonstrate how to add, set permissions for, and delete users in an analytics platform. Discuss the potential implications of each action.
- Understanding Common Web Metrics: Write a detailed report explaining common web metrics like Hits, Page Views, Unique Visitors, Bounce Rate, and Average Time on Site.
- Improving Bounce Rates: Analyze the bounce rates of a real or fictitious website and create a strategy to improve these rates.
- Optimizing Adwords Campaigns: Run a mock AdWords campaign for a fictitious business. Use analytics to optimize the campaign and report on the changes made and their effects.
- Analyzing Google Analytics Reports: Use Google Analytics to generate and analyze real-time, audience, traffic source, and content reports for a fictitious website.
- Introduction to KPIs: Create a presentation explaining what Key Performance Indicators (KPIs) are, their characteristics, their importance, and how they're used in web analytics.
- Exploring Internet Protocols: Write a report on TCP/IP and HTTP, explaining how they work and their role in web analytics.
- Understanding Server Log Files: Investigate the information that server log files provide and create a presentation on how this information can be used in web analytics.
- Working with Cookies: Conduct a practical exercise on how cookies are used to track website visitors and generate user data.
- Identifying Web Bugs: Identify the use of web bugs (also known as pixel tags) on several websites. Write a report on how they're used for tracking and analytics purposes.
- Creating Custom Campaigns: Using Google Analytics, create a custom campaign for a fictitious business. Analyze the results and make recommendations for improvements.

Course Title: Advance Social Media Marketing**Course Code: BDM404**

L	T	P	Cr.
1	0	4	03

Learning Outcomes**Total Hours:75**

After completion of this course, the learner will be able to:

1. Identify the major social media marketing portals that can be used to promote a company, brand, product, service or person.
2. Develop creative strategies to build brands through the use of social media.
3. Design engaging social content using emerging tools and technologies.
4. Create effective social media marketing strategies for various types of industries and businesses.

Course Content**UNIT I****18 Hours**

LinkedIn Marketing -Paid Advertising, Targeting, New Audience Targeting, Bid Strategy, Campaign Manager, Sponsored Groups and Display Ads. Measure the Impact and Optimize, Unlock the Power of LinkedIn's Partner Program and Reporting

UNIT II**20 Hours**

Twitter Marketing - The Followers, Components of Twitter, Considerations to Follow Others on Twitter & Image & Video Posts; Twitter Marketing - Sharing Images on Twitter, Tagging People in Twitter, Twitter Video Posts, Sharing Videos on Twitter & Recording a Video on Twitter

UNIT III**18 Hours**

Twitter Marketing - Twitter Marketing - Account and Profile, creating a Twitter Account, Tips on Selecting a Username, Twitter Account Profile & Twitter Account Profile Elements Twitter Marketing Twitter Marketing. Twitter Marketing - The Followers, Components of Twitter, Considerations to Follow Others on Twitter & Image & Video Posts; Twitter Marketing - Sharing Images on Twitter, Tagging People in Twitter, Twitter Video Posts, Sharing Videos on Twitter & Recording a Video on Twitter

UNIT IV**19 Hours**

Twitter Marketing-Hashtags, Considerations of Using Hashtags in Twitter, Types of Twitter Hashtags & Twitter Marketing Retweets. Twitter Marketing- Useful Features, URL Shorteners In Twitter, Posting Links in a Tweet & Implementing Twitter Cards /Presentation. YouTube Marketing In introduction, Creating an Account and The YouTube Advantage; YouTube Marketing Create Creative Video, Creating a Channel, Channel Description Box and Setup Channel Background; YouTube Marketing Channel Branding, Thumbnails, Create Video Playlists & Video Sharing Unlisted and Private Videos

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based

learning, Group discussion, Active participation

Suggested Readings

- Evans, D., Bratton, S., & McKee, J. (2021). *Social media marketing*. AG Printing & Publishing.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage.
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). *Social media marketing and advertising*. *The Marketing Review*.

List of Practical

- LinkedIn Paid Advertising: Set up a mock paid advertising campaign on LinkedIn, detailing each step including targeting, bid strategy, and campaign management.
- Measuring Impact on LinkedIn: After running a mock LinkedIn campaign, analyze the results and prepare a report outlining the impacts and potential optimizations.
- Utilizing LinkedIn's Partner Program: Research LinkedIn's Partner Program and create a presentation explaining its benefits and how to use it.
- Gaining Followers on Twitter: Develop a strategy to increase followers on a hypothetical Twitter account, and discuss the potential impacts of this increase.
- Creating a Twitter Account: Create a Twitter account for a fictitious business, taking into account tips for selecting a username and creating a compelling profile.
- Sharing Images and Videos on Twitter: Share images and videos on a mock Twitter account and discuss how these types of content can be used in a marketing strategy.
- Twitter Hashtag Usage: Create a Twitter post for a fictitious business that uses hashtags effectively. Analyze the potential reach and impact of the post.
- Implementing Twitter Cards: Set up and implement Twitter Cards for a fictitious website. Write a report on the process and benefits.
- Creating a YouTube Account: Set up a YouTube account for a fictitious business, ensuring all necessary information is filled out and optimized for search.
- Creating a YouTube Channel: Develop a YouTube channel for a fictitious business, focusing on channel description, branding, and setup.
- Creating YouTube Video Playlists: Create a playlist of relevant videos for a fictitious YouTube channel. Discuss the benefits of using playlists as a part of YouTube marketing strategy.
- YouTube Video Sharing: Demonstrate how to share unlisted and private videos on YouTube, discussing the use cases for each.
- Using Twitter's URL Shorteners: Create a report discussing the importance and use of URL shorteners in Twitter marketing.

- Creating YouTube Thumbnails: Create thumbnails for hypothetical YouTube videos, discussing why each thumbnail is effective and how it could help increase views.
- Tagging People on Twitter: Demonstrate the process of tagging people in Twitter posts and discuss how this can be utilized to increase reach and engagement.

10A1C

Course Title: E-Commerce**Course Code: BDM405**

L	T	P	Cr.
2	0	0	02

Learning Outcomes**Total Hours:30**

After completion of this course, the learner will be able to:

1. Analyze the impact of E-commerce on business or entrepreneurship models and strategy
2. Describe the key features of the Internet, Intranets and Extranets and explain how they relate to each other
3. Discuss legal issues and privacy in E-Commerce
4. Ability to Assess electronic payment systems

Course Content**UNIT I****7 Hours**

Electronic Commerce Framework—History, Basics and Tools of e-Commerce Comparison of Web-based Business with land-based business; Growth of e-Commerce. Present and potential, Electronic Commerce Environment, Electronic Data Interchange, Digital Signatures, Cryptography, Interoperability and inter-compatibility

UNIT II**8 Hours**

Consumer and Business Electronic Commerce—Consumer and Business Oriented Applications; Prospects and Concerns of Business-to-Consumer and Business-to-Business

UNIT III**7 Hours**

Transactions; Retailing Vs. E-Mailing. Electronic. Payment Systems—Introduction and Types. Consumer Protection, Privacy and Security, Inhibitors of e-Commerce. The legal and policy environment of e-Commerce, Anatomy of e-Commerce Applications; Consumer and Organizational applications.

UNIT IV**8 Hours**

Internet marketing—Traditional marketing Vs. Internet marketing, Impact of Internet marketing on pricing, distribution, Advertising and branding. Changing Structure of Organizations—Traditional vs. Virtual, The impact of e-Commerce of various business sectors. Socio-Economic Impacts of e-commerce; Recent Trends and Opportunities in e-Commerce.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Laudon, K. C., & Traver, C. G. (2013). *E-commerce*. Boston, MA: Pearson.
- King, D. N., & King, D. N. (2004). *Introduction to e-commerce*. Prentice Hall.
- Rayport, J. F., & Jaworski, B. J. (2004). *Introduction to e-commerce*. McGraw-Hill Irwin MarketspaceU.
- Bajaj, K. K., Nag, D., & Bajaj, K. K. (2005). *E-commerce*. Tata McGraw-Hill Education.
- Qin, Z., & Qin, Z. (2009). *Introduction to E-commerce (Vol. 2009)*. New York NY: Springer.

L	T	P	Cr.
3	0	0	03

Course Title: Corporate Strategy**Course Code: BDM406****Learning Outcomes****Total Hours:45**

After completion of this course, the learner will be able to:

1. Acquire the knowledge of Strategic research - identifying, gathering, and verifying
2. Develop expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses within the organization (i.e., perform a situation/SWOT analysis).
3. Develop aptitude of recommending specific, detailed courses of action relative to stated facts exhibiting strategic management knowledge and judgment.
4. Understand the importance of ethical principles and organizational values (i.e., organizational culture) within the context of making socially responsible management choices.

Course Content**UNIT I****11 Hours**

Strategic management: introduction, nature; scope, need, strategic decision making, Mission; objectives: need for explicit mission, components of mission statement, formulation of mission; objectives and their specificity.

UNIT II**12 Hours**

Scanning the environment: external; internal environment scanning, Techniques of environment, scanning- SWOT, ETOP, PEST, QUEST. Industry analysis: Porter's five forces model, BCG matrix, GE 9 cell matrix, Hofer's model

UNIT III**12 Hours**

Internal analysis: value chain analysis. Strategy formulation; choice: Porter's Generic strategy alternatives; Corporate level strategies-stability, expansion, retrenchment, combination. Strategy variations

UNIT IV**10 Hours**

Social responsibility of business: Implementation; Control: Behavioral aspects. Strategy evaluation; control- concept, techniques of strategic evaluation and control.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Jouch & Gluick, "Strategic Management & Business Policy", McGraw hill 3/e
- Wheelen & Hunger, "Strategic Management & Business Policy", (Pearson education 8/e) Pearce

- & Robinson: *Strategic Management* AITBS
- Azhar Kazmi, *“Business Policy”*, Tata McGraw Hill
- *Reference Books:*
- *Business Strategy: Managing Uncertainty, Opportunity, and Enterprise* by J.C. Spender
- *“Strategic Management Concepts”* by Robert E Hoskisson and Michael A Hitt.

10A1C

Course Title: Global Human Resource Management
Course Code: BDM407

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours:45

After completion of this course, the learner will be able to:

1. Analyze the HR implications of organizational strategies.
2. Apply the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
3. Compare the Western and Eastern management thoughts in the Indian context.
4. Acquire positive attitude and skills that create productive managerial leaders.

Course Contents

Unit-I

12 Hours

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations.

Unit-II

13 Hours

Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-III

10 Hours

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making, Sources of cross culture HR. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context.

Unit-IV

10 Hours

Compensation: Objectives of International compensation, Key components of an international compensation program, Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Sparrow, P., Brewster, C., & Harris, H. (2020). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2019). *International human resource management: Policies and practices for multinational enterprises*.

Routledge.

- Rao, P. L. (2018). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2017). *International human resource management*. Sage.

10A/C

Semester-V**Course Title: Project Management****Course Code: BDM501**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Study the effective organizational leadership & skills for managing projects, teams & stakeholders. Recognize & seize diverse opportunities for financial gains.
2. Analyze the personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas.
3. Examine the systematic process to select and screen a business idea write a business plan.
4. Evaluate the concepts related to entrepreneurship such as entrepreneur, functions, development programs, motivation; rural and small-scale enterprise.

Course Contents**Unit-I****13 Hours**

Objectives of Project Management- Importance of Project Management- Types of Projects Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility Steps in feasibility study.

Unit-II**17 Hours**

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource Allocation.

Unit-III**14 Hours**

Setting a base line- Project management Information System – Indices to monitor progress. Importance of Contracts in projects- Teamwork in Project Management -Attributes of a good project team – Formation of effective teams – stages of team formation.

Unit-IV**16 Hours**

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports Guidelines for closeout reports. E-markets and their role in Project management- Risk management Environmental Impact Assessment. Case studies in Project management.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Chandra, P. (2018). *Projects: Preparation, Appraisal, Budgeting and Implementation*. Tata McGraw, New Delhi
- Desai, V. (2018). *Project Management and Entrepreneurship*. Himalaya

Publishing House.

- *Fyffe, D. S. (2019). Project Feasibility Analysis. John Wiley and Sons.*

10A/C

Course Title: Financial Services and Markets**Course Code: BDM502**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Acquire the expertise to measure risk, return and explain the trade-offs between risk and return.
2. Apply the concepts of code of conduct and self-regulation in entrepreneurial business of merchant banking.
3. Evaluate the regulatory environment of financial services.
4. Acquire the apprehension of underwriting, credit rating and mutual funds.

Course Content**UNIT I****16 Hours**

Financial Services Nature & types; Regulatory Environment of Financial Services; Marketing of Financial Services, Merchant Banking: Role, Services provided by merchant banks, SEBI Regulations, Recent Developments, Code of Conduct, Self-regulation (AMBI) by merchant banks. An overview of Financial Markets in India. Money Market: Indian Money Market's composition and structure; Acceptance Houses, Discount Houses, and Call Money Market; Recent trends in India Money Market.

UNIT II**14 Hours**

Underwriting: Concept, Registration, SEBI guidelines, Recent Developments. Credit Rating: Significance, Types, Rating Methodology, Drawbacks, and SEBI regulations for credit rating, Credit Rating Agencies in India: CRISIL, ICRA & CARE lease financing: Types and basis, present scenario in India. Capital Market: Security Market (a) New issue market, (b) Secondary market; Functions and role of Stock Exchange; Listing procedure and legal requirements. Stock Exchange- National Stock Exchange and Bombay Stock Exchange.

UNIT III**14 Hours**

Mutual Funds: types, Risks involved in Mutual Funds, Registration of Mutual Funds, Trustees, Asset Management. Housing Finance: types, procedure for loan disbursement, housing finance market in India, Companies and custodian, Regulation of Mutual Funds: SEBI guidelines, Recent Developments, Marketing of Mutual Funds in India. Venture Capital: Characteristics, SEBI Guidelines, Venture Capital Funds in India; factoring: characteristics & forms.

UNIT IV**16 Hours**

Factoring in India, forfeiting: Concept, sequence of operations in forfeiting, in India. Consumer Finance: growth & present scenario in India. Call money market: participation, location, volume of call loans, call rates, recent developments. Treasury bill market, Commercial Bill market - bills of

exchange. Depository: Concept, depository participants, functioning of depository systems, Demat, Remat, process of switching over to depository systems, benefits, depository systems in India.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation, Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case Analysis, Panel Discussions, Group Discussions, Brain storming, Mentor Mentee, Quiz, Open talk

Suggested Readings

- *Eugene F. Brigham, Michael C. Ehrhardt (2015) Financial Management: Theory & Practice (15th Edition). Cengage Publications. New Dehli*
- *Saunders Anthony & Cornett Marcia Million. (2019). Financial Markets and Institution 3rd Edition s. Tata McGraw-Hill Education Private Limited.*
- *Bhole L.M. (2019). Financial Institutions and Markets. Tata McGraw-Hill Publishing Company Limited.*
- *Srivastava R.M. 2018. Management of Indian Financial Institutions. Himalaya Publishing House. Mumbai.*
- *Khan M.Y. 2017. Indian Financial System. 5th Edition. Tata McGraw-Hill Publishing Company Limited, New Delhi.*

Course Title: Institutional Training/Internship (4 Weeks)

Course Code: BDM503

L	T	P	Cr.
-	-	-	4

Learning Outcomes

After completion of this course, the learner will be able to:

1. Gain practical industry experience and apply theoretical knowledge in a real-world setting.
2. Develop professional skills and work ethic through hands-on experience and exposure to professional work environments.
3. Enhance problem-solving and decision-making abilities by tackling real-world challenges and projects.
4. Build a professional network and establish connections with industry professionals for future career opportunities.

Course Content

Student will undergo a summer internship for 4 weeks. This program aims to provide students with practical industrial training opportunities while fostering community linking and social responsibility. Students will engage in hands-on work experiences within community-focused organizations, applying their skills and knowledge to address community needs and contribute to sustainable development. Through reflection and critical analysis, students will develop a deep understanding of community linking, social impact, and ethical considerations.

Transaction Mode

Peer Demonstration, Field Visit, Role Play.

Evaluation Criteria

- A. First Week Attendance and Report taken from industry where internee joins: 10 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 10 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 10 Marks
- D. Fourth Week Attendance and Report taken from industry where internee joins: 10 Marks
- E. Internship completion certificate duly stamped and signed from industry where internee joins: 10 Marks
- F. Viva Voce (Department will held it with one external expert): 20 Marks
- G. Submission of Training report: 10 Marks

Course Title: Mobile Marketing**Course Code: BDM504**

L	T	P	Cr.
1	0	4	03

Learning Outcomes**Total Hours:75**

After completion of this course, the learner will be able to:

1. Comprehend the fundamental principles and concepts of mobile marketing.
2. Understand the significance and scope of Mobile Marketing
3. Identify various methods for locating mobile users
4. Analyze the key policies, guidelines, and/or organizations in the mobile marketing industry.

Course Content**UNIT I****20 Hours**

Mobile marketing: Introduction, concepts, the role of mobile in personal communication, mobile messaging channels, location and mobile. Understanding Mobile Devices, Core Product and Service Offerings Careers in Mobile Marketing Mobile Marketing Opportunities

UNIT II**20 Hours**

Mobile Advertising and Search: Mobile Advertising, Mobile Marketing and Search Programmatic Ad Buying, Mobile marketing technology & reach anywhere anytime access and advertisements

UNIT III**18 Hours**

Marketing strategy, mobile marketing police, SMS campaigns, benefits of SMS campaign, Mobile Marketing and social media Mobile and Social Media Content Marketing for Mobile Facebook Advertising for Mobile

UNIT IV**17 Hours**

Mobile website marketing, M-commerce, Mobile Marketing Rules and Regulations Mobile Campaign Compliance, Location and Mobile Marketing Location-Based Services

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Hua, H. (2019). *Mobile marketing management: Case studies from successful practices*. CRC Press.
- Mittal, S., & Kumar, V. (2020). *A framework for ethical mobile marketing*. *International Journal of Technoethics (IJT)*
- Rowles, D. (2017). *Mobile marketing: how mobile technology is revolutionizing marketing, communications and advertising*. Kogan Page Publishers.
- Michael, A., & Salter, B. (2006). *Mobile marketing*. Routledge.

List of Practical

- Understanding Mobile Devices: Analyze various mobile devices and their usage, identifying how their characteristics could influence a mobile marketing strategy.
- Exploring Careers in Mobile Marketing: Research and prepare a report on potential career paths in mobile marketing, highlighting the necessary skills and qualifications.
- Exploring Mobile Advertising: Set up a mock mobile advertising campaign. Write a report detailing each step and the reasoning behind the choices made.
- Programmatic Ad Buying: Research and explain the concept of programmatic ad buying in the context of mobile marketing.
- Understanding Mobile Marketing Technology: Explore the technologies involved in mobile marketing. Prepare a presentation explaining each technology and its role in mobile marketing.
- Developing a Mobile Marketing Strategy: Develop a mobile marketing strategy for a hypothetical business. Discuss the benefits and potential challenges.
- Setting Up SMS Campaigns: Set up a mock SMS campaign for a hypothetical company. Discuss the benefits and drawbacks of SMS campaigns.
- Exploring Mobile and Social Media: Research and explain how mobile marketing can be integrated with social media marketing.
- Facebook Advertising for Mobile: Set up a mock Facebook mobile advertising campaign. Write a report detailing the process and results.
- Understanding Mobile Website Marketing: Analyze a mobile website and identify ways it could be optimized for mobile marketing.
- Exploring M-Commerce: Research the concept of M-Commerce. Write a report explaining how it works and its potential impact on mobile marketing.
- Learning Mobile Marketing Rules and Regulations: Research and summarize the main rules and regulations that govern mobile marketing.
- Exploring Location-Based Services: Research and discuss various location-based services and how they can be utilized in a mobile marketing strategy.
- Mobile Campaign Compliance: Analyze a mobile marketing campaign to check for compliance with rules and regulations.
- Understanding the Impact of Location on Mobile Marketing: Discuss the role of location in mobile marketing, and how location-based targeting can influence a mobile marketing strategy.

Course Title: Email Marketing**Course Code: BDM505**

L	T	P	Cr.
1	0	4	03

Learning Outcomes**Total Hours:75**

After completion of this course, the learner will be able to:

1. Understand customer lifecycle marketing in relation to email marketing
2. Understand the concept of current CRM, email marketing, and marketing automation platforms
3. Evaluate email marketing performance metrics and recommend improvements to email marketing strategy and action plans based on evaluation outcomes
4. Apply techniques to minimize unsubscribe and maintain a healthy subscriber base

Course Content**UNIT I****20 Hours**

E-mail Marketing: introduction to email marketing, Key term and concepts, Email Software and tools. Email strategy and planning advantage and challenges, solving the spam problem, rich media e-mail

UNIT II**20 Hours**

Email marketing, process, tools of the trade (Mailchimp, Groupmail and Interspire Email marketer etc.) Mailchimp campaign setup, email list building, double option in email list building and strategy making, Email marketing: Email campaign planning, objective setting, Email campaign budgeting. Campaign design: targeting, offer, timing, creative, campaign, integration, Measurement & Testing

UNIT III**18 Hours**

Various types of email samples for different purposes e.g. Class Demo and Practical Session Onboarding Emails, Subscriber Emails, Promotional Emails, Transactional Emails and Behavioural Emails. Various types of email samples, Welcome Emails, Personal Welcome Emails, Getting Started Emails, Free Trial Ending Emails, Activation Emails, Nudge Emails, Complete Your Profile Emails, Upsell Emails

UNIT IV**17 Hours**

Group Mail configuration marketing configuration email Class Demo and Practical Session software installation, SMTP and setting up mail campaign marketing software installation, INTERSPIRE email configuration, SMTP configuration and setting up mail campaign. Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights; Segmentation Strategy, Auto-Responder Series, Triggering Auto -Responder Emails, Auto Responder follow-up sequence setup.

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Frost, R. D., & Strauss, J. (2018). *E-marketing*. Routledge.
- Jenkins, S. (2008). *The truth about email marketing*. FT Press.
- Chaffey, D. (2007). *Total E-mail Marketing: maximizing your results from integrated e-marketing*. Routledge.

List of Practical

- Introduction to Email Marketing: Prepare a presentation explaining the basics of email marketing, its key terms, concepts, and the tools used in it.
- Spam Problem Solving: Analyze a series of emails and identify which elements could potentially mark them as spam. Develop strategies to solve these issues.
- Email Marketing Tool Exploration: Familiarize yourself with email marketing tools like MailChimp, GroupMail, and Interspire Email Marketer. Write a comparison report outlining the advantages and disadvantages of each.
- MailChimp Campaign Setup: Create a mock email campaign in MailChimp, outlining each step from setup to deployment.
- Email List Building: Develop a strategy for building an email list for a fictitious company, focusing on double opt-in procedures.
- Campaign Budgeting: Given a budget, plan a hypothetical email campaign that stays within those financial constraints.
- Designing an Email Campaign: Design a mock email campaign for a fictitious business, considering targeting, timing, and creative elements.
- Creating Various Types of Emails: Draft samples of different types of emails, such as Onboarding Emails, Promotional Emails, and Transactional Emails.
- Welcome Emails: Draft a series of welcome emails for new subscribers of a fictitious company's email list. Analyze the impact of personalized welcome emails.
- GroupMail Configuration: Configure a GroupMail account for a mock company. Discuss the process and any challenges encountered.
- Interspire Email Configuration: Configure an Interspire Email account for a mock company. Discuss the process and any challenges encountered.
- Integrating Landing Page Forms: Create a mock landing page and demonstrate how to integrate its form with an email marketing tool.
- Campaign Reporting: After running a mock email campaign, analyze the campaign report and create a presentation on the results.
- Segmentation Strategy: Develop a segmentation strategy for a hypothetical email list. Discuss how this strategy can improve the effectiveness of email campaigns.
- Auto-Responder Setup: Set up an auto-responder series for a fictitious

company. Discuss the benefits and potential uses of auto-responders in email marketing.

10A/C

Semester-VI**Course Title: Corporate Law****Course Code: BDM601**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Analyze the legal framework of corporate governance
2. Comprehend the legal aspects of company formation and documents
3. Analyze and apply corporate law principles to real-world scenarios as well as focusing on emerging trends.
4. Apply the regulatory processes as winding up, meetings, directors powers in real life corporate practices.

Course Content**UNIT I****17 Hours**

Concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre- incorporation. Documents for registration of company. Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management.

UNIT II**15 Hours**

Prospectus and Book Building. Share Capital – issue, allotment and forfeiture of share, Demat of share, transmission of shares. Borrowing Powers: Debentures and Charges. Members and shareholder – their rights and duties.

UNIT III**15 Hours**

Directors, their dis-qualifications, appointment and removal. Majority Powers and Minority Rights. Convening and conduct of meetings, Resolutions

UNIT IV**13 Hours**

Mergers, Acquisitions, and Dissolution: Mergers and acquisitions. Company dissolution. Winding up of a Company: Compulsory and Voluntary. Emerging Issues in Company Law.

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Dierkes, M. (2012). *Corporate social reporting and auditing: Theory and practice* (pp. 354-379). De Gruyter.
- Kumar, R., & Sharma, V. (2015). *Auditing: Principles and practice*. PHI Learning Pvt. Ltd.
- Kapoor, G.K. (2003). *Corporate Laws & Secretarial Practice*. Premier Book Company. New Delhi.
- Datey, V.S. (2003). *Students Guide to Corporate Laws*. Taxman's Allied Services (P) Ltd., New Delhi,

Course Title: Business Environment**Course Code: BDM602**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Evaluate the concept, factors of the business environment and five-year plans of India.
2. Analyze the political, social, economic, technological and other configurations that support cross-border trade.
3. Apply the micro and macro indicators for analyze the current state of affairs for the Indian Economy.
4. Examine the impact of monetary and fiscal policies and pertinent legislation for industries.

Course Content**UNIT I****15 Hours**

Components and overview of Business Environment, Micro and Macro Environment. Concept of Business Cycle, techniques of scanning the business environment.

UNIT II**13 Hours**

Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.

UNIT III**15 Hours**

Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing, new economic policies, Aspects of economic reforms and its effects on business, Emerging Economies.

UNIT IV**17 Hours**

Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest. EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005. International environment: Balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European Union (EU)

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Craig, T., & Campbell, D. (2018). *Organizations and the business environment*. Routledge.
- Aswathappa, K. (2019). *Essentials of business environment*. Himalaya Publishing House.

- *Palmer, A., & Hartley, B. (2018). The business environment. McGraw-Hill.*
- *Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2018). The strategy-focused organization: How balanced scorecard companies thrive in the new business environment. Harvard Business Press.*
- *Schiffer, M., & Weder, B. (2019). Firm size and the business environment. World Bank Publications.*

IOAC

Course Title: Entrepreneurship Development**Course Code: BDM603**

L	T	P	Cr.
1	0	0	01

Learning Outcomes**Total Hours:15**

After completion of this course, the learner will be able to:

1. Develop an entrepreneurial mindset and foster creativity and innovation.
2. Analyze and evaluate business opportunities by conducting market research and feasibility analysis.
3. Analyze the legal and regulatory requirements for establishing and operating a business.
4. Acquire essential skills in marketing, finance, operations, and leadership for entrepreneurial success.

Course Content**UNIT I****4 Hours**

Concept and need of entrepreneurship; Characteristics and Types of; Entrepreneurship as a career; as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneurs.

UNIT II**4 Hours**

Influences on entrepreneurship development; entrepreneurial success and failure: reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.

UNIT III**4 Hours**

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/idea; Marketing, Finance, Organization and management.

UNIT IV**3 Hours**

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programs, schemes and challenges. Government initiatives and inclusive entrepreneurial Growth.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

References:

- Khanka, S. S. (2006). *Entrepreneurial development*. S. Chand Publishing.
- Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*. Mumbai, India: Himalaya publishing house.
- Hodgett, R. M., & Kuratko, D. F. (2007). *Entrepreneurship: theory, process, practice*. Language, 33(757p), 28cm.

Course Title: Information Technology**Course Code: BDM604**

L	T	P	Cr.
2	0	0	2

Learning Outcomes**Total Hours:30**

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assessing impact of information technology on firms
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

Course Content**UNIT I****8 Hours**

Computer & Control Panel: Explorer, Drives and Installing New Hardware. Exercise on MS Word: Document Creation & Editing, Printing, Table and Mail Merge. Exercise on MS Excel: Creating Work book, Printing and Chart.

UNIT II**7 Hours**

Internet Browsing & E-mail: Internet Explorer, Browsing Site, Creating Email Address and Compose / Attachment /Signature. Web Site & Search Engine: Google.com, India Results.com and Other Important Sites. Application of Information Technology.

UNIT III**7 Hours**

MS Access: Creating database, adding, deleting and moving records. Querying: creating, saving and editing. Creating and using forms, creating and printing reports.

UNIT IV**8 Hours**

HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, and homepage. Exercise on MS PowerPoint: Crating Presentation, Animation and Slide Show. Web Designing in HTML, Internet Surfing.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- McKeown, P. (2015). *Information technology and the networked economy*.
- Miller.2013. *Data and Network Communication*. Vikas Publishing House. New Delhi
- Turban, E., Rainer, R. K., & Potter, R. E. (2001). *Introduction to information technology* (p. 550). New York, NY: John Wiley & Sons.
- Lucas, H. C. (1997). *Information technology for management*. McGraw-Hill.
- Earl, M. J. (1989). *Management strategies for information technology*. Prentice-Hall

Course Title: Affiliate Marketing**Course Code: BDM605**

L	T	P	Cr.
2	0	2	03

Learning Outcomes**Total Hours:60**

After completion of this course, the learner will be able to:

1. Assessing the fundamentals of affiliate marketing.
2. Analyze the key stakeholders involved in affiliate marketing.
3. Evaluate and select affiliate programs based on commission rate, products relevance, and affiliate support.
4. Create and set up a professional and user-friendly affiliate website.

Course Content**UNIT I****14 Hours**

Affiliate Marketing, its Role in Internet Marketing, Preparing to Begin Affiliate Marketing

UNIT II**15 Hours**

Affiliate Marketing and the Major Players. Types of Affiliate Sites That Work Best for Monetization, Integrating Affiliate Marketing into Marketing Mix, Adding Paid Sponsoring Placement, AdSense and Links, Determining Costs and Creating a Business Plan, Tracking Tools, Obtaining and Placing Tracking Code

UNIT III**14 Hours**

Video, Blogs, Email and social media to Broadcast, Methods for Delivering a Variety of Content. Understanding Search: SEO/SEM and Their Role in Affiliate Marketing,

UNIT IV**17 Hours**

Creating Content for Affiliate Marketing Site. Drop Shipping, Payment Gateway and Order Processing. Setting up and account with Payment gateway, KYC for Payment Gateways and other required documents

Transaction Mode

Flipped teaching, Demonstration, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Flynn, P. (2016). *Affiliate Marketing: How to Make Money Online and Build Your Own \$100,000+ Affiliate Marketing Online Business*. Createspace Independent Publishing Platform.
- Gardiner, S. (2020). *Affiliate Marketing: The Beginner's Step by Step Guide to Making Money Online With Affiliate Marketing*. Independently published.
- Nisson, A. (2019). *Affiliate Marketing: The Complete Guide Step by Step to How to Create Your First Passive Income Stream With Marketing, Social Media, Blogging and SEO*. Independently published.

Course Title: Service Learning**Course Code: BDM606**

L	T	P	Cr.
0	0	4	02

Learning Outcomes**Total Hours:60**

After Successful completion of this course, the students will be able to

1. Engage actively with the community: Actively participate in community activities to establish connections and build relationships.
2. Analyze the community needs: Assess community needs through research and conversations with community members.
3. Collaborate for community development: Work together with community members and organizations to develop and implement initiatives that address community needs.
4. Reflect on service-learning impact: Reflect on personal growth, community impact, and ethical considerations related to service activities.

Course Content

This course aims to engage students in meaningful service-learning activities that foster community linking. Students will actively participate in community-based projects, collaborate with community members and organizations, and reflect on the impact of their service activities. Through this experiential learning approach, students will develop a deep understanding of community needs, build relationships with diverse stakeholders, and contribute to community development.

In this model, students are expected to have a presence in the community throughout the semester and reflect on their experiences regularly. In these reflections, they use course content as a basis for their analysis and understanding of the key theoretical, methodological and applied issues at hand.

Course Title: Major Project**Course Code: BDM607**

L	T	P	Cr.
0	0	8	04

Learning Outcomes**Total Hours:120**

After completion of this course, the learner will be able to:

1. Evaluate the project on the basis of subject studied in this semester, this work helps in creating entrepreneur/employment skills.
2. Apply the knowledge/concepts acquired in the previous semesters to create/design/implement project relevant in the field of Commerce.
3. Acquire research abilities and effective compilation of primary and secondary data.
4. Apply the theoretical knowledge with their practical experience in given research project.

Transaction Mode: Peer Demonstration, Field Visit, Mock Exercise