



**GURU KASHI  
UNIVERSITY**  
PUNJAB - INDIA

# **GURU KASHI UNIVERSITY**



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

**SESSION: 2024-25**

**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 program, the learner will be able to:

1. Acquire knowledge and skills in the field of digital marketing to enhance proper access of brands and businesses across cultures, geographies and demographics region.
2. Demonstrate IT knowledge and skills for efficient and effective business processes to 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 effectively towards 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**

<b>Semester: I</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BDM101</b>	Principles of Management	Core	4	0	0	4
<b>BDM109</b>	Business Economics – I	Core	3	1	0	4
<b>BDM110</b>	Quantitative Techniques	Core	3	1	0	4
<b>BDM111</b>	Introduction to Computer Applications	Skill Based	2	0	0	2
<b>BDM112</b>	Business Communication	Compulsory Foundation	2	0	0	2
<b>BDM104</b>	Fundamentals of Digital Marketing	Skill Based	2	0	0	2
<b>BDM115</b>	Sectoral Aspects of the Indian Economy	MD	3	0	0	3
<b>Discipline Elective-I (Any one of the following)</b>						
<b>BDM113</b>	Financial Services and Markets	Discipline Elective-I	3	0	0	3
<b>BDM106</b>	Retail Management					
<b>Discipline Elective-II (Any one of the following)</b>						
<b>BDM114</b>	Production & Operations Management	Discipline Elective-II	3	0	0	3
<b>BDM108</b>	Banking and Insurance Law					
<b>Total</b>						<b>27</b>

<b>Semester: II</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BDM209</b>	Business Economics – II	Core	3	1	0	4
<b>BDM210</b>	Financial Accounting for Managers	Core	3	1	0	4
<b>BDM206</b>	Environmental Studies	Compulsory Foundation	2	0	0	2
<b>BDM211</b>	Introduction to computer (Lab)	Skill Based	0	0	4	2
<b>BDM203</b>	Search Engine Optimization and Marketing	Skill Based	2	0	0	2
<b>BDM215</b>	Search Engine Optimization and Marketing(Lab)		0	0	2	1
<b>BDM212</b>	Fundamentals of Banking & Insurance	VAC	2	0	0	2
<b>BDM299</b>	XXX	MOOC	-	-	-	2
<b>Discipline Elective-III (Any one of the following)</b>						
<b>BDM207</b>	Management Accounting	Discipline Elective-III	3	0	0	3
<b>BDM208</b>	Industrial Relations					
<b>Discipline Elective-IV (Any one of the following)</b>						
<b>BDM213</b>	Marketing Ethics	Discipline Elective-IV	3	0	0	3
<b>BDM214</b>	Derivatives and Risk Management					
<b>Total</b>						<b>25</b>

<b>Semester: III</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BDM310</b>	Marketing Management	Core	4	0	0	4
<b>BDM302</b>	Organizational Behaviour	Core	4	0	0	4
<b>BDM311</b>	Service Management	Core	0	0	4	2
<b>BDM304</b>	Social Media Marketing	Skill Based	1	0	0	1
<b>BDM314</b>	Social Media Marketing(Lab)		0	0	4	2
<b>BDM312</b>	Critical Thinking	VAC	2	0	0	2
<b>BDM399</b>	XXX	MOOC	-	-	-	2
<b>Discipline Elective-V (Any one of the following)</b>						
<b>BDM305</b>	Total Quality Management	Disciplinary Elective V	3	0	0	3
<b>BDM313</b>	Export-Import Documentation					
<b>Discipline Elective-VI (Any one of the following)</b>						
<b>BDM307</b>	Auditing	Disciplinary Elective VI	3	0	0	3
<b>BDM308</b>	Cost Accounting					
<b>Open Elective Course</b>						
-	XXX	Open Elective	2	0	0	2
<b>Total</b>						<b>27</b>
<b>Open Elective Course (For other Departments)</b>						
<b>OEC038</b>	Business Ethics	Open Elective	2	0	0	2

<b>Semester: IV</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BDM401</b>	Business Law	Core	4	0	0	4
<b>BDM402</b>	Financial Management	Core	4	0	0	4
<b>BDM403</b>	Web Analytics	Skill Based	1	0	0	1
<b>BDM411</b>	Web Analytics(Lab)		0	0	4	2
<b>BDM404</b>	Advance Social Media Marketing	Skill Based	1	0	0	1
<b>BDM412</b>	Advance Social Media Marketing(Lab)		0	0	4	2
<b>BDM410</b>	Business Sustainability & Growth	MD	3	0	0	3
<b>Discipline Elective-VII (Any one of the following)</b>						
<b>BDM406</b>	Corporate Strategy	Disciplinary Elective VII	3	0	0	3
<b>BDM407</b>	Global Human Resource Management					
<b>Discipline Elective-VIII (Any one of the following)</b>						
<b>BDM408</b>	Indian Public finance	Disciplinary Elective VIII	3	0	0	3
<b>BDM409</b>	Performance Appraisal and Management					
<b>Total</b>						<b>24</b>

<b>Semester: V</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BDM501</b>	Project Management	Core	4	0	0	4
<b>BDM506</b>	Human Resource Management	Core	4	0	0	4
<b>BDM503</b>	Institutional Training/Internship (4 Weeks)	Skill Based	0	0	0	4
<b>BDM504</b>	Mobile Marketing	Skill Based	2	0	0	3
<b>BDM508</b>	Mobile Marketing (Lab)		0	0	2	
<b>BDM505</b>	E-mail Marketing	Skill Based	1	0	0	3
<b>BDM509</b>	E-mail Marketing (Lab)		0	0	4	
<b>BDM507</b>	Stress Management	VAC	2	0	0	2
<b>BDM599</b>	XXX	MOOC	-	-	-	2
<b>Total</b>						<b>24</b>

<b>Semester: VI</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BDM608</b>	Operation Research	Core	4	0	0	4
<b>BDM602</b>	Business Environment	Core	4	0	0	4
<b>BDM603</b>	Entrepreneurship Development	Ability Enhancement	1	0	0	1
<b>BDM604</b>	Information Technology	Skill Based	0	0	4	2
<b>BDM605</b>	Affiliate Marketing	Skill Based	3	0	0	3
<b>BDM609</b>	Management Information System	Elective Foundation	3	0	0	3
<b>BDM607</b>	Major Project	Practical	0	0	8	4
<b>BDM610</b>	Economic Policies and Reforms	MD	3	0	0	3
<b>Total</b>						<b>24</b>
<b>Grand Total</b>						<b>151</b>

**Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4<sup>th</sup> 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]

## Semester-I

**Course Title: Principles of Management**  
**Course Code: BDM101**

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

### Learning Outcomes

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**

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management, Building effective Communication System. 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. The 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. OrientPaperbacks, India*
- *Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). Principles of management. Washington,DC: Flat World Knowledge.*

**Course Title: Business Economics-I**  
**Course Code: BDM109**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>04</b>

**Total Hours: 60**

### **Learning Outcomes**

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

1. Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
2. Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
3. Understand and estimate production function and Law of Diminishing Marginal Utility.
4. Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each mode

### **Course Content**

#### **Unit I**

**17 Hours**

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

#### **Unit II**

**14 Hours**

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

#### **Unit III**

**16 Hours**

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

**Unit IV**

**13 Hours**

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

**Transection Mode**

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

**Suggested Readings**

- *K.K .Dewett, Modern Economic Theory, S. Chand Publication*
- *D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publication*
- *Peterson and Lewis, Managerial Economic, Prentice Hall of India*
- *Gupta, Managerial Economics, TataMcGraw Hills*
- *Geetika, Managerial Economics, Tata McGraw Hills*
- *D.N. Dwivedi, Managerial Economic, Vikas Publications*
- *Froeb, Managerial Economics, Cengage Learning*
- *Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.*
- *Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition.*
- *Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.*
- *Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.*
- *Shapiro, Macro Economics, Galgotia Publications.*
- *H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.*
- *G.S Gupta, Managerial Economics, Tata McGraw Hill.*

**Course Title: Quantitative Techniques**  
**Course Code: BDM110**

L	T	P	Cr.
3	1	0	04

**Total Hours: 60**

**Learning Outcomes:**

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

1. Apply fundamental mathematical concepts to solve business-related problems.
2. Analyze statistical data to make informed business decisions.
3. Use mathematical models for optimization and decision-making in business scenarios.
4. Interpret and apply statistical methods for business forecasting and analysis.

**Course Content:**

**UNIT I**

**14 Hours**

Fundamentals of Business mathematics, Set theory, Complex numbers and algebra of complex numbers, Permutations and combinations.

**UNIT II**

**15 Hours**

Matrices, types of matrices, operation on matrices, transpose of matrices, symmetric and skew-symmetric of matrix. Determinants, Inverse of matrices Binomial theorem, Interest- simple interest, compound interest.

**UNIT III**

**13 Hours**

Fundamentals of Business statistics, Measure of central tendency, Measure of dispersion

**UNIT IV**

**18 Hours**

Correlation: Karl person coefficient of correlation, Rank of Correlation Regression, Probability, Probability Distribution,

**Transaction Mode**

Lectures, tutorials, and hands-on workshops. Problem-solving sessions and case studies. Group projects and presentations. Practical application of mathematical and statistical software.

**Suggested Readings**

- Anderson, D. R., Williams, T. A., & Cochran, J. J. (2020). *Statistics for business & economics*. Cengage Learning.
- Levine, D. M., & Stephan, D. F. (2022). *Even You Can Learn Statistics and Analytics: An Easy to Understand Guide*. Addison-Wesley Professional.
- Black, K. (2010). *business statistics for contemporary decision making 6th edition*.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2000). *Business research methods (Vol. 6)*. Fort Worth, TX: Dryden Press.

**Course Title: Introduction to Computer Applications**  
**Course Code: BDM111**

L	T	P	Cr.
2	0	0	02

**Total Hours: 30**

### Learning Outcomes

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

1. Explain the role of computing and information technology (IT) in a digital world.
2. Acquire the skill about evolution of computers and different generation of computers.
3. Analyze the difference between the windows and DOS
4. Acquire skill about using hardware and software.

### Course Content

#### UNIT I

**10 Hours**

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers, Internal and External Memory Storage, RAM, ROM, PROM, EPROM, commonly used Input/ Output/ Memory storage devices Punched Card, VDU, CRT, Difference between Hardware & Software, Types of software system, Software & Application software. Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player.

#### UNIT II

**8 Hours**

CLS, DATE, TIME, MD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

#### UNIT III

**7 Hours**

Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

#### UNIT IV

**5 Hours**

Use of Windows Explorer for moving and copying files. MS-Office: MS-Word, Power Point (Presentation software)

### Transaction Mode

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

### Suggested Readings

- *Saxena, Sanjay (2019). A first Course in Computers. Ed, Vikas Publishing House.*
- *Sinha, Pradeep k (2020). Computer Fundamental. Ed, BPB Publication*
- *Appleman, Daniel (2018). How Computer Programming Works. Ziff Davis Press*
- *Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2018). The Art and Craft of Computing. Addison Wesley*
- *Banahan, Mike. Brandy, Declan & Doran Mark. (2020). The Computer*

*Book. Addison Wesley.*

**Course Title: Business Communication**

**Course Code: BDM112**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>02</b>

**Total Hours: 30**

### **Learning Outcomes**

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**

**6 Hours**

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

#### **UNIT II**

**7 Hours**

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

#### **UNIT III**

**9 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**

**8 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.

**Course Title: Fundamentals of Digital Marketing**

**Course Code: BDM104**

L	T	P	Cr.
2	0	0	02

**Learning Outcomes**

**Total Hours: 30**

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

5. Understand of the key concepts and trends associated with Digital Marketing
6. Acquire the skill of leading tools and techniques used in the customer-facing aspects of Digital Marketing
7. 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.
8. Analyze cross-cultural and ethical issues in globalized digital markets.

**Course Content**

**UNIT I**

**9 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**

**7 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**

**6 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**

**8 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

**Course Title: Sectoral Aspects of the Indian Economy**

**Course Code: BDM115**

**Learning Outcomes**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

On the completion of the course, the students will be able to

1. Analyze the role of sectors in economic development and identifying issues in agricultural productivity and rural development
2. Analyze the industrial policies, reforms, and challenges in the manufacturing sector, along with understanding the overview and challenges of the service sector
3. Evaluate the policies and reforms for infrastructure development and analyzing challenges in the social sector
4. Investigate the emerging sectors, their potential impact, and addressing problems of the Indian economy, such as poverty and unemployment

**Course Content**

**UNIT I**

**10 Hours**

Indian economy: Classification and importance of sectors, Role of Sectors in Economic Development

Agricultural Sector: Features, Issues in Agricultural Productivity and Rural Development, Agricultural Policies and Government Interventions, New Development in Agriculture: Contract Farming, Organic Farming, and Corporate Farming.

**UNIT II**

**11 Hours**

Industrial Sector: Manufacturing sector in India, Small-scale and large-scale industries, Industrial Policies and Reforms, Sector challenges and competitiveness. Current Policy of the Government of India for small-scale and large-scale industries

Service Sector: Overview of the service sector, IT, and IT-

enabled services, Tourism and hospitality industry, Banking and financial services, Challenges and opportunities in the service sector

### **UNIT III**

**11 Hours**

Infrastructure Sector: Transportation and logistics, Energy sector: Power generation and distribution, Telecommunications and information technology infrastructure, Urban infrastructure development, Policies and reforms for infrastructure development

Social Sectors: The education sector in India, Healthcare and pharmaceutical industry, social welfare schemes and programs, Challenges in social sector development, Government Interventions and Reforms in Social Sector.

### **UNIT IV**

**13 Hours**

Emerging Sectors and Future Trends: Digital economy and e-commerce, Start-ups, and entrepreneurship, Sustainable development and green sectors, Emerging sectors and their potential impact, Role of Government, Public and Private Sector.

Problems of Indian Economy: Poverty, Unemployment, Inflation, Unequal distribution of Income and Wealth, Inter-State disparities in the Pattern of Development.

### **Transaction Mode**

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

### **Suggested Readings**

- Ahluwalia, M. S., & Little, I. M. D. *India's Economic Reforms and Development: Essays for Manmohan Singh*. New York, NY: Oxford University Press.
- Nagaraj, R., & Kannan, K. P. *Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamics*. New Delhi, India: Oxford University Press.
- Panagariya, A. *India: The Emerging Giant*. New York, NY: Oxford University Press.
- Bhandari, L., & Pillai, M. R. *India's Services Sector: Growth, Employment, and Trade Implications*. New Delhi, India: Springer.
- Singh, N. *India's Power Sector: Electricity, Energy Efficiency, and Renewable Energy*. New Delhi, India: Springer.
- Dhingra, I. *India's Agriculture Sector: Policies, Performance, and Prospects*. New Delhi, India: Cambridge University Press.
- Bhahmananda, P.R. And Panchmukhi, V.R.(eds.) 1987 – *Development Process of Indian Economy*, Himalaya Publishing House, Bombay.
- Puri, V.K. and Misra, S.K.: *Indian Economy, Latest Edition*, Himalaya Publishing House
- Datt and Mahajan: *Indian Economy*, S. Chand and Company

**Course Title: Financial Services and Markets**

**Course Code: BDM113**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>03</b>

**Total Hours: 45**

**Learning Outcomes**

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

1. Develop a comprehensive understanding of the structure, participants, and functions of the financial services industry, including banks, investment firms, and insurance companies.
2. Analyze financial markets, including stock markets, bond markets, and foreign exchange markets.
3. Apply the concepts of code of conduct and self-regulation in entrepreneurial business of merchant banking.
4. Evaluate the regulatory environment of financial services.

**Course Content**

**UNIT I**

**14 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**

**10 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**

**12 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**

**9 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: Retail Management**

**Course Code: BDM106**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Examine insights into all functional areas of retailing
2. Study 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: What is retailing, retailing structure and distribution, Opportunities in retailing. Types of retailer: 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. 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 McGraw Hill 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.*

**Course Title: Production & Operations Management**

**Course Code: BDM114**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Analyze various production processes to identify inefficiencies and opportunities for improvement.
2. Evaluate capacity planning, inventory management and factors in decision making.
3. Examine supply chain dynamics and their impact on production and operations.
4. Evaluate and mitigate operational risks, including supply chain disruptions and resource shortages

**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**

**10 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**

**10 Hours**

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

**UNIT IV**

**12 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.

**Course Title: Banking and Insurance Law**

**Course Code: BDM108**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Examine 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



**Semester-II**

**Course Title: Business Economics-II**  
**Course Code: BDM209**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>04</b>

**Total Hours: 60**

**Learning Outcomes**

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

1. Explain the concept of national income and its measurement using different approaches.
2. Describe the underlying theories of demand and supply of money in an economy.
3. Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.
4. Interpret macroeconomic issues like money, inflation and unemployment.

**Course Content**

**Unit I**

**17 Hours**

National Income: Measuring National Income. Problems in the measurement of National Income. Theories of Money: Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman’s re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

**Unit II**

**15 Hours**

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. – Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Oakun’s Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

**Unit III**

**15 Hours**

Business cycle: Meaning, types and phases. Monetary, Fiscal and Income policy – Meaning and instruments. Multiplier: Concept, Features and Leakages. Foreign trade multiplier.

**Unit IV**

**13 Hours**

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–Financial Administration: Finance Commission.

**Transection Mode**

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

**Suggested Readings**

- Ahuja,H.L.(2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.

- *Jhingan, M.L. (2016) Macro Economic Theory. Delhi: Vrinda Publications Pvt. Ltd*
- *Dwivedi, D.N.(2017)Macroeconomics: Theory and Practice: Theory & Practice. NewDelhi: McGraw Hill.*
- *Jain, T.R., Khanna, O.P.(2014) Managerial Economics: V.K. Publications*
- *Dewett, K.K., Navalur, M.H., (2006) Modern Economic Theory: New Delhi: Sultan Chand.*

**Course Title: Financial Accounting for Managers**  
**Course Code: BDM210**

L	T	P	Cr.
3	1	0	04

**Total Hours: 60**

### Learning Outcomes

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

1. Evaluate 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. Determine 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**

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
- 

**Course Title: Environmental Studies**

**Course Code: BDM206**

L	T	P	Cr.
2	0	0	02

**Total Hours: 30**

**Learning Outcomes**

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

1. Demonstrate a solid understanding of key environmental concepts, including ecosystems, biodiversity, sustainability, and human impact on the environment.
2. Explain skills to environmental problems including energy, water, and air issues and the use of statistical methods in data analysis and argumentation.
3. Analyze the complexities of the natural environment and its relationship with ecological system.
4. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability

**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: Introduction to Computer (Lab)**

**Course Code: BDM211**

L	T	P	Cr.
0	0	4	02

**Total Hours: 60**

**Learning Outcomes**

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

1. Demonstrate proficiency in basic computer operations, including turning the computer on/off, using peripherals, and navigating the desktop interface.
2. Understand and use common features and functions of an operating system.
3. Explain word processing software (e.g., Microsoft Word or Google Docs) to create, format, and edit documents
4. Create and deliver effective presentations using software like Microsoft

PowerPoint or Google Slides

**Course Content**

**UNIT I**

**15 hours**

MS Windows: Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software, Installation of MS Office.

**UNIT II**

**14 hours**

MS Word: Using word to create Resume Features to be covered: - Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.

**UNIT III**

**15 hours**

MS Excel: Creating a Scheduler Features to be Covered: - Gridlines, Format Cells, Summation, auto fill, Formatting Text. Calculations Features to be covered: - Cell Referencing, Formulae in excel – average, std. deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP.

**UNIT IV**

**16 hours**

MS Power Point: Salient features of Power-point, File, Edit, View, Insert, Format, Tools, and Slide Show. Topics covered includes: Hyperlinks, Inserting –Images, Clip Art, Audio, Video, Objects, Tables and Charts  
Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email.

**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

**Course Title: Search Engine Optimization and Marketing**

**Course Code: BDM203**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>02</b>

**Total Hours: 30**

**Learning Outcomes**

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**

**8 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**

**7 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**

**8 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**

**7 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.

**Course Title: Search Engine Optimization and Marketing (Lab)**

**Course Code: BDM215**

L	T	P	Cr.
0	0	2	01

**Learning Outcomes**

**Total Hours: 30**

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

1. Understand the principles and strategies of SEO.
2. Develop and implement effective content marketing strategies.

**Course Content**

**UNIT I** **6 hours**

Optimizing web pages for on-page SEO, Writing and optimizing blog posts and articles

**UNIT I** **8 hours**

Setting up a basic website or blog for SEO practice, Using tools like Google Keyword Planner, SEM rush, and Ahrefs for keyword research.

**UNIT I** **8 hours**

Optimizing listings on platforms like Amazon and e Bay , Understanding marketplace algorithms

**UNIT I** **8 hours**

Conducting technical SEO audits using tools like Google Search Console and Screaming Frog. Identifying and acquiring backlinks,

**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.

**Course Title: Fundamentals of Banking & Insurance**  
**Course Code: BDM212**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>02</b>

**Total Hours: 30**

**Learning Outcome:**

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

1. To expose the student to the theory and overview of the banks and its Management
2. To impart knowledge regarding insurance companies and its significance
3. To familiarize students with latest Acts, technology and trends in banking and insurance.
4. To enable the students to acquire knowledge about basics of Banking and Insurance

**Course Contents:**

**UNIT I**

**7 Hours**

Meaning and definition of Banking - Origin and development of banking Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank -RBI – Functions - Emerging trends in banking.

**UNIT II**

**6 Hours**

Types and Functions of Banks. Commercial Banks, Cooperative Banks, Regional Rural Banks, Agriculture and Rural Development Banks, Development Banks, Universal Banking ADRs and GDRs, EXIM Bank and their Functions.

**UNIT III**

**8 Hours**

Commercial Banking Operations: Payment and settlement system-New age clearing and New age payment, RTGS, SWIFT, NTGS, KYC Norms and Anti-Money Laundering, FEMA.

Negotiable Instruments: An overview of -Endorsements, Cheques: Payment and collection, Bills of Exchange and Promissory Notes. Loans and Advances, Priority sector lending. Innovations in Banking: E-banking, Mobile banking.

**UNIT IV**

**9 Hours**

Insurance: Definition & nature, its scope and significance, Indian Insurance Industry, Salient features of IRDA Act, Life insurance: Annuities, Measurement of risk and Morality Table. Need of insurance-insurance as a social security tool - Insurance and economic development-principles of insurance.

**Transaction Mode**

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





**Suggested Readings:**

- Principles and Practices of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.
- Mishra M.N., Life Insurance Corporation of India, Vol. I, II, III – Raj Books, Jaipur.
- Legal and Regulatory Aspects of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.
- MC Gaeg, K.P.Singh, Insurance: Fundamentals, Environment & Procedures Bodla, Published by Deep & Publications Pvt.Ltd. New Delhi.
- On-line resources to be used if available as reference material  
<http://egazette.nic.in/WriteReadData/2020/222114.pdf>
- On-line Resources  
<https://www.irdai.gov.in/>

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

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>03</b>

**Total Hours: 45**

### **Learning Outcomes**

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. Analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques
3. Examine 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.*

**Course Title: Industrial Relations**

**Course Code: BDM208**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Examine the role of trade unions in the industrial setup.
2. Analyze 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

**Course Title: Marketing Ethics**

**Course Code: BDM213**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Analyze the fundamental principles of marketing ethics and their importance in the business environment.
2. Analyze the ethical issues and dilemmas in marketing practices.
3. Apply ethical frameworks and decision-making models to resolve ethical dilemmas in marketing.
4. Evaluate the impact of marketing practices on consumer behavior and society.

**Course Content**

**UNIT I**

**10 Hours**

Marketing ethics, relevant theories to examine ethical questions, code of conducts and ethical guidelines, a stepwise ethical marketing decision process, Ethics in relation to marketing decisions: market research, segmentation, marketing communications and international marketing.

**UNIT II**

**13 Hours**

Consumer rights and protection, Product safety and labeling, Pricing and fair competition, Advertising and promotion ethics. Ethics and Consumer Behavior: The influence of marketing on consumer behavior, Consumer

privacy and data protection, Deceptive marketing practices

**UNIT III**

**12 Hours**

Stakeholder Relationships and Social Responsibility: Building ethical relationships with stakeholders, Employee rights and fair labor practices, Ethical Challenges in Digital Marketing: Privacy and data collection in digital marketing, social media ethics and influencer marketing, Managing online reputation and reviews

**UNIT IV**

**10 Hours**

Legal and Regulatory Aspects of Marketing Ethics: Laws and regulations governing marketing practices, Intellectual property rights and copyright issues, Ethical leadership and its role in marketing ethics, Application of ethical principles in marketing strategies. Analysis of real-world marketing ethics cases

**Transaction Mode**

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

**Suggested Readings**

- *Murphy, P. E., & Laczniak, G. R. (2014). Marketing ethics. Wiley Encyclopedia of Management, 1-4. doi:10.1002/9781118785317.weom070106*
- *Laczniak, G. R., & Murphy, P. E. (2019). Marketing Ethics: Cases and Readings. Taylor & Francis.*
- *Brenkert, G. G., & Beauchamp, T. L. (2008). Marketing ethics: A comparative perspective. Business Ethics Quarterly, 18(1), 183-187. doi:10.5840/beq200818110*
- *Murphy, P. E., Laczniak, G. R., & Toffel, L. M. K. (2011). Ethics in Marketing: International Cases and Perspectives. Routledge.*
- *Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2018). Business Ethics: Ethical Decision Making & Cases (12th ed.). Cengage Learning. (Chapter on Marketing Ethics)*

**Course Title: Derivatives and Risk Management**  
**Course**  
**Code: BDM214**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

### Learning Outcomes

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

1. Analyze the concept of derivatives and their role in financial markets.
2. Evaluate the different types of derivatives, including futures, options, swaps, and other structured products.
3. Estimate the risks associated with derivatives and understand the importance of risk management in financial institutions.
4. Assess the use of derivatives for hedging, speculation, and arbitrage purposes.

### Course Content

#### UNIT I

**10 Hours**

Derivatives and Risk Management: Overview of derivatives and their role in financial markets, risk management concepts and techniques. Types of Derivatives: Futures contracts, Options contracts, Swaps: interest rate swaps, currency swaps, and credit default swaps, Structured products: collateralize debt obligations, mortgage-backed securities, etc.

#### UNIT II

**13 Hours**

Risk Identification and Measurement, Market risk, Credit risk, Operational risk. Valuation of Derivatives, Hedging and Risk Management Strategies

#### UNIT III

**12 Hours**

Regulation of Derivatives Markets, Overview of regulatory frameworks for derivatives trading, Role of regulatory bodies and agencies, Impact of regulations on risk management practices

#### UNIT IV

**10 Hours**

Emerging Trends and Challenges, Derivatives innovation and new product development. Case Studies in Derivatives and Risk Management, Analyzing real-world examples of derivative use and risk management

### Transaction Mode

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

### Suggested Readings

- *Chance, D. M., & Brooks, R. (2018). Introduction to Derivatives and Risk Management. Cengage Learning.*
- *McDonald, R. L. (2013). Derivatives Markets (3rd ed.). Pearson.*



- *Hull, J. C. (2018). Options, Futures, and Other Derivatives (10th ed.). Pearson.*
- *Kolb, R. W. (2015). Futures, Options, and Swaps (6th ed.). Wiley.*
- *Gup, B. E. (2014). Derivatives Essentials: An Introduction to Forwards, Futures, Options, and Swaps. Wiley.*
- *Choudhry, M. (2011). Fixed Income Securities and Derivatives Handbook: Analysis and Valuation (2nd ed.). Wiley.*

**Semester-III**

**Course Title: Marketing Management**  
**Course Code: BDM310**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Total Hours: 60**

**Learning Outcomes**

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**

**18 Hours**

Marketing: Concepts - production, product, selling, marketing & societal marketing. Marketing environment –marketing management and its environment. Marketing Communications, The Marketing Communication Process, The Promotion Mix, Factors Guiding The Selection Of Promotion Mix, Advertising And Its Objectives, Developing The Advertising Campaign; Sales Promotion And Its Objectives, Tools Of Sales Promotion, Public Relations And Major Tools; Events And Experiences. Personal Selling: Nature And Process, Direct Marketing Emerging Trends And Issues In Marketing: Rural Marketing, Societal Marketing, Ethics in Marketing, Direct and Online Marketing, Green Marketing, Retail Marketing.

**UNIT II**

**14 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**

**15 Hours**

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

**UNIT IV**

**13 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

**Course Title: Organizational Behaviour**

**Course Code: BDM302**

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

### Learning Outcomes

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. Improve 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. Johari window.

**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: Service Management**  
**Course Code: BDM396**

L	T	P	Cr.
0	0	4	2

**Total Hours: 60**

**Learning Outcomes**

On the completion of the course, the students will be able to

1. Participate in community activities to establish connections and build relationships.
2. Evaluate community needs through conversations with community members.
3. Develop and implement initiatives that address community needs.
4. Reflect on personal growth, community impact and ethical considerations related to service activities.

**Course Content**

This course aims to engross 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 course, students are expected to be present in the community throughout the semester and reflect on their experiences regularly after working with them. The students will use experiential learning for providing service learning. They will be able to analyse and have understanding of the key theoretical, methodological and applied issues.

Select 10 community related activities which are to be performed in nearby villages. Students in groups of 8-10 shall work on one activity.

#### Evaluation Criteria

1. Every activity shall be evaluated on the same day out of 10 marks.
2. Total 10 activities out of 100 shall be evaluated and submitted to Examination branch.

#### Activity Evaluation

1. Type of activity- 2 marks
2. Participation of student- 2 marks
3. Engagement in the activity- 2 marks
4. Outcome of the activities- 2 marks
5. Attendance- 2 marks

#### Transaction Mode

Problem-solving learning, Blended learning, Gamification, Cooperative learning, Inquiry-based learning, Visualization, Group discussion, Experiential learning, Active participation.

#### Suggested Readings

- *Service Management, Fitzsimmons and Fitzsimmons, Irwin/McGraw-Hill*
- *Services Sector Management An Indian Perspective, C. Bhattacharjee*
- *Services Business Management, Dr. Abhay Kulkarni, Himalaya Publication.*
- *Services Marketing: Global Edition by Christopher Lovelock (Author), Jochen Wirtz, Pearson Education; 7 Edition*
- *Successful Service Operations Management, Metter, King-Metters, Pulliman& Walton, Thomson India*
- *Services Marketing Operations and Management, Vinnie J Juhari, Kirti Dutta, Oxford University Press*

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

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Total Hours: 15**

### **Learning Outcomes**

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**

**4 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**

**3 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**

**4 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**

**4 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: Social Media Marketing (Lab)**  
**Course Code: BDM314**

L	T	P	Cr.
0	0	4	02

**Total Hours: 60**

### Learning Outcomes

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

1. Understand the fundamentals of social media marketing.
2. Develop skills in creating and managing social media campaigns.
3. Learn to use social media analytics tools for tracking and improving performance.
4. Implement effective content strategies for various social media platforms.

### Course Content

#### UNIT I

**16 hours**

Overview of social media marketing, Importance and impact of social media on business, Introduction to major social media platforms

#### UNIT II

**14 hours**

Setting social media marketing goals, Identifying target audiences, Competitor analysis

#### UNIT III

**14 hours**

Types of content: text, images, videos, and infographics, Content creation tools and techniques, Developing a content calendar

#### UNIT IV

**16 hours**

Scheduling posts with tools like Hootsuite and Buffer, Managing multiple social media accounts, Monitoring and responding to comments

### 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: Critical Thinking**

**Course Code: BDM312**

L	T	P	Cr.
2	0	0	02

**Total Hours: 30**

### Learning Outcomes

On the completion of the course, the students will be able to:

1. Apply critical thinking skills to analyze and evaluate complex issues and arguments.
2. Identify logical fallacies and biases in reasoning.
3. Formulate well-reasoned arguments supported by evidence.
4. Synthesize information from multiple sources to make informed decisions.

### Course Content

#### UNIT I

**9 Hours**

Critical Thinking - concept, importance and scope. Characteristics of effective critical thinkers, critical thinking process.

Reasoning and Argumentation: Types of reasoning, Logic & reasoning, Elements of Reasoning.

#### UNIT II

**6 Hours**

Assumptions and Argumentation - Identifying and analyzing assumptions, evidence and arguments.

Creative thinking: concept, principles, tools. Thinking styles

#### UNIT III

**8 Hours**

Problem-Solving and Decision-Making - Problem identification and definition Information and Data: Synthesizing information, data sources, Analyzing and interpreting data, Evaluation and selection; decision-making and its dimensions.

#### UNIT IV

**7 Hours**

Logical fallacies - Concepts and types. Design thinking : concept, process; Brainstorming and analysing.

### Transaction Mode

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

### Suggested Readings

- Paul, R., & Elder, L. (2006). *Critical thinking: The nature of critical and creative thought. Journal of developmental education, 30(2), 34.*
- Nosich, G. M. (2012). *Learning to think things through: A guide to critical thinking across the curriculum.*
- Heard, J., Scoular, C., Duckworth, D., Ramalingam, D., & Teo, I. (2020). *Critical thinking: Skill development framework.*

- *Ruggiero, V. R. (2004). The art of thinking: A guide to critical and creative thought.*
- *Paul, R., & Elder, L. (2006). Critical thinking: Learn the tools the best thinkers use.*

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

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

### Learning Outcomes

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

1. Analyze the principles and concepts of Total Quality Management.
2. Examine 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 – Introduction - Definition of quality - Need for quality - Evolution of quality - Dimensions of product and service quality - Definition of TQM concepts of TQM – Principles of TQM - TQM Framework Barriers to TQM – Benefits of TQM – Cost of Quality. 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.*

**Course Title: Export-Import Documentation**

**Course Code: BDM313**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>03</b>

**Total Hours: 45**

**Learning Outcomes**

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

1. Acquire an understanding of 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, Brain 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.*

**Course Title: Auditing**

**Course Code: BDM307**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Analyze the role and importance of 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 Corporate 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., & Spletstoesser-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.

**Course Title: Cost Accounting**

**Course Code: BDM308**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Examine 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**

**11 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**

**11 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**

**Course Code: OEC038**

L	T	P	Cr.
2	0	0	02

**Total Hours: 30**

**Learning Outcomes**

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

1. Analyze the importance of ethics and corporate governance in the day-to-day working of organizations
2. Evaluate the need for ethics in business and identify the issues involved in Business Ethics
3. Examine the importance of the ethical dimension in workplace decision making
4. 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.

**UNIT II**

**8 Hours**

Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading Rating Agencies, Whistle Blowing, Corporate Governance Reforms;

**UNIT III**

**8 Hours**

Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

**UNIT IV**

**8 Hours**

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbery Committee (UK), 1995, Importance and Features: Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999.

**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.*

**Semester-IV**

**Course Title: Business Laws**

**Course Code: BDM401**

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

**Learning Outcomes**

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

1. Understand the legal frameworks that govern businesses, including contract laws and corporate laws.
2. Apply the business laws to ensure smooth functioning of the organizations.
3. Develop strategies for mitigating legal risks and ensuring compliance

with relevant laws and regulations.

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. Hundis. 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

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

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

### Learning Outcomes

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

1. Analyze objectives of financial management and sources of finance.
2. Understand 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

**17 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

**16 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

**13 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, Mentee Meter, 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*

**Course Title: Web Analytics**

**Course Code: BDM403**

L	T	P	Cr.
1	0	0	01

**Total Hours: 15**

**Learning Outcomes**

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**

**4 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**

**3 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**

**4 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**

**4 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.*

**Course Title: Web Analytics(Lab)**  
**Course Code: BDM411**

L	T	P	Cr.
0	0	4	2

**Total Hours: 60**

### Learning Outcomes

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

- Understand fundamental terms and concepts in web analytics.
- Explain in detail the metrics used in web analytics and their calculations.
- Interpret these metrics to assess website performance and user engagement.
- Understand how TCP/IP and HTTP protocols function in the context of web analytics.
- Analyze server log files to extract meaningful insights about website traffic and user behavior.

### Unit I

**14 Hours**

Create a presentation covering key terms in web analytics (Hits, Page Views, Unique Visitors, etc.) and their significance, write a detailed report explaining Hits, Page Views, Unique Visitors, Bounce Rate, and Average Time on Site. Exploring Internet Protocols, write a report on TCP/IP and HTTP, explaining their roles in web analytics Server Log Files, investigate server log files and create a presentation on their usage in web analytics.

### Unit II

**16 Hours**

Navigating AWStats Dashboard, Use AWStats to analyze website traffic and performance. Write a report on findings, prepare a presentation explaining AWStats metrics such as Visits Duration, Pages-URL, and Key Words. Analyzing Google Analytics Reports, Use Google Analytics to generate and analyze real-time, audience, traffic source, and content reports for a fictitious website, Managing User Access, adding, setting permissions, and deleting users in Google Analytics.

### Unit III

**14 Hours**

Optimizing Adwords Campaigns, Run a mock AdWords campaign for a fictitious business. Use analytics to optimize the campaign and report on changes made, working with Cookies, conduct a practical exercise on how cookies track website visitors and generate user data, Identifying Web Bugs,



identify web bugs on websites and write a report on their use for tracking and analytics.

**Unit IV**

**16 Hours**

Creating Website Profiles, use an analytics platform to create profiles for a fictitious website and report on the process, Introduction to KPIs, create a presentation explaining what KPIs are, their characteristics, importance, and usage in web analytics, Creating Custom Campaigns, Use Google Analytics to create a custom campaign for a fictitious business. Analyze results and make improvement recommendations.

**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.

**Course Title: Advance Social Media Marketing**

**Course Code: BDM404**

L	T	P	Cr.
1	0	1	01

**Learning Outcomes**

**Total Hours: 30**

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**

**4 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**

**3 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**

**4 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**

**4 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.*

**Course Title: Advance Social Media Marketing(Lab)**

L	T	P	Cr.
0	0	4	02

**Course Code: BDM412**

**Total Hours: 60**

**Learning Outcomes**

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

1. Understand advanced concepts and strategies in social media marketing.
2. Develop and implement comprehensive social media marketing plans.
3. Utilize advanced tools and analytics to measure and optimize social media campaigns.
4. Explore the role of social media in brand management and customer engagement.

**Course Content**

**UNIT I**

**16 hours**

Display Ads. Measure the Impact and Optimize; Unlock the Power of LinkedIn's Partner Program and Reporting

**UNIT I**

**14 hours**

Creating a Twitter Account, Tips on Selecting a Username, Twitter Account Profile & Twitter Account Profile Elements Twitter Marketing Twitter Marketing

**UNIT I**

**14 hours**

URL Shorteners In Twitter, Posting Links in a Tweet & Implementing Twitter Cards /Presentation.

**UNIT I**

**16 hours**

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

**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: Business Sustainability & Growth**

L	T	P	Cr.
3	0	0	03

**Course Code: BDM410**

**Learning Outcomes**

**Total Hours: 45**

On the completion of the course, the students will be able to

1. Understand the concept of business sustainability and its significance in achieving long-term growth.

2. Analyze and assess the environmental, social, and economic dimensions of sustainability and their implications for business operations.
3. Apply sustainable principles and innovative approaches to develop business solutions that promote sustainability and growth.
4. Evaluate the sustainable performance of organizations using appropriate metrics and tools.

### **Course Content**

#### **UNIT I**

**10 Hours**

Business Sustainability: importance, Triple bottom line: environmental, social, and economic dimensions' Sustainable development goals.

Environmental Sustainability: Climate change and its impact on business, Energy efficiency, and renewable energy, Waste management and recycling, Sustainable supply chain management.

#### **UNIT II**

**11 Hours**

Social Sustainability: Corporate social responsibility, Stakeholder engagement, and management, Diversity and inclusion in the workplace, Ethical considerations in business.

Economic Sustainability: Sustainable business models, Sustainable finance, and investment, Circular economy, Sustainable entrepreneurship.

#### **UNIT III**

**12 Hours**

Sustainable Marketing and Communication: Green marketing and consumer behavior, Sustainable branding and storytelling, Communication strategies for sustainability.

Innovation for Sustainability: Sustainable product and service innovation, Design thinking and sustainable innovation, Technology and digitalization for sustainability

#### **UNIT IV**

**12 Hours**

Measuring Sustainable Performance: Key performance indicators for sustainability, Sustainability reporting and transparency, Impact assessment and life cycle analysis, Certification, and standards for sustainability.

Case Studies and Best Practices: Analysis of real-world examples of sustainable businesses, Lessons learned, and best practices in business sustainability.

### **Transaction Mode**

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brainstorming, Roleplay Demonstration, Project-based learning, Team Teaching.

### **Suggested Readings**

- *Elkington, J. The triple bottom line: How today's best-run companies are achieving economic, social, and environmental success - and how you can too. Routledge.*
- *Epstein, M. J., & Buhovac, A. R. Making sustainability work: best practices in managing and measuring corporate social, environmental, and economic impacts. Berrett-Koehler Publishers.*
- *Hart, S. L. Sustainable Value: How the world's leading companies are doing well by doing good. Stanford University Press.*

- Laszlo, C., & Zhexembayeva, N. *Embedded sustainability: The next big competitive advantage*. Stanford University Press.
- Schaltegger, S., & Wagner, M. *Sustainable entrepreneurship and innovation*. Routledge.
- Smith, B., & Colander, D. C. *A better planet: 40 big ideas for a sustainable future*. Yale University Press.

**Course Title: Corporate Strategy**

**Course Code: BDM406**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

### Learning Outcomes

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

1. Acquire the knowledge of Strategic research - identifying, gathering, and verifying
2. Improve 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.
2. 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.

**Course Title: Global Human Resource Management**  
**Course Code: BDM407**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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. Evaluate and get familiar with international HR.
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.

**Course Title: Indian Public Finance**

**Course Code: BDM408**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes:**

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

1. Gain comprehensive knowledge of the Indian finance system, including taxation, expenditure patterns, and budgetary processes.
2. Analyze the role of fiscal policy in addressing socio-economic challenges and fostering sustainable development within the Indian context.
3. Evaluate the effectiveness of government budgets and expenditure management strategies in achieving fiscal objectives and promoting economic stability.
4. Understand the dynamics of public debt in India, including Federal Finance.

**Course Contents:**

**UNIT I**

**10 Hours**

Public Finance; scope, Principles of maximum social advantage; Issues related to economic activities of the public sector. Instrument of public finance: concepts and role of budget; Public revenue: Revenue receipts and capital receipts.

**UNIT II**

**13 Hours**

Objectives and instruments of fiscal policy, Tax structure in India: direct and indirect taxes, Tax administration and reforms, Non-tax revenue sources and their management: Distinction between tax and non-tax revenue, Fees and user charges: Explanation and examples (e.g., user charges for utilities, healthcare services).

**UNIT III**

**13 Hours**

Public Debt: Meaning of public and private debt and its limitations; Public debt, economic growth and inflation. Public expenditure: Meaning and nature of public expenditure, Wagner's law of Increasing of state activities; Effects of public expenditure and economic stabilization; Public budget: Introduction, types.

**UNIT IV**

**9 Hours**

Types and implications of public debt, Debt sustainability analysis, Debt management strategies and challenges

Federal Finance: The rationale and principles; Indian Federal Finance: Historical background, financial federalism under constitution.

**Transaction Mode**

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

**Suggested Readings:**

- Joseph E. Stiglitz, Economics of the Public Sector, 3rd Edition, Chapter 4.
- John Cullis and Philip Jones (1998), Public Finance and Public Choice, Chapter 3 (sections 3.1, 3.2 and 3.3)
- Harvey Rosen (2005): Public Finance, Chapter 5.
- R.A. Musgrave and P.B. Musgrave, Public Finance in Theory and Practice, 5<sup>th</sup> Edition, Chapter 14 (pp. 234-242), Chapter 15 (pp. 249-256 only part A and B).
- Houghton, E. W. (Ed.) (1988), Public Finance, Penguin, Baltimore.
- Jha, R. (1998), Modern Public Economics, Routledge, London.
- Mithani, D. M. (1998), Modern Public Finance, Himalaya Publishing House. Mumbai.
- Musgrave, R. A. and P. B. Musgrave (1976), Public Finance in Theory and Practice, McGraw Hill, Kogakusha, Tokyo.

**Course Title: Performance Appraisal and Management**

**Course Code: BDM409**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

**Learning Outcomes**

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

1. Examine the importance of performance appraisal and management in achieving organizational goals and improving employee performance.
2. Analyze and explain the key concepts, theories, and models related to performance appraisal and management.
3. Develop skills in setting SMART (Specific, Measurable, Achievable,



Relevant, and Time-bound) performance goals.

4. Apply various performance measurement techniques and metrics to assess individual and team performance.

### **Course Contents**

#### **Unit I**

**12 Hours**

Performance Appraisal and Management, Evolution of performance management practices, Legal and ethical considerations. Performance Goals and Planning, Setting SMART performance goals

#### **Unit II**

**13 Hours**

Performance Measurement and Metrics: Identifying and selecting performance metrics, Key performance indicators (KPIs) and balanced scorecards, Performance dashboards and tracking systems. Feedback and Coaching: Providing constructive feedback for performance improvement, Coaching techniques and skills, Developing coaching plans and strategies

#### **Unit III**

**10 Hours**

Performance Evaluation Methods, Traditional methods: rating scales, ranking, and forced distribution, Modern approaches: behavioral observation scales, critical incidents, and 360-degree feedback. Self-assessment and peer evaluation

#### **Unit IV**

**10 Hours**

Performance Appraisal Process, Addressing Biases and Challenges in Performance Appraisal, Performance-Based Rewards and Recognition, Evaluating and Enhancing Performance Management Systems. Emerging Trends in Performance Appraisal and Management, Technology-enabled performance management tools.

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

### **Suggested Readings**

- *Aguinis, H. (2018). Performance Management (4th ed.). Pearson.*
- *Pulakos, E. D. (2009). Performance Management: A New Approach for Driving Business Results. Wiley.*
- *Bernardin, H. J., & Beatty, R. W. (2011). Performance Appraisal: Assessing Human Behavior at Work (9th ed.). Pearson.*
- *Coens, T., & Jenkins, M. (2000). Abolishing Performance Appraisals: Why They Backfire and What to Do Instead. Berrett-Koehler Publishers.*

**Semester-V**

**Course Title: Project Management**

**Course Code: BDM501**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Total Hours: 60**

**Learning Outcomes**

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

1. Understand the effective organizational leadership & skills for managing projects, teams & stakeholders.
2. Examine the personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas.
3. Analyze 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.

**Course Title: Human Resource Management**  
**Course Code: BDM506**

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

### Learning Outcomes

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

**12 Hours**

Nature, scope, role and importance of HRM. HRM: New trends in HRM due to globalization deregulation and technological advancements. HRM in India.

#### UNIT II

**15 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

**14 Hours**

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

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning.

#### UNIT IV

**19 Hours**

Performance Appraisal –Types, methods, limitations and problems, ethics, Potential Appraisals Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change the control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods. Wage and salary administration.

### 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: Institutional Training/Internship (4 Weeks)**

L	T	P	Cr.
0	0	0	04

**Course Code: BDM503**

### 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: 30 Marks

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

L	T	P	Cr.
2	0	0	02

**Total Hours: 30**

### Learning Outcomes

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

**8 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

**7 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

**8 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

**7 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.*

**Course Title: Mobile Marketing (Lab)**

**Course Code: BDM508**

L	T	P	Cr.
0	0	2	01

**Learning Outcomes**

**Total Hours: 30**

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

- Understand the diversity of mobile devices and their impact on user behavior and preferences
- Develop skills in planning and executing a mobile marketing campaign.
- Acquire practical skills in setting up and managing an SMS marketing campaign.
- Evaluate opportunities and challenges in integrating M-Commerce strategies into overall marketing efforts.

**Course Content**

**Unit I**

**8 Hours**

Analyze various mobile devices and their usage patterns. Identify how device characteristics (screen size, operating system, etc.) influence mobile marketing strategies. Write a report detailing campaign setup, targeting strategies, ad formats chosen, and rationale behind campaign decisions.

**Unit II**

**8 Hours**

Research and explain programmatic ad buying in the context of mobile marketing, discuss automation, real-time bidding, and targeting capabilities, explore technologies in mobile marketing (e.g., mobile apps, SMS, QR codes), Prepare a presentation explaining each technology's role in mobile marketing campaigns.

**Unit III**

**8 Hours**

Set up a mock SMS campaign for a hypothetical company, Research and explain integration of mobile marketing with social media strategies, analyze effective tactics for leveraging social media platforms on mobile devices, Set up a mock Facebook mobile advertising campaign. Write a detailed report on campaign setup, targeting options, ad creatives used, and performance metrics.

**Unit IV**

**6 Hours**

Mobile Website Optimization, Mobile website, design, user experience

considerations, and mobile SEO strategies, Research M-Commerce (Mobile Commerce)

**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.

**Course Title: Email Marketing**

**Course Code: BDM505**

L	T	P	Cr.
1	0	0	01

**Total Hours: 15**

**Learning Outcomes**

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**

**4 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**

**3 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**

**4 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**

**4 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,

**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.

**Course Title: Email Marketing(Lab)**

**Course Code: BDM509**

L	T	P	Cr.
0	0	4	2

**Learning Outcome**

**Total Hours: 60**

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

- Develop skills in planning and strategizing email marketing campaigns
- Develop proficiency in creating engaging and relevant email content.
- Acquire technical skills in email campaign creation, automation, template design, and analytics interpretation.
- Apply principles of user experience (UX) and accessibility in email template design.

**Unit I**

**16 Hours**

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.

**Unit II**

**14 Hours**

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.

**Unit III**

**16 Hours**

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.

**Unit IV**

**16 Hours**

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. Campaign Reporting: After running a mock email campaign, analyze the campaign report and create a presentation on the results.

**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*

**Course Title: Stress Management**

**Course Code: BDM507**

L	T	P	Cr.
2	0	0	02

**Total Hours: 30**

**Learning Outcomes**

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

1. Develop an understanding of the physiological and psychological aspects of stress and its impact on mental and physical health.
2. Demonstrate the ability to identify personal stressors, triggers and coping mechanisms through self-assessment and reflection.
3. Apply stress reduction strategies in various contexts, such as academic, professional, and personal life, to enhance resilience and well-being.
4. Evaluate the effectiveness of different stress management interventions and develop personalized stress management plans for long-term stress resilience.

**Course Content**

**UNIT I**

**6 Hours**

Meaning and nature of stress: Difference between eustress and distress; Frustration, conflict and pressure; Meaning of stressors; common stressors at work place: Stressors unique to age and gender.

**UNIT II**

**8 Hours**

Behavioural aspects of Stress: Adaptive and Maladaptive Behaviour; Individual and Cultural Differences: Sources of Stress- Across the Lifespan; College and Occupational Stress.

**UNIT III**

**9 Hours**

Stress and Work performance: Role of communication in managing stress and work performance: Emotional regulation and coping; Emotional intelligence and conflict management: Emotional Basis and Stress; Stress and Conflict in Relationships.

**UNIT IV**

**7 Hours**

Preparing for the Future: Care of the Self: Nutrition and Other Lifestyle Issues: Stress reduction practices: Time management; Exercise; Relaxation techniques; yoga; meditation.

**Transaction Mode**

Lectures, assignments, Group discussions, seminars and training programmes

**Suggested Readings**

- Baron .L & Feist.J (2000) Health Psychology 4th edition, USA Brooks/Cole
- Cooper,C,& Palmer,S, (2000)Conquer Your Stress, London: Institute of personal development Universities Press
- Dutta, P,K, (2010) Stress management Himalaya, Himalaya Publishing House
- Lee, K. (2014). Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being. Universe Publishing.
- Experiential Approach. 4th edition. Wadsworth Publishing.
- Taylor S.E (1998) Health Psychology 3rd edition, New York. Mc GrawHill

**Semester: VI**

**Course Title: Operation Research**

**Course Code: BDM608**

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

**Learning Outcomes**

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

1. Utilize operations research software tools to analyze and interpret data.
2. Develop decision-making skills using quantitative methods.
3. Analyze and optimize resource allocation, scheduling, and logistics in various operational contexts.
4. Critically evaluate the effectiveness of different operations research techniques in practical scenarios

**Course Contents:**

**UNIT I**

**Hours 14**

Basics of Operational Research : Development, Definition Characteristics, Necessity, Scope,

Limitation. Linear Programming : Introduction, Application, Formulation of Linear Programming Problem, General Linear Programming Problem, Graphical Method of Solution. Theory of Simplex method.

**UNIT II**

**Hours 16**

Transportation Model: Assumption, Formulation and Solution of transportation Models, Trans-shipment Problems, Definition of Assignment Model, Hungarian Method for solution of Assignment Problems, Travelling Salesman Problem

**UNIT III**

**Hours 13**

Assignment Problems:- Minimization & Maximization case, traveling sales man. Decision Theory : Under Risk, Under certainty, Under uncertainty

**UNIT IV**

**Hours 17**

PERT and CPM : Basic steps in PERT and CPM, Forward and Backward computation, Representation in Tabular form, Slack and Critical path, Difference between CPM and PERT, Float.

**Game Theory:** Theory of Games, Characteristics of Games, Rules – Look for a pure Strategy, Reduce Game by Dominance, Mixed Strategies (2 x 2 Games, 2 x n Games or m x 2 Games).

**Transaction Mode**

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

**Suggested Readings:**

- Gupta P.K., Hira and D.S., "Operation Research", Sultan Chand & Sons, New Delhi, 1994.
- Kanti Swarup, Gupta P.K. & Man Mohan, "Operation Research", Sultan Chand & sons, New Delhi, 1990.
- Mittal, K.V., "Optimization Methods in Operations Research and System Analysis", New Age International (P) Ltd., New Delhi, 1992.
- Kapoor, V.K., "Operations Research Techniques for Management", 7th Edition, Sultan Chand & Sons, New Delhi.
- Swaroop, K., Gupta, P.K. and Manmohan, "Operations Research", 2013, 18th Edition, Sultan Chand & Sons, New Delhi.
- Gupta, P.K. and Hira, D.S., "Operations Research", 2009, S. Chand & Co., New Delhi.

**Course Title: Business Environment**

**Course Code: BDM602**

L	T	P	Cr.
4	0	0	04

**Total Hours: 60**

**Learning Outcomes**

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.

**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. Examine 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.
0	0	4	02

**Learning Outcomes**

**Total Hours: 60**

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. Assess the 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**

**18 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**

**16 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**

**12 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**

**14 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, Mentee Meter

**Suggested Readings**

- McKeown,P. (2015).*Information technology and the nnetworked economy*.
- Miller. (2018). *Data and Network Communication*. Vikas Publishing House. NewDelhi
- Turban,E.,Rainer,R.K.,&Potter,R.E.(2019).*Introductiontoinformationte chnology(p.550)*.NewYork,NY:JohnWiley&Sons.
- Lucas,H.C. (2020). *Information technology for management*. McGraw-Hill.

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

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>03</b>

**Total Hours: 45**

**Learning Outcomes**

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** **10 Hours**

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

**UNIT II** **13 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** **10 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** **12 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.
- Nissan, 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: Management Information System**  
**Course Code: BDM609**

L	T	P	Cr.
3	0	0	03

**Total Hours: 45**

### Learning Outcomes

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. Investigate an impact of information technology on firms.
3. Examine the role of information technology and information system in business.
4. Create a working knowledge of concepts and terminology related to information technology

### Course Content

#### UNIT I

**12 Hours**

Significance, Evolution, MIS Support for Programmed and Non- Programmed Decision Making, Model of Decision Making. MIS- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required Channel features and concept of Distributed database.

#### UNIT II

**11 Hours**

Data bases Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, Group decision support system. Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa. Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, and Expert Systems.

#### UNIT III

**10 Hours**

Artificial intelligence: Uses of Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Applications of AI in MIS. Executive information system. System implementation Strategies and process; System Evaluation and Maintenance

#### UNIT IV

**12 Hours**

Applications: cross –functional MIWS; ERP; CRM; SCM; Transaction Processing system; Business intelligence, supply chain management, Business Process management. Information system for strategic advantage, strategic role for information system, breaking business barriers, Business process reengineering, improving business qualities.

### Transaction Mode

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



### **Suggested Readings**

- *Goyal, D. P. (2021). Management Information Systems: Managerial Perspectives. Vikas Publishing House.*
- *Davis, G. B., & Olson, M. H. (2019). Management information systems: Conceptual foundations, structure, and development. McGraw-Hill, Inc.*
- *O'brien, J. A., & Marakas, G. M. (2016). Management information systems (Vol. 6). McGraw-Hill Irwin.*
- *Ein-Dor, P., & Segev, E. (2018). Managing management information systems. Toronto: Lexington Book.*
- *Laudon, K. C. (2017). Management information systems: Managing the digital firm. Pearson Education India*

**Course Title: Major Project**

**Course Code: BDM607**

L	T	P	Cr.
0	0	8	4

**Learning Outcomes**

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 Management.
3. Acquire research abilities and effective compilation of primary and secondary data.
4. Analyze and apply the theoretical knowledge with their practical experience in given research project.

**Course Content:**

The Major Project course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a research project. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize to provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

**Transaction Mode:** Peer Demonstration, Field Visit, Mock Exercise

**Course Title: Economic Policies and Reforms**

**Course Code: BDM610**

L	T	P	Cr.
3	0	0	03

**Learning Outcomes**

**Total Hours:**

**45**

On the completion of the course, the students will be able to

1. Analyzing the role and objectives of planning commissions, along with understanding challenges in resource mobilization
2. Evaluating inclusive growth strategies and government budgeting, as well as understanding investment models and trends
3. Examining fiscal and monetary policies in India, including their impact on economic growth and the financial system
4. Assessing banking reforms, financial inclusion, and foreign trade policies, while understanding international organizations' roles

**Course Content**

**UNIT I**

**12 Hours**

Indian Economy and Issues Relating to Planning: Role and Objective of Planning Commission, Regulatory Role of the State Development Strategy in India's Five-Year Plan, NITI Aayog and Its Role. Reforms in Planning System. Resource Mobilization:

Types of Recourses (Physical and Financial), Challenges to Resource Mobilization.

**UNIT II**

**11 Hours**

Inclusive Growth and Issues Arising from IT: concept of Inclusion, India's experience of Inclusion, Rural economy growth, Need for Sustainable agriculture, food security and resilience for growth, Inclusive Growth Strategies. Government Budgeting: Types of budget, Benefits, Flows in Budgeting Process. Investment Models: Investment Measures, Factors, Classification, Role of State, PPP (Public-Private Partnership), Savings and Investment Trends.

**UNIT III**

**11 Hours**

Fiscal Policy: Fiscal Concept and Fiscal Policy in India, Government Revenues & Spending Trends, Impact of deficits on economic growth, Twin Balance Sheet syndrome, Types of Deficit.

Monetary Policy in India: Instruments of Monetary Policy, Monetary Policy in Pre-Reform Era (1948 – 1991), Monetary Policy in Post-Reform Era (Since – 1991)

Urjit Patel Committee Report, Monetary Policy Committee, and Inflation Targeting

Financial System: Money Market and Capital Market in India, Regulatory Framework in Indian Capital Market, Primary Market Reforms in India, Secondary Market Reforms in India, Current and capital account convertibility, Risks of financial system.

**UNIT IV**

**11 Hours**

Banking: Nationalization of Banks in India, Banking Reforms in India, New Bank License Criteria, Small Finance Banks and Payment Banks Criteria, Non-Banking Financial Companies (NBFC), Financial Inclusion, Issue of NPAs.

Foreign Trade & International Organizations: Trends in International Trade

Foreign Trade Policy, Balance of Payments and Foreign Capital, Impact of Globalization on the Indian Economy, International Monetary Fund (IMF), World Trade Organisation (WTO), World Bank Group AIIB and NDB

**Transaction Mode**

Case Studies, Group discussion, Active participation, Research Projects, Policy Analysis Exercises, Role-Playing, Field Visits or Industry Immersion, Interactive Online Platforms, Multimedia Resources

**Suggested Readings**

- Ahluwalia, M. S. *Economic reforms in India since 1991: Has gradualism worked?* Cambridge, MA: MIT Press.
- Basu, K. *An economist in the real world: The art of policymaking in India.* Cambridge, MA: MIT Press.



- *Bhagwati, J., & Panagariya, A. Why growth matters: How economic growth in India reduced poverty and the lessons for other developing countries. New York, NY: Public Affairs.*
- *Chakraborty, P. Economic reforms and development: Essays in honor of Manmohan Singh. New Delhi, India: Oxford University Press.*
- *DeLong, J. B., & Ray, S. Understanding economic development: A global transition from poverty to prosperity? Oxford, UK: Oxford University Press.*
- *Rodrik, D. The growth report: Strategies for sustained growth and inclusive development. Washington, DC: World Bank Publications.*
- *Dreze, J., & Sen, A. An Uncertain Glory: India and Its Contradictions. Penguin Books India.*
- *Ghosh, A., & Chand, S. (2014). Public Finance in India: Issues in Management and Policy. Oxford University Press.*