

SCHEME AND SYLLABUS

FOR

BACHELOR OF BUSINESS ADMINISTRATION (BBA) DIGITAL MARKETING (Honours/Honours with Research)

For University Teaching Department & Affiliated Institutes

(with effect from session 2023-2024)

As per National Education Policy 2020



DEPARTMENT OF MANAGEMENT STUDIES
J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA,
FARIDABAD

VISION OF THE DEPARTMENT

To build aspiring managers and entrepreneurs possessing good analytical skills and leadership qualities for effective decision making to contribute to the society and the nation

MISSION OF THE DEPARTMENT

1. To provide learning environment to young aspirants by introducing suitable pedagogy and innovative industry-based curriculum
2. To provide best research facilities for developing analytical capabilities
3. To impart effective managerial skills for transformation of raw minds into effective managers and entrepreneurs

OVERVIEW OF DEPARTMENT OF MANAGEMENT STUDIES

The Management Studies is one of the faculties of J.C. Bose University of Science and Technology, YMCA formerly known as YMCA University of Science and Technology. The University is presently NAAC accredited 'A+' Grade State Government University and most of the University Teaching Departments (UTDs) are accredited by the National Board of Accreditation.

The Department of Management Studies came into existence in the year 2008 with an MBA program offering Specialisations in Information Technology, Operations, and Power Management. The program was meant for technical graduates only. Since 2011, the MBA program has been open for all graduates. With an aim to promote academic growth that various levels, now department offers the following high-quality management programs:

- MBA (with dual Specialization)
- MBA - Executive
- BBA
- Ph.D.

The department follows an international standard curriculum which is developed in consultation with eminent academicians and industry practitioners. The program delivery is done by well-qualified, competent, research-oriented, experienced faculty members and experts from the industry.

**SCHEME OF STUDIES & EXAMINATIONS
BBA DIGITAL MARKETING**

1. **PEO's (Program Education Objectives)** The BBA Digital Marketing Program will:

PEO1	Produce Industry Ready Graduates having competence in various key components of Digital Marketing
PEO2	Arm students with the knowledge and skills of all core management areas to be able to understand, operate, manage and control any business organization
PEO3	Develop Leadership and Entrepreneurial skills
PEO4	Promote a Global Outlook to promote creative solutions and innovation
PEO5	Inculcate Professional and Human Values for long term sustainable growth.

2. **PO's (Program Outcomes)** At the end of the BBA Digital Marketing the students will be able to:

PO1	Demonstrate an understanding of business functional areas and their interlinkage within.
PO2	Convey ideas and information effectively
PO3	Apply digital marketing tools to manage a business's customer relationships across all digital channels
PO4	Evaluate digital marketing plans and strategies for different business models
PO5	Create and execute a digital marketing plan from scratch

3. **PSO's (Program Specific Outcomes)** At the end of the BBA Digital Marketing the students will be able to:

PSO1	Promote a Global Outlook to promote creative solutions and innovation
PSO2	Inculcate Professional and Human Values for long terms sustainable growth.
PSO3	Apply digital marketing tools to manage a business's customer relationships across all digital channels
PSO4	Evaluate digital marketing plans and strategies for different business models
PSO5	Create and execute a digital marketing plan from scratch

**INTERNAL ASSESSMENT FOR ENVIRONMENTAL SUBJECTS
(MCEVS-01, MCEVS-02, MCEVS-03)****

- a. Apart from Class Tests, Tree plantation and care should be an integral part of the internal assessment as follows:
- i. Each admitted student of the university has to plant at least 5 tree saplings during their first semester and submit geo-tagged photos of the sapling trees to his/her respective coordinator/department. The location for the planting may be any place such as park or ground in his/her locality or anywhere else suitable for plantation. After plantation, every student will care for these plants and submit their geo-tagged photos in 2nd and 3rd year also.
 - ii. Assessment of tree sapling plantation and care via submission of geo-tagged photos by the student should be done by the respective coordinator/department as a part of the internal assessment every year.
 - iii. The student must ensure the survival of at least one tree (at least three years old in UG Courses) out of 5 trees planted and submission of its geo-tagged photo during the semester in which they will study compulsory EVS subject. This should be one of the requirements for the award of degree. A certificate will be awarded to the student by the University for the same.

b. For better understanding about the local environment, field related work assessment e.g. visit to STP/ETP/Solar energy Centre/biogas plant/ study of flora and fauna in surrounding ecosystems, etc. supported by a report to be assigned as a part of internal assessment of the syllabus

MOOC Guidelines:

1. All the Chairperson/ Principals of the UTDs/ Affiliated Institutions can offer up to two MOOC courses which are the part of curriculum as Core/Elective/VAC/AEC/other courses and are being run through the SWAYAM platform, during the whole degree term. The SWAYAM platform may be utilized to supplement the teaching-learning process in the Institution considering the academic requirements i.e., in case of non-availability of resources/ facilities for offering the courses sought for by the students.
2. The departmental/ institutional MOOC Coordinators, appointed by chairpersons of concerned departments/ Principals of affiliated institutions, will be responsible for identification of relevant MOOCs in the UTDs/ institutions and smooth conduction during the course. Such MOOCs should be well approved by the concerned BOS of the department.
3. Department/ affiliated institution should ensure that the syllabus of chosen MOOC course should be similar to an extent of at least 60% with the syllabus of existing Core/Elective/VAC/AEC/other courses of the department.
4. Students can opt for 12 to 16 weeks MOOCs equivalent to 3 or 4 credits under mentorship of faculty (MHRD MOOC's guidelines 11.1(J) issued by the MHRD vide its orders dated 11/03/2016).
5. University shall give the equivalent credit weightage to the students for the credits earned through MOOC courses and such credits will be transferred in the ABC (Academic Bank of Credits) account of the student.
6. Importance of online learning and credit transfer policy must be shared with the students at entry level by the concerned department/affiliated institution. Same may be incorporated during the induction programme for newly admitted students.

Abbreviations

DSC- Discipline Specific Course
MIC- Minor Course
VOC-Vocational Course
MDC- Multi-Disciplinary Course
AEC- Ability Enhancement Course
SEC- Skill Enhancement Course
VAC- Value Added Course
MOOC- Massive Open Online Course

SEMESTER-WISE SCHEME OF EXAMINATION OF BBA DIGITAL MARKETING

FIRST YEAR

First Semester

Paper No	Title of Paper	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/101	Fundamentals of Management	4	25	-	75	DSC
BBA/DIMK/102	Principles of Marketing	4	25	-	75	DSC
BBA/DIMK/103	Managerial Economics	4	25	-	75	MIC
BBA/DIMK/104	Business Mathematics	3	25	-	75	MDC
BBA/DIMK/105	English – I	2	25	-	75	AEC
BBA/DIMK/106	Managerial Skills Development	3	25	75	-	SEC
MCEVS-01	Environment and Ecology	2	25	-	75	VAC
	TOTAL	22	175	75	450	

Second Semester

Paper No	Title of Paper	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/201	Introduction to Digital Marketing	4	25	-	75	DSC
BBA/DIMK/202	Financial Accounting	4	25	-	75	DSC
BBA/DIMK/203	Indian Business Environment	4	25	-	75	MIC
BBA/DIMK/204	Applications of Business Statistics	3	25	-	75	MDC
BBA/DIMK/205	English – II	2	25	-	75	AEC
BBA/DIMK/206	Introduction to R Programming	3	25	75	-	SEC
MCEVS-02	Natural Resources and Biodiversity Conservation	2	25	-	75	VAC
	TOTAL	22	175	75	450	

Exit Option: Any student opting for exit option after first year will get UG Certificate provided he/she completes 44 Credits of first two semesters and additional 4 credits of internship report based on internship of 4-6 weeks. Thus, he/she will be eligible to exit the course with 48 Credits. In addition, the internship report would be evaluated by external expert from panel approved by Department of Management Studies, J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of internship report would be included/ mentioned in the UG Certificate as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical	Total Marks	Credits
BBA/DIMK/207	Internship	Internship	-	-	100	100	4

The students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of 7 years.

SECOND YEAR

Third Semester

Paper No	Title of Paper	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/301	Internet and Web Fundamentals	4	25	-	75	DSC
BBA/DIMK/302	Human Resource Management	4	25	-	75	DSC
BBA/DIMK/303	Foundation of International Business	4	25	-	75	MIC
BBA/DIMK/304	MIS and Knowledge Management	3	25	-	75	MDC
BBA/DIMK/305	Communication Skills – I	2	25	-	75	AEC
BBA/DIMK/306	Advanced Excel for Business	3	25	75	-	SEC
BBA/DIMK/307	Health Psychology	2	25	-	75	VAC
	TOTAL	22	175	75	450	

Fourth Semester

Paper No	Title of Paper	Credits	MARKS			CODE
			Internal	Practical	External	
BBA/DIMK/401	Financial Management	4	25	-	75	DSC
BBA/DIMK/402	Marketing Research	4	25	-	75	DSC
BBA/DIMK/403	Product and Brand Management	4	25	-	75	DSC
BBA/DIMK/404	E-Business	4	25	-	75	DSC
BBA/DIMK/405	Strategic Management	4	25	-	75	VOC
BBA/DIMK/406	Communication Skills - II	2	25	-	75	AEC
MCEVS-03	Environmental Pollution, Waste Management and Sanitation	2	25	-	75	VAC
	TOTAL	24	175	-	525	

Exit Option: Any student opting for exit option after second year will get UG Diploma provided he/she completes 90 Credits of first four semesters and additional 4 credits of internship report based on internship of 4-6 weeks. Thus, he/she will be eligible to exit the course with 94 Credits. In addition, the internship report would be evaluated by external expert from panel approved by Department of Management Studies, J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of internship report would be included/ mentioned in the UG Diploma as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical	Total Marks	Credits
BBA/DIMK/407	Internship	Internship	-	-	100	100	4

The students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of 7 years.

THIRD YEAR**Fifth Semester**

Paper No	Title of Paper	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/501	Supply Chain Management	4	25	-	75	DSC
BBA/DIMK/502	Search Engine Marketing and Optimization	4	25	-	75	DSC
BBA/DIMK/503	Entrepreneurship	3	25	-	75	DSC
BBA/DIMK/504	Integrated Marketing Communication	4	25	-	75	DSC
BBA/DIMK/505	Human Values and Professional Ethics	4	25	-	75	VOC
BBA/DIMK/506	Internship	4	-	100	-	Internship
	Total	23	125	100	375	

Sixth Semester

Paper No	Title of Paper	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/601	Content Marketing	4	25	-	75	DSC
BBA/DIMK/602	Comprehensive Viva	4		100		DSC
BBA/DIMK/603	Consumer Behaviour	4	25	-	75	DSC
BBA/DIMK/604	Social Media Marketing	4	25	-	75	DSC
BBA/DIMK/605	Service Marketing	4	25	-	75	VOC
BBA/DIMK/606	Counselling and Negotiation Skills	2	25	75	-	SEC
	Total	22	125	175	300	

Exit option: Any student opting for exit option after third year will get UG Degree after successful completion of three years and securing 135 including MOOC Course and satisfying the minimum credit requirement as per study scheme.

Note:

1. 4-year UG (Honours with Research) degree will be offered only to those students who have obtained 75% marks and above in the first six semester and wish to undertake research at undergraduate level.
2. UG (Honours with Research) degree will be awarded after successful completion of the four-year programme securing 175 (including 12 credits from dissertation) including MOOC Course.
3. A 4-year UG honours degree will be awarded to those who complete a 4-year degree programme with 175 including MOOC Course and have satisfied the minimum credit requirement as per study scheme.

FOURTH YEAR**Seventh Semester**

Paper No	Title of Paper(s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/701	E-CRM	4	25	-	75	DSC
BBA/DIMK/702	Sales and Distribution Management	4	25	-	75	DSC
BBA/DIMK/703	E-mail Marketing	4	25	-	75	DSC
BBA/DIMK/704	Affiliate Marketing	4	25	-	75	DSC
BBA/DIMK/705	Research Methodology	4	25		75	MIC
	Total	20	125	-	375	

Eighth Semester (Honours)

Paper No	Title of Paper(s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/801	Advertising Management	4	25	-	75	DSC
BBA/DIMK/802	Introduction to Marketing Analytics	4	25	-	75	DSC
BBA/DIMK/803	Mobile Marketing	4	25	-	75	DSC
BBA/DIMK/804	Seminar	4	25	75	-	DSC
BBA/DIMK/805	Sustainable Business and Development	4	25		75	MIC
	Total	20	125	75	300	

Eighth Semester (Honours with Research)

Paper No	Title of Paper(s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/DIMK/802	Introduction to Marketing Analytics	4	25	-	75	DSC
BBA/DIMK/805	Sustainable Business and Development	4	25	-	75	MIC
BBA/DIMK/806	Dissertation	12	100	200	-	Project
	Total	20	150	200	150	

DETAILED SYLLABUS OF BBA DIGITAL MARKETING

SEMESTER-I

FUNDAMENTALS OF MANAGEMENT
PAPER CODE: BBA/DIMK/101

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

Course Outcomes:

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

1. Understand the concepts and principles of Management
2. Develop business plan
3. Effectively organize and manage human resources
4. Understand various control techniques

UNIT-I

Management – Definition, nature, purpose and scope of management; Difference between management and administration; Skills and roles of a manager; functions of management; Fayol's principles of management; Evolution of management thought; Scientific management, Management by objectives; Management by exception.

UNIT-II

Planning – Meaning and characteristics of planning; Types of plans; Planning process; Barriers and how to overcome barriers in planning; Premising and forecasting; Strategic management.

UNIT-III

Organizing – Organizational design and Structure; Departmentation; Span of management; Centralization and De-centralization; Delegation; Authority & responsibility; Line and staff organizations.

UNIT-IV

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

Suggested Readings:

1. Stoner James A.F., Principles of Management, Pearson Education
2. Rao V. S. P., Principles & Practice of Management, Konark Publishers Pvt Ltd.
3. Koontz O'Donnell, Principles of Management, McGraw-Hill Inc.
4. Chhabra T.N, Principles of Management, Dhanpat Rai Publishers
5. Prasad L.M., Principles & Practices of Management, Sultan Chand & Sons

NOTE: Only latest editions of the above books are recommended.

PRINCIPLES OF MARKETING
PAPER CODE: BBA/DIMK/102

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

Course Outcomes:

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

1. Understand the process of marketing by which companies create value for customers and capture value from customers in return
2. Make the strategies related to 4Ps and understand the significance of consumer behavior
3. Know the contemporary issues of marketing
4. Face the challenges in the market and ways to tackle them in an effective manner

UNIT -I

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

UNIT -II

Segmenting, Targeting and Positioning – Need and Basis for Market Segmentation; Evaluating & Selecting Target Markets; Concept of Positioning – USP; Relationship between MIS and Marketing Research; Significance of studying Consumer Behaviour; Factors influencing Consumer Behaviour.

UNIT- III

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

UNIT- IV

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

Suggested Readings:

1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall.
2. Ramaswamy, V.S. & Namakumari, S., Marketing Management Indian Context with Global Perspective, McGraw Hill.
3. Kotler, P., Keller, K.L., Koshy, A., & Jha, M., Marketing Management, A South Asian Perspective, McGraw Hill.
4. Saxena Rajan, Marketing Management, Tata McGraw Hill Publishing Co. Ltd.

NOTE: Only latest editions of the above books are recommended.

MANAGERIAL ECONOMICS
PAPER CODE: BBA/DIMK/103

Total credits: 4
Internal marks: 25
External marks: 75

Course outcomes:

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

1. Develop a critical understanding of different economic theories.
2. Take decisions about optimum production quantity which will minimise costs and maximise returns.
3. Understand different market structures and apply decisions methodologies to decide the best price of the product of the business.
4. Integrate economic theories with managerial practices to solve business problems.

Unit-I

Managerial Economics: Meaning, nature, scope & relationship with other disciplines, Role of managerial economics in decision Making, objectives of business firms, cardinal utility theory, indifference curve technique and the theory of consumer choice, consumer surplus, price effect combination of income effect and substitution effects.

Unit-II

Law of demand, demand elasticities, demand estimation and forecasting, Production Analysis, Law of variable proportions; laws of return to scale, Isoquants, Optimal Combination of Inputs

Unit-III

Theory of Cost: Traditional and Modern Theory of Cost in Short and Long runs, Economies and diseconomies of Scale, Revenue curves; Market Structures: Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Shut down Point.

Unit-IV

Determinants of Economic Development. Recent Developments in Indian Economy. Business cycles; inflation; types and control methods. Monetary policy, Fiscal policy, Balance of payment of India; Trade deficit and remedies. FDI in India.

Suggested Readings:

1. T.R. Jain, Managerial Economics, V.K. Publication
2. K.K. Dewett, Modern Economic Theory, S. Chand Publication
3. D.N. Dwivedi, Managerial Economic, Vikas Publications

Note: Only latest available edition books are recommended.

BUSINESS MATHEMATICS
PAPER CODE: BBA/DIMK/104

Total credits: 3
Internal marks: 25
External marks: 75

Course Outcomes:

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

1. Understand the basic concepts of business mathematics
2. Develop basic skills for quantitative application in business situations.
3. Interpret and solve real-life business problems.
4. Understand matrices and other various mathematical concepts useful in daily life.

UNIT-I

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

UNIT-II

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

UNIT-III

Permutations, combinations and binomial theorem (positive index), Quadratic equations.

UNIT-IV

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration.

SUGGESTED READINGS:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.JayaPrakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

Note: Only latest available edition books are recommended

ENGLISH - I
PAPER CODE: BBA/DIMK/105

Total credits: 2
Internal marks: 25
External marks: 75

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

1. Learn about the foundation of English language
2. Familiarize with essentials of grammar of English language
3. Inculcate creative and aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts.
4. Understand proper pronunciation and accent of English language

Unit I: Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions. Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms,

Unit II: Essentials of Grammar-I: Articles, Subject-Verb agreement, Parts of Speech, Tenses

Unit III: Essentials of Grammar–II: Vowels, Consonants, Diphthongs, Clusters and Syllable, Direct and Indirect Speech.

Unit IV: Spoken English Communication: Speech Drills, Pronunciation, Accent Stress and Intonation

SUGGESTED READINGS:

1. Madhulika Jha, Echoes, Orient LongMan
2. Ramon & Prakash, Business Communication, Oxford.
3. Sydney Greenbaum Oxford English Grammar, Oxford.
4. M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill

Note: Only latest available edition books are recommended.

MANAGERIAL SKILLS DEVELOPMENT
PAPER CODE: BBA/DIMK/106

Total Credits: 3
Internal Marks: 25
Practical Marks: 75

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

1. Identify and foster self-capabilities for corporate readiness.
2. Learn the techniques of problem-solving and building positive interpersonal relationships.
3. Build teams and work in teams effectively.
4. Understand leadership styles and develop leadership qualities

Unit I

Understanding oneself (self-evaluation, ethics, values, personality assessment), Johari window, work life balance, stress management, time management, personality development and mindfulness.

Unit II

Problem-solving, creativity, and innovation; steps in analytical problem-solving; building positive interpersonal relationships; Supportive communication; Coaching and counselling; Principles of supportive communication.

Unit III

Team building; types of team; managing conflict and diversity; team effectiveness; leading team for high performance; leading positive change

Unit IV

Leadership and its types; characteristics of a leader; leadership development; Leadership games to understand leadership roles at various levels of the organization.

Suggested readings:

1. Wadkar, Alka. Life Skills for Success. Sage Publications.
2. Whetten, D.A, Cameron, K.S. Developing Management Skills. Prentice Hall
3. Hughes, R., Ginnett, R. and Curphy, G., Leadership: Enhancing the Lessons of Experience, McGraw Hill Education,
4. A. Chandramohan, Leadership and management, Himalaya Publishing House
5. Bhargava & Bhargava, Team Building & Leadership, Himalaya Publishing House

Note: Only latest available edition books are recommended.

ENVIRONMENT AND ECOLOGY
PAPER CODE: MCEVS-01

Total Credits: 2
Internal Marks: 25
External Marks: 75

COURSE OUTCOMES:

At the completion of this course, the students will be able to:

1. Demonstrate knowledge of basics related to Environment and its components.
2. Understand the concepts of population ecology and human population
3. Analyze components of ecosystems and compare them with real life processes.
4. Interpret ecological phenomena of different ecosystems.

UNIT I:

Introduction to Environmental Studies:

Definition and Components of Environment, Relationship between the different components of Environment. Concept of biosphere, Atmosphere, lithosphere and hydrosphere; Components of atmosphere, Man and Environment Relationship, Impact of technology on Environment.

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

UNIT-II:

Human population and Environment: Population growth, variation among nations. Population explosion –Causes, Effects and Control, Family welfare programme. Human right. Value Education, Women and Child Welfare.

Population Interactions and Adaptations: Neutralism; positive interactions-commensalism, proto cooperation, mutualism and symbiosis; negative interactions-competition, predation and parasitism; importance of negative interactions. Invasive species and pest control.

UNIT-III:

Concept of Ecosystem: Concept of an ecosystem. Definition, scope and significance of Ecology, Concept of habitat and ecological niche, Structure and function of an Ecosystem. Producers. Consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food web and ecological pyramids.

UNIT IV:

Biomes: Concept; major biomes of the world; Introduction, types, characteristic features, structure and function of the following ecosystems: - Forest ecosystem Grassland ecosystem, Desert ecosystem and Aquatic ecosystems (ponds, streams, lakes rivers, oceans, estuaries).

REFERENCE BOOKS:

1. Brewer, R. The Science of Ecology, Sanders College Publishing Co., Tokyo, 1994.
2. Odum, E.P. Basic Ecology, W.B. Saunders, Philadelphia, 1983.
3. Jorgensen, Sven Erik. Encyclopedia of Ecology. Vol 1-5. Elsevier Publishers. Netherlands, 2008.
4. Kohli, R. K., Jose, S., Singh, H. P. and Batish, D. R. Invasive Plants and Forest Ecosystems. CRC Press / Taylor and Francis, 2009.
5. Odum, E.P., Barrick, M. and Barrett, G.W. Fundamentals of Ecology (5th Ed). Thomson Brooks/Cole Publisher, California, 2005.
6. Rana, S.V.S. Essentials of Ecology and Environmental Science (5th Ed), PHI Learning Pvt. Ltd, 2013.

Note: Only latest editions of the above books are recommended.

SEMESTER-II

INTRODUCTION TO DIGITAL MARKETING
PAPER CODE: BBA/DIMK/201

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

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

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

UNIT – I

Introduction to Digital Marketing (DIM) - Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing, History of DIM, Traditional Vs. Digital Marketing, Concept and approaches to DIM, Advantage and Disadvantage. Scope of DIM.

UNIT-II

Overview of various tools and modes of digital marketing. Display Ads. Mobile Marketing. Email Marketing- Need for Emails, Types of Emails and options in email advertising. Social media marketing, Content marketing and other forms of digital Marketing.

UNIT- III

Measurement Metrics- Digital Marketing Media, Budget Allocation, ROI for Digital Marketing, Analytics and Key Performance Indicators (KPI); Attribution Models and Frameworks.

UNIT- IV

Pitfalls of Digital Marketing. Good practices in digital marketing. Emerging technologies for Digital Marketing. Leading, management and governance of Digital Marketing teams. Digital Marketing for start-ups, MSMEs and rural enterprise. Future of digital marketing.

SUGGESTED READINGS:

1. Chaffey. D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India.
2. Kotler, P. Kartajaya, H and Setiawan, I., Marketing 4.0: Moving from Traditional to Digital, Wiley.
3. Tapp, A., & Whitten, I., & Housden, M; Principles of Direct, Database and Digital Marketing, Pearson.
4. Tasner, M; Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, Pearson Education.

NOTE: Only latest editions of the above books are recommended.

FINANCIAL ACCOUNTING
PAPER CODE: BBA/DIMK/202

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

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

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

UNIT I

Meaning and scope of accounting, nature of financial accounting, Branches of accounting. Accounting principle: Concepts and Conventions. Application of Generally Accepted Accounting Principles (GAAP) in recording financial transactions and preparing financial statements.

UNIT II

Accounting Process: From recording of a business transaction to preparation of trial balance. Rectification of errors; Concept of depreciation, Methods of computing depreciation: straight line method and diminishing balance method.

UNIT III

Capital and revenue expenditures and receipts, Preparation of financial statements of non-corporate business entities: Trading account, profit and loss account, and balance sheet. Computerized Accounting System: Computerized accounts by using Tally software.

UNIT IV

Joint venture accounts. Accounting for Non-Profit Organisations: Meaning of Non-Profit Organisation; Significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet; Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Suggested Readings and Learning materials:

1. Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting: Text and Cases. New York: McGrawHill Education India.
2. Dam, B. B., Gautam, H. C. Financial Accounting. Guwahati: Gayatri Publications.
3. Monga, J. R. Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing.
4. Shukla, M. C., Grewal, T. S., Gupta, S. C. Advanced Accounts. New Delhi: Sultan Chand Publishing.
5. Maheshwari, S. N., Maheshwari, S. K., Maheshwari, S. K. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
6. Sehgal, D. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.

Note: Only latest editions of the above books are recommended.

INDIAN BUSINESS ENVIRONMENT
PAPER CODE: BBA/DIMK/203

Total credits: 4
Internal marks: 25
External marks: 75

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

1. Understand dynamics of the business environment and current economic situation.
2. Develop a critical understanding of changes in business environment and assess threats and opportunities emerging out of it.
3. Suggest strategic adjustments for an organization which may be needed in changing business environment scenario.
4. Develop suitable adjustment and response strategies.

UNIT I

Business environment: concept, nature and significance. Economic, social, political forces affecting business operations & growth. Types of business environment. Environmental scanning.

UNIT II

Risk in business environment- country risk and political risk. Economic systems: capitalism, socialism & mixed economy. Economic planning in India: objectives, strategy and problems. Impact of economic planning in India. Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context.

UNIT III

The constitutional environment and state intervention in business. Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business.

UNIT IV

Professionalization and business ethics. Competitive environment of business with reference to MRTP Act and Competition Act.

SUGGESTED READINGS:

1. Francis Cherunillam: Business Environment, Himalaya Publications.
2. Suresh Bedi: Business Environment, Excel Books.
3. Alok Goyal: Environment for Managers, V.K. Publications.
4. Justin Paul: Business Environment, Tata Mc-Graw Hill.

Note: Only latest available edition books are recommended.

APPLICATIONS OF BUSINESS STATISTICS
PAPER CODE: BBA/DIMK/204

Total Credits: 3
Internal Marks: 25
External Marks: 75

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

1. Apply application of quantitative techniques in business decision making.
2. Analyze data using statistical techniques and able to forecast under uncertain business environment.
3. Examine normality and apply its concepts in different sampling techniques.
4. Apply quantitative techniques to business situations and optimize available resources.

UNIT I

Statistics: Meaning, purpose, scope and limitations; presentation and tabulation of data: meaning, objectives and types of classification, formation of frequency distribution, role types and construction of diagrams and graphs.

UNIT II

Measures of Central Tendency: Arithmetic mean, median, mode, characteristics, applications and limitations of these measures; Measure of variation: Range, quartile deviation, mean deviation and standard deviation, coefficient of variation and skewness.

UNIT III

Correlation Analysis: Introduction, significance, types and Methods of Correlation analysis – Scatter, diagram Karl Pearson's coefficient, Rank correlation. Regression Analysis: Introduction, significance, simple linear regression model, method of least squares, standard Error of estimates.

UNIT IV

Index Number: Introduction, importance, Construction, Price and Quantity index numbers, Laspeyres', Paasche's, Edgeworth-Marshall's, Fisher's method, Relative methods. Time series Analysis: Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.

SUGGESTED READINGS:

1. Berry, G.C. Business Statistics, McGraw Hill Publication.
2. Gupta, S.P. & M.P. Gupta. Business Statistics, Sultan Chand and Sons Publication.
3. Gupta, C.B. An Introduction to Statistical Methods, Vikas Publishing House Pvt Ltd.
4. Gupta, S.P. Statistical Methods, Sultan Chand and Sons Publication.
5. Sharma, J.K. Business Pearson Education, New Delhi Statistics.

Note: Only latest available edition books are recommended.

ENGLISH - II
PAPER CODE: BBA/DIMK/205

Credit: 2
Internal Marks: 25
External Marks: 75

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

1. Understand basics of narration and writing for effective communication.
2. Learn techniques of effective public speaking.
3. Write various kind of letter, essay and articles.
4. Practically perform reading and speaking through drills.

Unit I

Narration and Writing: Define, Describe, Narrate and Argue; Reading Comprehension, Precise Writing, Letter Writing - Job Application Letter, Resume writing, Report Writing.

Unit II

Introduction to Oratory: Techniques for effective public speaking, both prepared and extemporaneous. Brainstorm ideas for your own short speech.

Unit III

Written English communication: Progression of Thoughts/ideas, Structure of Paragraph, Structure of Essays, Essay Writing.

Unit IV

Writing Features and Articles: Op-Eds (Editorials, Opinions), Features; Articles; Performance and Drills: Reading Drills, Speaking Drills, Team-Performance Drills, Solo Performance Drills

SUGGESTED READINGS:

1. Madhulika Jha, Echoes, Orient LongMan
2. Ramon & Prakash, Business Communication, Oxford.
3. Sydney Greenbaum Oxford English Grammar, Oxford.
4. M.Ashraf Rizvi, Effective Technical Communication, Tata McGrawHill
5. Anjanees Sethi & Bhavana Adhikari, Business Communication, TataMcGrawHill

Note: Only latest available edition books are recommended.

INTRODUCTION TO R PROGRAMMING
PAPER CODE: BBA/DIMK/206

Total Credits: 3
Internal Marks: 25
Practical Marks: 75

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

1. Install, and deploy the R package
2. Build new packages for sharing and reusability
3. Extract data from different sources and use it for data analysis
4. Design application for data analysis

Unit - I

Introduction to R: R interpreter, Basic understanding of R data structures like vectors, matrices, arrays, list and data frames, Control Structures.

Unit - II

Using R packages: Read/write data from/in files, extracting data from web-sites, Clean data, Transform data by sorting, adding/removing new/existing columns, centring, scaling and normalizing the data values, converting types of values, using string in-built functions,

Unit – III

Statistical analysis of data for summarizing and understanding data, Visualizing data using scatter plot, line plot, bar chart, histogram and box plot

Unit - IV

Designing Graphical User Interface: Building interactive application and connecting it with database, Building Packages

SUGGESTED READINGS:

1. Cotton, R., Learning R: a step by step function guide to data analysis. O'reilly Media Inc.
2. Gardener, M. Beginning R: The statistical programming language, WILEY
3. Lawrence, M., & Verzani, J. Programming Graphical User Interfaces in R. CRC press. (ebook)

Note: Only latest editions of the above books are recommended.

NATURAL RESOURCES AND BIODIVERSITY CONSERVATION
PAPER CODE: MCEVS -02

Total credits: 2
Internal marks: 25
External marks: 75

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

1. Illustrate types of resources and consequences of resource degradation.
2. Appraise the food and land resources and role of individual in conservation of resources.
3. Interpret ecological and social phenomena from a biodiversity viewpoint.
4. Develop new conservation measures on new or endangered species in a given habitat.

UNIT-I:

Natural Resources: Renewable and non-renewable resources, Natural resources, and associated problems: **Forest Resources:** Use and Over-exploitation, deforestation. Case studies. Timber exaction mining, dams and their effects on forests and tribal people. **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams, benefits, and problems. **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

UNIT II:

Food Resources: World food Problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. **Energy resources;** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. **Land resources:** Land as a resource, Soil profile and horizons, Soil formation and degradation, man induced landslides, soil erosion and desertification. Role of and individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

UNIT-III:

Biodiversity Uses, Threats and Conservation:

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

UNIT-IV:

Conservation of Biodiversity: In-situ and Ex-situ conservation of biodiversity, Special Projects for endangered species: Project tiger, Project Gir lion, Project elephant and Project crocodile. Role of WWF, IUCN, UNEP, Red Data Book in restoration of endangered species.

REFERENCE BOOKS:

1. Joshi, B.D., Tripathi, C.P.M and Joshi, P.C. *Biodiversity and Environmental Management*. APH, New Delhi, 2009.
2. Joshi, P.C. and Joshi, N. *Biodiversity and conservation*. APH Publishing Co-operation, New Delhi, 2009.
3. Fatik B. Mandal and Nepal C. Nandi. *Biodiversity: Concepts, Conservation and Biofuture*, Asian Books, 2013.

SUGGESTED WEB SOURCES:

1. http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html
2. <https://nptel.ac.in/courses/103/106/103106162/>
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14>
4. <https://swayam.gov.in/>

Note: Only latest available edition books are recommended.

SEMESTER III

INTERNET AND WEB FUNDAMENTALS
PAPER CODE: BBA/DIMK/301

Total credits: 4
Internal marks: 25
External marks: 75

Course Outcomes: After completing the course, the student will be able to:

1. Understand the current developments in Web and Internet technologies.
2. Learn the basic working schemes of the Internet and World Wide Web.
3. Comprehend the principle of Web page design.
4. Understand fundamental tools and technologies for web design.

Unit I:

Introduction to Internet: History of the Internet, Connecting to Internet, Internet Service Providers, DNS Servers

Unit II:

Introduction to World Wide Web, Web Pages and Web site, Web Clients and web servers, Web Application, Do and don'ts for web content, Web Graphics Design

Unit III:

Brief introduction to some Key concepts: Web browser, Search Engines, Plug-ins, HTTP, URL and Hyperlinks. Designing Your Own Website: HTML and PHP, History of Web programming, Introduction to HTML, HTML Documents, HTML Tags, Introduction to PHP, How PHP fits into web environment, Introduction to Wordpress.

Unit IV:

Web Publishing and Browsing, Documents Interchange Standards, Components of Web Publishing, Publishing Tools, Internet Security Management Concepts: Overview of Internet Security; Firewalls, Information Privacy, Copyright Issues.

SUGGESTED READINGS:

1. Berners -LEE, Godel and Turing, Thinking on the Web, Wiley
2. Teach yourself HTML, SAMS
3. Tannenbaum, Computer Networks, PHI, New Delhi.

Note: Only latest available edition books are recommended.

**HUMAN RESOURCE MANAGEMENT
PAPER CODE: BBA/DIMK/302**

**Total credits: 4
Internal marks: 25
External marks: 75**

Course Outcomes: After completing the course, the student will be able to:

1. Understand the basics of human resource management.
2. Analyse the human resource challenges in present scenario.
3. Know the essentials of employing, maintaining and promoting a motivated workforce.
4. Develop critical understanding of contemporary issues of human resource management.

UNIT I

Foundation of HRM, Concept of HRM and HRD; Role of HR Practitioner; Managing the HR Function; Contribution of HR Function to Organizational Success; Evaluating HR Functions.

UNIT II

HR Policies; Job, Role and Competence Analysis; Human Resource Planning; Recruitment and Selection; Induction, Redundancy, Outplacement and Dismissal; Maintenance and Welfare Activities: - Employee Health and Safety, Fatigue and Welfare Activities.

UNIT III

Human Resource Development; Learning and Development; Personal Development Planning; Training; Management Development; Career Management; HR Approaches to Improving Competencies.

UNIT IV

Employee Compensation- Aims, Components, Factor Influencing Employee Compensation; Internal Equity, External Equity and Individual Worth; Pay Structure; Incentive Payments; Employee Benefits and Services; Performance Appraisal; 360 Degree Feedback, Balance Score Card.

SUGGESTED READINGS:

1. C.B Gupta, Human Resource Management, Sultan Chand and Sons
2. Rao, V.S.P. Managing People, Excel Publishers Pvt. Ltd.
3. Aswathappa, Human Resource and Personal Management, Tata McGraw Hill, New Delhi
4. Pattanayak, Human Resource Management, Prentice Hall of India
5. Desler, Human Resource Management, Prentice Hall of India,

Note: Only latest available edition books are recommended.

FOUNDATION OF INTERNATIONAL BUSINESS
PAPER CODE: BBA/DIMK/303

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

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

1. Describe various types of International Business, stages of internationalization and evaluate the risk involved in international business.
2. Model the ways to enter in international market- its selection and strategies formulation.
3. Understand the challenges and strategies to handle these challenges.
4. Understand global sourcing and countertrade, and critically evaluate these sources.

UNIT-I

Concept of international business; domestic vs international business Globalization and its relevance, stages of Internationalization, need for International Marketing, Types of International Business, Risks involved in international business.

UNIT-II

Market Selection, Market Entry Strategies, Market coverage Strategies, International Business Intelligence, Global Sourcing, Countertrade, Global Trade.

UNIT-III

International Investments: Types of Foreign Investments, Theories of International Investment, Trade and Investment, Factors Affecting International Investment, Growth of Foreign Investment, Foreign Investment in India, and Foreign Investment by Indian Companies.

UNIT-IV

International Organization and HRM, Export Promotion, India in Global Market, Corporate Governance and Social Responsibility in International Business, MNCs and Global organizations.

SUGGESTED READINGS:

1. A. Buckley Multinational Finance, Prentice-Hall of India, New Delhi.
2. World Bank, World Development Report (latest issue)
3. Agarwal Raj - International Trade, Excel
4. AlbaumDuerr - International Marketing and Export management, Pearson
5. Hill C.W. - International Business, TMH

Note: Only latest available edition books are recommended.

MIS AND KNOWLEDGE MANAGEMENT
PAPER CODE: BBA/DIMK/304

Total Credits: 3
Internal Marks: 25
External Marks: 75

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

1. Understand technical and business issues related to development of information system
2. Understand the role of Information Systems for Strategic Advantage
3. Understand the importance of knowledge management
4. Apply the tools and technologies of Knowledge Management

UNIT – I

MIS-A Framework: Information, Types of information, Dimensions of information, MIS concept, Definition, Nature and scope of MIS, MIS characteristics, MIS functions, MIS classification, and Application areas of information systems: Finance, Marketing, Manufacturing and Personnel. Planning for Designing and Implementing the MIS: Strategic and project planning for MIS, Conceptual system design, and Detailed system design, Implementation, Evaluation and Maintenance of MIS.

UNIT – II

Information Systems for Strategic Advantage: Introduction, Strategic roles for information systems, breaking business barriers, Value chain and strategic IS, Re-engineering business processes, improving business quality, challenges of strategic IS, Sustaining Strategic success. Intranets, Extranets, Enterprise Collaboration Systems.

UNIT – III

Introduction to knowledge management (KM), History of KM, Importance of KM, Information Management to Knowledge Management, K M Cycle, Industrial Economy to Knowledge Economy

UNIT – IV

Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix, Ethics in KM

SUGGESTED READINGS:

1. Management Information Systems by Sadagopan S, EEE Publication
2. Management Information System 13th Edition Kenneth C. Laudon, Jane P. Laudon, Pearson
3. Knowledge Management Challenges, Solutions, and Technologies, Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal, Prentice Hall.

Note: Only latest available edition books are recommended.

COMMUNICATION SKILLS –I
PAPER CODE: BBA/DIMK/305

Total Credits: 2
Internal Marks: 25
External Marks: 75

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

1. Explain the need for communication in management.
2. Appreciate the need of effective reading and listening for communication.
3. Demonstrate the skill of oral presentations.
4. Demonstrate the skill of effective report writing.

Unit I

Introduction to the essentials of Business Communications: Meaning, process and functions; Need and importance; Medium: verbal and non-verbal communication; Channels: formal & informal; Levels of communications; Direction of communication: downward, upward, lateral & diagonal; Interactive and non-interactive techniques of communication.

Unit II

Effective Reading: process, types and reading rate adjustment; Tips for improving reading skills; Reading comprehension. Listening Skills: process, importance and types of listening; Barriers and guidelines for effective listening.

Unit III

Speaking Skills: Making presentations: content and organizing; features of a good presentation, delivering a presentation; Conducting and participating in group discussions; Persuasion skills; Meeting & negotiation skills; Interview – Job Interview, Promotion Interview; Telephonic conversation; Group discussions; Public Speaking: public speech, extempore.

UNIT IV

Report Writing: Types of reports; Formal report: components and purpose; organizing information: outlining and numbering sections; section headings, sub-headings; Writing summer project report, field work report/visits to industries.

SUGGESTED READINGS:

1. C.B. Gupta. Essentials of Business Communications, Sultan Chand & Sons.
2. Kaul, A. Effective Business Communication. PHI Learning.
3. Lesikar, R.V. & Flatley, M.E. Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd.
4. Ludlow, R. & Panton, F. The Essence of Effective Communications. Prentice Hall of India Pvt Ltd.

Note: Only latest available edition books are recommended.

ADVANCED EXCEL FOR BUSINESS
PAPER CODE: BBA/DIMK/306

Total Credits: 3
Internal Marks: 25
Practical Marks: 75

Course Outcomes: After completing the course, the student will be able to:

1. Identify large data generated through business transactions using advanced excel tools.
2. Analyse and present data using tables, pivot tables, pivot charts and dashboards.
3. Examine complex business problems using various functions.
4. Identify excel add-ins for constraint optimization, summarization and forecasting.

Unit I

Spreadsheet concepts, managing worksheets, formatting cells, conditional formatting, entering data; editing, printing and protecting worksheets; handling operators in formula, project involving multiple spreadsheets; Working with multiple worksheets; controlling worksheet views; Cell referencing and naming of cells and cell ranges.

Unit II

Sorting, multilayer sorting; data validation; find and replace; paste special; identifying missing values, filter and advanced filter; Conditional formatting; Tabulation; Flash-fill; Graphical representation using charts, Organizing charts and graphs, advanced charting tools; identifying outliers; Formatting as table; Pivot tables, pivot charts and dynamic dashboards.

Unit III

Formulae vs functions; Cell formulae vs array formulae; Mathematical functions; Statistical functions; Financial functions; Logical functions; Date and Time functions; Lookup and reference: Hlookup, and Vlookup, index and match functions; Text functions and error functions. What-if-analysis: Goal-seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection); solver add-in.

Unit IV

Recording Macros, Absolute and relative macros, editing macros, Use of spinner buttons and command buttons; Sub Procedure, Function Procedure (creating New Functions); Working with Loops: Do while loop, For Next loop; Creating User Forms: Message Box, Input Box; If Then Else.

SUGGESTED READINGS:

1. Greg Harvey, Excel.All-in-One for Dummies. John Wiley & Sons.
2. Michael Alexander and Kusleika Richard, et al.
3. Walkenbach, J. "MS Excel 2016, Bible". John Wiley & Sons, USA.
4. Winston, W. L. "MS Excel 2013, Data Analysis & Business Modeling" Microsoft Press, USA.

Note: Only latest available edition books are recommended.

HEALTH PSYCHOLOGY
PAPER CODE: BBA/DIMK/307

Total Credits: 2
Internal Marks: 25
External Marks: 75

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

1. Gain understanding regarding the concept of health and role of psychology in it.
2. Get acquainted with well-being and its significance.
3. Develop insight into scientific knowledge regarding negative consequences of stress and other health related disorders.
4. Appreciate the positive impact of health enhancing behaviors on well-being and mental health.

UNIT I

Introduction to Health Psychology: Nature, Goals and Scope. Relationship between mind and body. Emergence of Health Psychology.

UNIT II

Well-being: Components of Well-being: Eudemonia and Hedonism, Life Satisfaction Affect. Assessment of Health and Well-being.

UNIT III

Stress, Illness and Pain: Causes and Consequences; Coping with Stress, Pain and Illness. Health Related Disorders- Coronary Heart Disease, Cancer, Diabetes, HIV and AIDS.

UNIT IV

Health Enhancing Behaviours: Psychological factors - Resilience, Hope, Optimism; Exercise; Safety and Nutrition. Implications for Well-being.

SUGGESTED READINGS:

1. DiMatteo, M.R. and Martin, L.R. Health psychology. New Delhi: Pearson.
2. Sarafino, E.P. (Health psychology: Bio Psychosocial interactions NY: Wiley.
3. Snyder, C.R., & Lopez, S.J. Positive Psychology :The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.
4. Taylor, S.E. Health Psychology. New York: Tata McGraw Hill.

Note: Only latest available edition books are recommended.

SEMESTER - IV

FINANCIAL MANAGEMENT
PAPER CODE: BBA/DIMK/401

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

Course Outcomes: After completing the course, the students will be able to:

1. Understand the concept of financial management and various source of finance.
2. Analyse capital budgeting process and apply capital budgeting techniques for Business decisions;
3. Examine capital structure and cost of capital.
4. Critically examine various theories of dividend, identify and analyse dividend policy; and suggest sound dividend policy.

UNIT I

Nature, scope, and objectives of financial management, Finance decision, Functions and Responsibilities of Finance Manager. Sources of Finance: Different Sources of Finance including internal sources, external sources.

UNIT II

Time value of money, Capital Budgeting Process, Capital budgeting methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.

UNIT III

Components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). Capital Structure- Theories of Capital Structure.

UNIT IV

Theories of dividend decision - Walter's Model, Gordon's Model, MM Approach, Forms of dividend payment, types of dividend policies and Determinants of Dividend policy. Concept of Working Capital, Operating Cycles, Working capital estimation.

SUGGESTED READINGS:

1. Chandra, P. Financial Management-Theory and Practice. Tata McGraw Hill Education, New Delhi.
2. Horne., J. C., & Wachowicz, J. M..Fundamentals of Financial Management, Prentice Hall, New Jersey.
3. Khan, M. Y., & Jain, P. K. Financial Management: Text and Problem. Tata McGraw Hill Education India, New Delhi.
4. Kothari, R. Financial Management: A Contemporary Approach. Sage Publications India Pvt. Ltd, New Delhi.
5. Pandey, I. M. Financial Management. Vikas Publications, New Delhi.
6. Rustagi, R. P. (Fundamentals of Financial Management. Taxmann Publication, New Delhi.
7. Ross, S. A., Westerfield, R. W., Jaffe, J., & Kakani, R. K. Corporate Finance. McGraw Hill Education, New York.

Note: Only latest available edition books are recommended.

MARKETING RESEARCH
PAPER CODE: BBA/DIMK/402

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

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

1. Understand fundamental concepts and processes involved in marketing research and its significance in decision-making.
2. Formulate research problem and research design for solving marketing problems.
3. Collect and tabulate required primary and secondary data for analysis.
4. Prepare a research report.

Unit - I

Introduction to marketing research – Definition, scope, objectives; significance of marketing research in decision making; types of marketing research; Research process; Research proposal; Ethical considerations in marketing research.

Unit - II

Formulating research problem; Research design and its types; Hypothesis – Null, alternate; Measurement and scaling techniques; questionnaire designing.

Unit - III

Census and Sample; Meaning, and significance of sampling; Methods of sampling; Determination of sample size and sampling errors. Types of data; Methods of collecting of primary data and secondary data; Tabulation and cleaning of data for analysis.

Unit - IV

Descriptive statistics – measures of central tendency and dispersion; Inferential statistics – Confidence intervals and hypothesis testing; Report Writing – Meaning, Types of Reports, Format of Research Report, Presentation of Research Report.

Suggested Readings:

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

Note: Only latest editions of the above books are recommended.

PRODUCT AND BRAND MANAGEMENT
PAPER CODE: BBA/DIMK/403

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

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

1. Gain operational understanding of product development process and product strategies.
2. Design, implement and take appropriate branding decisions.
3. Implement the branding strategies in current scenario.
4. Measure the sources of brand equity.

Unit-I

Concept of product; product life cycle; new product development process; branding, packaging, labeling; brand identity; customer-based brand equity

Unit-II

Brand positioning; brand audits, brand personalities; choosing brand elements to build brand equity; designing marketing programs to build brand equity

Unit-III

Leveraging secondary brand associations to build brand equity; country of origin; co-branding; licensing; celebrity endorsement; sporting; cultural and other events; third party sources.

Unit-IV

Measuring brand equity; designing and implementing branding strategies; brand-product matrix; brand hierarchy; introducing and naming new products and brand extensions.

Suggested readings:

1. Keller, Kevin Lane. Strategic Brand Management; Pearson Education, New Delhi.
2. Kirti Dutta. Brand Management: Principles and Practices, Oxford University Press.
3. Kapferer, Jean Noel. Strategic Brand Management, Kogan Page, New Delhi.

Note: Only the latest editions of the above books are recommended.

E-BUSINESS
PAPER CODE: BBA/DIMK/404

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

Course outcomes: After the successful completion of this course, students will be able to:

1. Understand the E- Business infrastructure, models and trends
2. Know about different types of electronic payment mechanism used in the industry.
3. Understand about cyber frauds and security threats involved in e-business
4. Integrate theoretical frameworks with business strategies.

Unit-I

Concept of E-Business, E-Business framework, E-Business application, Network Infrastructure for E-Business. Mobile computing, mobile computing application.

Unit-II

Types of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment. EDI application in business, EDI: legal, security, standardisation and EDI.

Unit-III

Consumer and business markets: Online ordering, Advertisement and marketing on Internet, Offering customer product on the net, electronics customers support. Web catalogues, type of digital documents, data warehouses, multi-media and digital video.

Unit-IV

Cyber laws, Cyber-crimes & frauds, types and tools of hacking. Security and Electronic-Business: Client-server security, data and message security, document security, firewalls. Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business.

Suggested readings:

1. Ravi Kalakotta & Whinston B., "Frontiers of E-Commerce", Addison-Wesley, New Delhi.
2. R. Kalakotta & M. Robinson, "E-Business: Roadmap for Success", Addison-Werley, New Delhi.
3. Daniel Amor, The E-Business (R) Evolution, Prentice Hall, PTR, New Delhi.
4. Parag Diwan and Sunil Sharma, "E-Commerce", Excel Books, New Delhi.
5. Reynolds, "Beginning of E-Commerce", Shroff Publication.
6. Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi.

Note: Only the latest editions of the above books are recommended.

STRATEGIC MANAGEMENT
PAPER CODE: BBA/DIMK/405

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

Course outcomes: After successful completion of the course the students will be able to:

1. Get a clear understanding of the basic concept of strategy and its relationship with the firm's vision, mission, and objectives for the organisations' success.
2. Identify different strategic options available and their relation with the dynamic environment.
3. Sketch the strategy to be followed by the organisation and to effectively implement the strategy that will help the organisation to become successful in the market.
4. Evaluate strategies in an effective manner by applying different techniques.

Unit-I

Strategy - levels of strategy; strategic planning; strategic management; process of strategic management; strategic intent: company's vision, mission, and objectives.

Unit-II

Strategic formulation - environmental and organisational appraisal; types of strategies; strategic analysis and choice, BCG matrix, General Electric matrix and balance score card approach, value chain analysis.

Unit-III

Strategy implementation - designing organisational structure; structural, behavioural, functional and operational implementation.

Unit-IV

Strategy evaluation and control - strategic and operational control; techniques of evaluation and control.

Suggested readings:

1. Kazmi A., Business Policy and Strategic Management, TMH publication.
2. Jauch L. R. & Glueck W.F., Business Policy and Strategic Management, TMH publication.
3. Thompson A. A. and Strickland A. J., Strategic Management - Concept and cases, TMH publication.
4. David, Fred R. Strategic Management – Concept and Cases, Pearson Education.
5. Kenneth, A. Andrews, Concepts of corporate Strategy, Dow Jones-Irwin
6. John A. Pearce II and R.B. Robinson, Strategic Management - Strategy Formulation and Implementation, McGraw-Hill Education.

Note: Only the latest editions of the above books are recommended.

COMMUNICATION SKILLS - II
PAPER CODE: BBA/DIMK/406

Total Credits: 2
Internal Marks: 25
External Marks: 75

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

1. Understand the critical importance of business communication from viewpoint of managerial efficiency.
2. Assess the different communication requirements and develop a suitable communication strategy for enhancing efficiency.
3. Identify communication barriers and design suitable communication systems to eliminate communication gaps.
4. Develop and strategize communication networks with-in and outside the organisation.

UNIT I

Importance and role of communication in business organizations; 7C's of communication; process of communication; how to overcome barriers in communication.

UNIT II

Principles of effective written communication; Need, importance, and types of business letters - commercial letters, sale letter, routine letter; Inter-office memos; Notices; Circulars; Agenda and minutes of meetings.

UNIT III

Principles of effective cross-cultural communication; Communication using technology; E-mail: advantages, safety, and smartness in email; E-mail etiquettes; video conferencing; mass communication – advertisements& invitation; Functions and activities of PR.

UNIT IV

Writing Job application letter and CV, Resume & Biodata; Digital communication in social space – social media posts, blog writing; making online academic/work-profile on LinkedIn.

SUGGESTED READINGS:

1. Chaturvedi P.D. & Chaturvedi M. Business Communication skills, concepts and applications. Pearson education.
2. Lesikar, R.V., Flatley, M.E., Rentz, K. Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company.
3. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today. Pearson education.
4. Krizan, A.C.B., Merrier, P., Logan, J.P. and Williams, K.S. Effective Business Communication, Cengage Learning.
5. Scot, O. Contemporary Business Communication, Biztantra.

Note: Only latest available edition books are recommended.

ENVIRONMENTAL POLLUTION, WASTE MANAGEMENT AND SANITATION
PAPER CODE: MCEVS - 03

Total Credits: 2
Internal Marks: 25
External Marks: 75

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

1. Acquire the knowledge of sources, effects and control measures for environmental pollution/climate change at local and global level.
2. Gain insight into disaster management, environmental legislation and impact assessment.
3. Understand various concepts related to solid waste management and apply in solid waste management.
4. Analyze health and sanitation problems in the living environment and understand various social issues related to the environment.

UNIT-I:

Environmental Pollution and Climate Change Definition – Causes: effects and control measures of: - Air Pollution, Water pollution, Soil Pollution, Marine pollution, Noise pollution, Thermal Pollution, Nuclear Hazards. Role of an individual in prevention of pollution. Case studies. Climate Change: Causes, Consequences and Solution of Climate Change and its effect on: Agriculture, Availability of Fresh Water and Change of River Ecosystem, Sea-Level Rising and Loss of Human interest. IPCC Agenda 21, Earth Summit, Stockholm Conference 1972. Convention on Biological Diversity (CBD), Ramsar Convention. Kyoto Protocol, Montreal Protocol.

UNIT –II:

Disaster Management: Floods, Drought, Earthquake, Volcanoes, Cyclone and Landslides - their impacts. Disaster management cycle. Role of information, education communication and training in disaster management. Environmental Legislation and EIA: Role of Ministry of Environment and Forest (MoEF), Government of India; Central Pollution Control Board (CPCB); National Environmental Policy (NEP) -2006, in developing legislation. Environment Protection Act. Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act., Issues involved in enforcement of Environmental legislation. Environmental Awareness: Role of Non-Government Organizations in Public Awareness. Environment Impact Assessment: Concept and significance: methods of assessment.

UNIT-III:

Waste Management: Introduction to Solid waste management: Primary waste products –Solid waste, Toxic biological and hospital wastes; Waste composition and characterization. Municipal solid waste generation, cycling and disposal: landfills, incineration, source reduction and recycling, Hazardous waste management and handling rules.

UNIT-IV:

Environmental Sanitation and Health: Introduction to WHO and UNICEF, water and airborne diseases: TB, Cholera, Amoebiasis, and Dehydration: ORT, social economic and health impacts of AIDS. Role of public awareness and information technology in sanitation and human health. Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, Rainwater Harvesting, Watershed management, Resettlement and rehabilitation of peoples; its problems and concerns, case studies. Environmental ethics: Issues and possible solutions. Environmental Education. Wasteland reclamation, Consumerism and Waste products. Environmental movements: Chipko Movement.

REFERENCE BOOKS:

1. Solid Waste Management Manual CPCB, New Delhi.
2. Trivedy R.K. and Arvind Kumar, Ecotechnology for Pollution Control and Environmental Management

3. Sahai, Sushma (2009) Bio- medical waste management, APH Publishing.
4. Rao, M.N. and Sultana, R. (2012). Solid and Hazardous Waste Management, BS Publications, Hyderabad.
5. Canter, W. L. (1995) Environmental Impact Assessment, McGraw-Hill Science/ Engineering/ Math, New York
6. Kulkarni, V. and Ramachandra, T.V. Environmental Management. Capital Pub. Co., New Delhi. 2006.
7. Glasson, J. Therivel, R. and Chadwick, A. Introduction to Environmental Impact Assessment. Routledge, London. 2006.
8. SushmithaBhaskar and R. Bhaskar, Natural Disasters, Unicorn Books, 2011.
9. Bohle, H. G., Downing, T. E. and Watts, M. J. Climate change and social vulnerability: the sociology and geography of food insecurity, Global Environmental Change. No.4, pp. 37-48.
10. Kukal, S. S., Kingra, P. K. (2019). Introduction to Environmental and Disaster Management, Kalyani Publishers.
11. Kudrow, N. J. (2009). Conservation of Natural Resources. Nova Science Publishers, Incorporated
12. Anderson, D. A. (2013). Environmental economics and natural resource management. Routledge.

SUGGESTED WEB SOURCES:

1. http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html
2. <https://nptel.ac.in/courses/103/106/103106162/>
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14>
4. <https://swayam.gov.in/>

Note: Only latest available edition books are recommended.

SEMESTER- V

SUPPLY CHAIN MANAGEMENT
PAPER CODE: BBA/DIMK/501

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

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

1. Understand different aspects related to managing supply chains.
2. Understand the supply chain process and cycle.
3. Critically analyse the opportunities and challenges of SCM.
4. Implement the procurement and outsourcing strategies.

Unit I:

Introduction to supply chain management: Evolution of SCM, objectives of SCM, Supply chain planning framework, strategic fit model of supply chain, supply chain decision making framework, managing uncertainty in supply chain.

Unit II:

Dynamics of SCM: Supply chain process cycles, order management process, supply chain integration through push-pull mechanism, Bullwhip effect; Information and communication technology in SCM.

Unit III:

Procurement and outsourcing strategies: Make or buy decision, strategic outsourcing, strategic partnership, supplier selection process, supplier development, supplier quality assurance programme; supply chain and customer relationship management.

Unit IV:

SCM implementation and performance benchmarking: Implementing SCM, Supply Chain operations reference model, supply chain performance benchmarking; Challenges and opportunities in Implementation of SCM.

SUGGESTED READINGS:

1. Chopra Sunil and Peter Meindl - Supply chain management, Pearson
2. Supply Chain Management-Concepts, Practices, and Implementation by Sunil Sharma, Oxford University Press
3. Sahay B.S. - Supply Chain Management, Macmillan

Note: Only latest available edition books are recommended.

SEARCH ENGINE MARKETING AND OPTIMIZATION
PAPER CODE: BBA/DIMK/502

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

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

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

Unit – I

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

Unit –II

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

Unit-III

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

Unit-IV

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

SUGGESTED READINGS:

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

Note: Only latest editions of the above books are recommended.

ENTREPRENEURSHIP
PAPER CODE: BBA/DIMK/503

Total Credits: 3
Internal Marks: 25
External Marks: 75

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

1. Understand the dynamics of entrepreneurship to develop proper perspective of current entrepreneurial practices.
2. Gain expansive and deep appreciation of entrepreneurship and its pivotal role in industrial and economic development
3. Approach entrepreneurship with clarity and focus and an understanding of the key success factors as well as possible risk and mitigation strategies.
4. Navigate the opportunities of entrepreneurship more effectively with the several additional insights available.

UNIT I

Entrepreneurial Discovery: Self Discovery and self-evaluation: concept of entrepreneur, traits of entrepreneur; Concept of entrepreneurship, Relationship between entrepreneur and entrepreneurship, entrepreneurship model; Entrepreneurship and Employment: importance and processes for leveraging entrepreneurship for economic development, Problem of Unemployment and opportunities of Entrepreneurial in India.

UNIT II

Entrepreneurial journey: Various stages of setting up and growing an entrepreneurial firm; Meaning, Objectives, Sources of new ideas, Multiple methodologies of developing ideas and prototypes to establish workable propositions; testing, validation and commercialisation; Business Plan: Meaning and, Objectives of Business Plan; Elements of Business Plan.

UNIT III

Importance of disrupting established product, service structures and processes to create new growth niches; technology as key driver of successful start-up; Raising financial resources: options available to access funds, other supportive options from government and other institutions.

UNIT IV

Education and entrepreneurship; India as a Start-up Nation: measures for India to reinforce the entrepreneurial concept; National Entrepreneurial Culture: A framework for startup India and Make in India as mission for sustainable results in entrepreneurial culture; Start-up Case Studies.

SUGGESTED READINGS:

1. Desai Vasant: —Management of Small-Scale Industries| - Himalaya Publishing House.
2. Taneja Satish and Gupta: —Entrepreneurship Development-New Venture Creation| - Galgotia Publishing Company, New Delhi.
3. Jain P.C: Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
4. Sangle B. R.: Business Environment & Entrepreneurship, Success Publications, Pune.
5. Gupta C.B. & Srinivas: —Entrepreneurial Development|- Sultan D, Chand & Sons, New Delhi.
6. Prof Rajeev Roy: —Entrepreneurship| - Oxford University Press. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
7. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
8. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
9. India as Global Start-up Hub: Mission with Passion by C B Rao
10. Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future by Ashlee Vance
11. Steve Jobs by Walter Isaacson

12. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
13. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M Christensen

Note: Only latest available edition books are recommended.

**INTEGRATED MARKETING COMMUNICATION
PAPER CODE: BBA/DIMK/504**

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

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

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

SUGGESTED READINGS:

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

Note: Only latest editions of the above books are recommended.

HUMAN VALUES AND PROFESSIONAL ETHICS
PAPER CODE: BBA/DIMK/505

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

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

1. Learn about ethics and human values and apply them in society.
2. Discuss and understand the ethical issues related to business organizations.
3. Inculcate moral and social values and loyalty.
4. Understand and appreciate the rights of others.

UNIT - I

Morals, values and Ethics, Integrity, Work ethics, Honesty, Courage, Caring and sharing, Valuing time, Cooperation and Commitment, Empathy, Self-confidence, Character. Professional values: Meaning, Importance of Professional Values for Quality, Professional Success of Managers, Harmonious Relations within and between Work Groups and Timely Work Completion.

UNIT - II

Senses of Ethics, Variety of moral issues, Moral dilemmas, Moral Autonomy, Team spirit, Consensus and Controversy. Professional Ethics, current issues in Professional Ethics and Rights in Management and Decision-making. Relation between ethics and value system. Implementation and monitoring of professional ethics, Code of ethics: Importance and usage.

UNIT - III

Assessment of Safety and Risk, Risk Benefit Analysis, Respect for Authority, Confidentiality, Conflicts of Interest, Occupational Crime, Professional Rights, Employee Rights – Intellectual Property Rights (IPR). Gender inequality: causes and consequences. Discrimination, Social understandings, Consequences of sexual harassment.

UNIT - IV

Multinational Corporations, Environmental Ethics, Computer Ethics, Weapons Development, Professionals as Managers, Professionals as Expert Witnesses and Advisors Moral Leadership – Code of Conduct – Corporate Social Responsibility.

SUGGESTED READINGS:

1. Subramanian, R., Professional Ethics, Oxford University Press.
2. John R Boatright, “Ethics and the Conduct of Business”, Pearson Education, New Delhi, 2003
3. Laura P. Hartman and Joe Desjardins, “Business Ethics: Decision Making for Personal Integrity and Social Responsibility” McGraw Hill education, India Pvt. Ltd., New Delhi 2013.
4. Murty, P.S.R, Indian Culture Values and Professional Ethics, BS Publications

Note: Only latest available edition books are recommended.

INTERNSHIP
PAPER CODE: BBA/DIMK/506

Total Credits: 4
Practical Marks: 100

At the end of the fourth semester, every student will undergo 4-6 weeks of Internship. After completion of Internship, the student will submit a report which will form part of the fifth semester examination. The tentative content of the report is given below:

1. Cover Page
2. Acknowledgement
3. Certificate from organisation/company
4. Introduction
5. Company profile
6. Literature Review (if any)
7. Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools, Limitations of Study)
8. Data Analysis
9. Findings
10. Conclusions
11. Recommendations
12. References
13. Appendices – to include questionnaire etc. (if any)

The report must be submitted within one month from the commencement of the fifth semester. The average report size will be 60 to 100 pages in font size 12 and one-half spacing on A4 size papers. Presentation / Viva-voce will be conducted by the external examiner for external evaluation.

SEMESTER VI

CONTENT MARKETING
PAPER CODE: BBA/DIMK/601

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

Course Outcomes: After completing the course, the student will be able to:

1. Understand Content Niche and build audience personas.
2. Apply power of words to disseminate information.
3. Learn various ways to generate engaging and persuasive content.
4. Use content marketing strategies, tactics, and best practices to produce fetching content.

Unit – I

Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context, A content marketing business model, principles of content marketing, Treating content as an asset, Building audience personas

Unit – II

Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.

Unit – III

Developing and Distributing Content - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants , Developing an effective editorial calendar

Unit – IV

Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking, Ethics/Diversity in Content Marketing, Ethical issues in the digital age.

SUGGESTED READINGS:

1. Anjana Neira Dev, Anuradha Marwah & Swati Pal, Creative Writing: A Beginner's Manual, Pearson Publication
2. Kristina Halvorson, Melissa Rach & Sarah Cancilla, Content Strategy for the Web, Pearson Publication
3. Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guidebook Kindle Edition-Julia McCoy
4. Pulizzi, J., & Barrett, N., Get content get customers-Turn Prospects into buyers with content marketing. Newyork: Tata McGraw Hill Education Private Limited.

Note: Only the latest editions of the above books are recommended.

**COMPREHENSIVE VIVA
PAPER CODE: BBA/DIMK/602**

**Total Credits: 4
Practical Marks: 100**

Course Outcomes:

The students will be able to assess their overall understanding of the field of management.

Content:

The main objective of comprehensive viva-voce is to assess the overall knowledge of the student in the relevant field of management acquired over 3 years of study in the undergraduate program. The viva will be conducted in sixth semester, covering the complete syllabus.

Evaluation:

The viva-voce would be conducted by external expert from panel approved by UG BOS of the department of management, JCBUST, YMCA, Faridabad.

CONSUMER BEHAVIOUR
PAPER CODE: BBA/DIMK/603

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

Course Outcomes: After completing the course, the students will be able to:

1. Recognize the importance of consumer behavior and understand the concepts and theories of consumer behavior.
2. Interpret psychological and environmental influences that are relevant for understanding consumer behavior.
3. Apply important concepts and theories in developing viable marketing strategies.
4. Develop and categorize appropriate marketing strategies for different segments of consumers.

UNIT I

Introduction to consumer behavior: Nature, scope & application; importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research.

UNIT II

Internal influences on consumer behavior: Attitude - models and theories of attitude: tri-component model, multi attribute model. Consumer Personality and self-concept: nature of personality, theories of personality - Freudian, Jungian, Neo-Freudian, Trait theory, Theory of self-images, Role of self-consciousness. Consumer Perception: Perceptual process - selection, organization & interpretation. Consumer motivation and theories of motivation.

UNIT III

External influences on consumer behavior: Group Dynamics & consumer reference group - Different types of reference groups, factors affecting reference group influence; Family & Consumer Behaviour - Consumer socialization process, consumer roles within a family, family life cycle.

UNIT IV

Consumer decision-making process: problem recognition, pre-purchase search influences, information evaluation, purchase decision - compensatory decision rule, conjunctive decision rule, lexicographic rule, affect referral, disjunctive rule, post purchase evaluation, situational influences.

Suggested Reading:

1. Leon G. Schiffman, Leslie Lazar Kanuk. Consumer Behavior, Prentice Hall of India.
2. R.D. Blackwell, P.W. Miniard & J.F. Engel. Consumer Behaviour, Cengage India Private Limited.
3. Dr. S.L. Gupta and Sumitra Pal. Consumer Behavior, Sultan Chand and Sons Educational Publishers.
4. Henry Assael (HA). Consumer Behavior, Asian Books Private Ltd.

Note: Only latest editions of the above books are recommended.

SOCIAL MEDIA MARKETING
PAPER CODE: BBA/DIMK/604

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

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

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

Unit-I

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

Unit- II

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

Unit- III

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

Unit- IV

Introduction to YouTube Marketing - YouTube Channels; Uploading Videos; Preparation of ads for YouTube. Introduction to Mobile Marketing; Marketers' Use of the Mobile Space - IVR, SMS, Location Data, QR Code & Missed Call. Managing Mobile Sites. Role of Mobile Apps. YouTube & Mobile Marketing Optimization.

SUGGESTED READINGS:

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

Note: Only latest editions of the above books are recommended.

SERVICE MARKETING
PAPER CODE: BBA/DIMK/605

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

Course outcomes: After the successful completion of this course, students will be able to:

1. Learn to create customer value by applying services marketing concepts and principles.
2. Understand unique challenges and opportunities of services marketing.
3. Comprehend the process of service design and development.
4. Analyze the significance of people, process and physical evidence in context of services.

UNIT I

Definition and concept of services marketing; distinctive characteristics and classification of services; services marketing mix; growth of services; unique challenges in marketing of services; consumer behavior in services.

UNIT II

Understanding customer needs and expectations; customer perceptions of service; concept of service quality and customer satisfaction; service encounters; service failure and recovery; service guarantees.

UNIT III

Types of new services, challenges of service design and development, stages in new service development; customer defined service standards; physical evidence; services cape; concept of self-service technologies.

UNIT IV

Role of employees and customers in service delivery; delivering service through intermediaries and electronic channels; integrated services marketing communications; pricing of services.

SUGGESTED READINGS:

1. Zeithaml, V.A., Bitner, M. J., Service Marketing – Integrating Customer Focus Across the Firm, Tata McGraw Hill, New Delhi.
2. Lovelock, C., Wirtz, J. and Chatterjee, J., Service Marketing – People, Technology, Strategy, Pearson Education, New Delhi.

Note: Only latest editions of the above books are recommended.

COUNSELLING AND NEGOTIATION SKILLS

PAPER CODE: BBA/DIMK/606

Credits: 2
Internal Marks: 25
Practical Marks: 75

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

1. Understand complex theory and practice of negotiation in particular and conflict resolution in general.
2. Identify the challenges in dealing with negotiation and conflict resolution.
3. Apply negotiation as a system and the important role of subsidiary factors.
4. Apply counseling skills in the organization

UNIT - I

Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.

UNIT - II

Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse. Ethics in Counselling.

UNIT-III

Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks.

UNIT-IV

Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.

SUGGESTED READINGS:

1. Singh, Kavita. Counseling Skills for Managers, Prentice Hall of India, Delhi
2. Rao , S. Narayan. Counseling and Guidance, TMH
3. Kotler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.
4. Carroll, M.: Workplace counselling, Sage Publication.

Note: Only latest editions of the above books are recommended.

SEMESTER VII

E-CRM
PAPER CODE: BBA/DIMK/701

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

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

1. Understand the meaning and application of e-CRM.
2. Understand difference between CRM and e-CRM
3. Analyze benefits of e- CRM to companies and consumers.
4. Understand how to implement e-CRM best practices.

UNIT I:

Introduction to e-CRM: Meaning and definition of e-CRM, benefits of e-CRM, need of e-CRM, Framework of e-CRM, Features of e-CRM.

UNIT II:

Customer Optimization: Achieving customer optimization through e-CRM, six E's in e-CRM, difference between CRM & e-CRM, components of e-CRM.

UNIT III:

e-CRM Applications: Trends in e-CRM, Pitfalls in e-CRM, Applications of e-CRM in different market situations, The upsides and downsides of such applications.

UNIT IV:

e-CRM in Business Market: Concepts of e-CRM best practices in Business Markets scenarios, sensitivity analysis and profits computations in e-CRM, e- CRM implementation: Planning process, e-CRM implementation process, post implementation pitfalls, Strategies for successful e-CRM implementation with examples.

SUGGESTED READINGS:

1. Electronic Customer Relationship Management E-CRM Complete Self-Assessment Guide, Gerardus Blokdyk
2. e-CRM by Jerry Fjermestad, Nicholas C. Romano – PHI
3. Electronic Customer Relationship Management(e-CRM) in Online Banking, Tanveer Ahmed

Note: Only the latest editions of the above books are recommended.

SALES AND DISTRIBUTION MANAGEMENT
PAPER CODE: BBA/DIMK/702

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

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

1. Learn and apply theories, techniques and practices related to sales and distribution management.
2. Understand the different aspects of distribution channels.
3. Motivate the sales workforce.
4. Design appropriate compensation structures for salesforce.

UNIT I

Objectives of sales management; personal selling process; determining the size of sales force; staffing the sales force; theories of selling; sales budget; sales forecasting.

UNIT II

Motivation of sales force; sales force compensation; management of sales territories and sales quotas; sales contests; evaluating and controlling the performance of salespeople.

UNIT III

Distribution management and marketing mix; marketing channels; channel formats; prominent channel systems; wholesaling: functions, classification, key tasks, strategic issues, major wholesaling decisions, managing distributors; retailing: role and types of retailers, retail strategies, retail performance measures, e-retailing.

UNIT IV

Channel management; channel power; channel conflict; channel information system; channel performance evaluation; market logistics and supply chain management.

SUGGESTED READINGS:

1. Havaladar, K. K. and Cavale, V. M., Sales and Distribution Management, Tata McGraw Hill, New Delhi.
2. Still, R. R., Cundiff, E. W. And Govoni, N., Sales Management – Decision, Strategies and Cases, Pearson Education/Prentice Hall of India, New Delhi.
3. Panda, T. K. and Sahadev, S, Sales and Distribution Management, Oxford University Press, India.
4. Dalrymple, D. J., Cron, W. L. And Decarlo, T., Sales Management; John Wiley & Sons (Asia) Pvt. Ltd, New Delhi.

Note: Only latest editions of the above books are recommended.

E-MAIL MARKETING
PAPER CODE: BBA/DIMK/703

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

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

1. Understand the concept of email marketing
2. Explore the current landscape of the digital business environment and identify strategies to define, attract, and engage online audience
3. Utilise email marketing for the business development
4. Develop a digital marketing plan designed to meet goals and objectives for any existing or new business, product, or service

UNIT I:

Introduction to E-mail Marketing - Importance of Email Marketing -Popular Email Marketing Tools- Email Marketing Goals-History of Email Marketing- Advantages and limitations of Email Marketing.

UNIT II:

E-Mail Marketing Understanding: Benefits of Email Marketing-How to write Effective content and subject line-Why Email automation is required-Designing an effective Email Campaign-Tracking Email Marketing Reports-Email Guidelines.

UNIT III:

Introduction to Mail-Chimp, Platforms: Constant contact, Get Response, Aweber, Mail-Chimp Structure - Account Setup and Settings- Email Marketing Strategy -Creating a Subscriber List -Integration of Forms in Site-Import Subscribers in a List.

UNIT IV:

Mailchimp: Types of Email Marketing: -Campaigns Creating an Email - What Is the Newsletter- Design a Newsletter Reports -Marketing Automation.

SUGGESTED READINGS:

1. Tom Corson –Knowless, Email Marketing Mastery. TCK Publishing.
2. Chaffey. D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India.

Note: Only the latest editions of the above books are recommended.

AFFILIATE MARKETING
PAPER CODE: BBA/DIMK/704

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

Course Outcomes: After completing the course, the student will be able to:

1. Understand the concept, evolution and importance of affiliate marketing.
2. Identify and evaluate affiliate platforms, networks, and tools.
3. Design and execute affiliate marketing campaigns and strategies.
4. Manage and expand affiliate marketing campaigns efficiently.
5. Apply ethical, legal, and compliance frameworks in affiliate marketing.

Unit I

Understanding Affiliate Marketing Basics: History and definition, The digital marketing landscape and the role of affiliates; Affiliate marketing vs influencer marketing vs referral marketing; Key stakeholders: merchants, affiliates, networks, customers; Affiliate marketing business models (CPA, CPL, CPC, CPS); Overview of global and Indian affiliate platforms; Trends in affiliate marketing (AI, automation, personalization)

Unit II

Affiliate networks; Website/blog creation for affiliate marketing; SEO fundamentals for affiliate marketing; Content marketing strategies for affiliate success; Social media affiliate marketing; Email marketing and lead generation; Tracking tools, cookies, and attribution models

Unit III

Affiliate campaign planning and execution; Niche selection and audience targeting; Conversion funnel and customer journey; Performance metrics: CTR, conversion rate, ROI; Web analytics tools (Google Analytics, dashboards); A/B testing and optimization; Case studies of successful affiliate campaigns

Unit IV

Legal issues: disclosure norms, consumer protection; Ethical practices in affiliate marketing; Fraud detection and prevention (click fraud, fake traffic); Data privacy and GDPR basics; Affiliate marketing as a startup model; Monetization strategies and passive income models; Future of affiliate marketing (AI, automation, Web 3.0)

SUGGESTED READINGS:

1. Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, Marketing 5.0: Technology for Humanity, John Wiley & Sons
2. Satinder Kumar & Supreet Kaur, Digital Marketing, Taxmann Publications
3. Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing, Pearson Education
4. Jason P Anderson, Affiliate Marketing for Beginners 2025
5. Damian Ryan and Calvin Jones, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Ltd.
6. V. Ahuja, Digital Marketing, Oxford University Press

Note: Only latest available edition books are recommended.

RESEARCH METHODOLOGY
PAPER CODE: BBA/DIMK/705

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

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

1. Outline the significance of research and research methodology and to analyze the problems in conducting social science research in India.
2. Formulate research problem and research design.
3. Determine the sample size in consonance with the research problem and research design.
4. Collect and tabulate required primary and secondary data for analysis.
5. Prepare a report based on collected data.

UNIT I

Objectives and characteristics of research; significance of research, types of research methods- qualitative and quantitative; basic and applied; descriptive and analytical; various phases of research-problem identification, generation of hypothesis, experimental design, results and discussion; Challenges in conducting social science research in India.

UNIT II

Defining the Research Problem and Research Design: Components, selection and formulation of Research Problem; meaning and need of Literature Review; Types of research designs – exploratory, descriptive, experimental, survey and case study; Features of a good research design.

UNIT III

Meaning of Census and Sample; Meaning, need, significance and principle of sampling; Essentials of a good sampling; Methods of sampling; Determination of sample size.

UNIT IV

Types of data; Methods of collection of primary data: Collection of Secondary Data; Use of computer and internet in collection of data; limitation of primary and secondary data. Tabulation of data for analysis, Research Proposal, Research Report: Qualities of good report, steps in report writing. Plagiarism-Software tools.

SUGGESTED READINGS:

1. Madan, P., Paliwal, V., & Bhardwaj, R., Research Methodology-Methods & Techniques. New Delhi: New Age International Publishers.
2. Kothari, B. L. Research Methodology: Tools and Techniques. Jaipur: ABD Publishers.
3. Borse, M. N. Research Methodology—Modern, Methods & New Techniques. Jaipur: Shree Niwas Publishers.
4. Rao, K. V. Research Methodology in Commerce and Management. Noida, Uttar Pradesh: Sterling Publishers Private Limited.
5. Sharma, R. D., & Chahal, H. Research Methodology in Commerce and Management. New Delhi: Anmol Publications.

Note: Only latest available edition books are recommended

SEMESTER VIII (HONOURS)

ADVERTISING MANAGEMENT
PAPER CODE: BBA/DIMK/801

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

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

1. Understand different advertising strategies
2. Develop the advertising budgets
3. Demonstrate an understanding of how an advertising agency operates.
4. Apply the knowledge of commercial advertising

UNIT-I:

Evolution of advertising: Socio-economic effects of advertising, types of advertisements, Various phases of advertising. advertising agency system: market research, vocational aspects of advertising

UNIT-II:

Planning and campaigns: Media selection, newspapers, Magazines, Radio, Television, Direct mail, Outdoor advertising, Hoarding, Bus panels, Spectacular Bulletins.

UNIT-III:

Outdoor advertising in India: Commercial advertising over All India Radio, Doordarshan. Recent trends in Indian Advertising, Legal and ethical aspects of advertising, Advertising policy.

UNIT-IV:

Advertising copy: Visualization, Illustrations, Layout, Headlines, Text, Colour, Graphics. Psychological factors in advertising: Trademarks, Slogans, Evaluation of effectiveness. Advertising: problems of measurements, Opinion ratings, Concurrent methods: Recall test, Recognition test, Audience evolution for various media: Advertising code.

SUGGESTED READINGS:

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books
2. James R Adams, Media Planning-Business books
3. Advanced M.P.-John R Rossister, Kluoer Academic publications
4. Advertising M.P., Jack Z Sissors, McGraw Hill Publication.

Note: Only the latest editions of the above books are recommended.

INTRODUCTION TO MARKETING ANALYTICS
PAPER CODE: BBA/DIMK/802

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

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

1. Acquire basic of marketing analytics to make data-driven decisions.
2. Understand customer behavior and segmentation to design targeted marketing strategies.
3. Use analytical tools to clean, visualize, and interpret marketing data.
4. Apply data-driven thinking to solve real-world marketing problems using structured datasets.

Unit I

Concept and scope of marketing analytics; types of marketing data (structured and unstructured); data sources (internal, external, social media, web analytics); introduction to data cleaning and preprocessing; handling missing data—deletion, mean/median/mode imputation; basics of data visualization; charts and dashboards in Excel.

Unit II

Concept of market segmentation in digital environments; demographic, geographic, psychographic, and behavioral segmentation; targeting and positioning strategies in digital marketing; customer profiling using clustering techniques; introduction to market basket analysis.

Unit III

Introduction to collaborative filtering; customer classification using basic statistical techniques (conceptual understanding of discriminant analysis); conjoint analysis for product design; measuring advertising effectiveness; Pricing analytics; basics of demand forecasting; marketing mix allocation and optimization.

Unit IV

Recommendation systems and recommender problems; retail analytics and e-commerce data insights; customer churn analysis and retention strategies; customer lifetime value (CLV); digital campaign analytics; introduction to Google Analytics, Tableau & Power BI; ethical issues in marketing analytics—data privacy, consent, and responsible use of data.

SUGGESTED READINGS:

1. Hair F Joseph, Multivariate Data Analysis, Pearson Education, New Delhi.
2. Fairhurst Danielle Stein, Using Excel for Business Analysis, Wiley, New Delhi.
3. Wayne L. Winston Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, New Delhi.
4. Rajkumar Venkatesan, Paul Farris & Ronald T. Wilcox, Cutting-Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning, Pearson Education, Inc., New Jersey, USA
5. Alistair Croll and Benjamin Yoskovitz, Lean Analytics: Use Data to Build a Better Startup Faster, O'Reilly Media, Inc, USA

Note: Only the latest editions of the above books are recommended.

MOBILE MARKETING
PAPER CODE: BBA/DIMK/803

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

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

1. Understand mobile marketing techniques to promote products and services effectively.
2. Integrate mobile marketing strategies with social media platforms for cohesive campaigns.
3. Create, manage, and optimize mobile-friendly content and digital assets.
4. Develop innovative, location-based and emerging technology-driven marketing solutions.

UNIT I

Introduction to Mobile Marketing: concept, evolution, and significance in digital ecosystem; understanding mobile devices; core mobile product and service offerings; campaign delivery options—SMS, MMS, push notifications; mobile websites and mobile applications; app marketing strategies; role of mobile marketing in integrated digital strategy.

UNIT II

Supplemental mobile products and services; campaign delivery options—QR codes and their marketing applications; augmented reality (AR) and immersive marketing experiences; interactive voice response (IVR) systems in customer engagement; mobile wallets and conversational marketing (chatbots); integration of emerging technologies with mobile marketing campaigns.

UNIT III

Mobile advertising ecosystem: display ads, in-app ads, video ads; mobile search marketing and app store optimization (ASO); programmatic ad buying and real-time bidding; mobile incentive strategies and loyalty programs; customer retention through mobile engagement; mobile marketing rules and regulations (data privacy, consent, TRAI guidelines in India); campaign compliance and ethical practices.

UNIT IV

Mobile and social media integration strategies; content marketing for mobile platforms (short-form content, reels, stories); social media advertising (Facebook, Instagram, YouTube) for mobile users; WhatsApp marketing; location-based marketing; beacon technology—concept, applications, opportunities and challenges; responsive web design and mobile-first strategy; conversion of non-mobile websites into mobile-friendly platforms.

SUGGESTED READINGS:

1. Daniel Rowles, Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Kogan Page Publishers
2. Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, Marketing 5.0: Technology for Humanity, John Wiley & Sons
3. Anindya Ghose, Tap: Unlocking the Mobile Economy, Oxford University Press
4. Satinder Kumar & Supreet Kaur, Digital Marketing, Taxmann Publications
5. Karen Mishra and Molly Garris, A Beginner's Guide to Mobile Marketing, Business Expert Press
6. Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing, Pearson Education

Note: Only the latest editions of the above books are recommended.

SEMINAR
PAPER CODE: BBA/DIMK/804

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

Course Outcomes:

The students will be able to keep themselves abreast of current events, comprehend concepts, and share their knowledge with other students.

Content:

The students will be assigned topics related to the field of digital marketing. The seminar will be delivered by students on the assigned topics. The students will collect the information, synthesis and present in their class.

Evaluation:

The seminar would be assessed by a presentation based on a relevant topic assigned to the student by the department and its evaluation will be done by internal faculty (25%) and an external examiner (75%).

SUSTAINABLE BUSINESS AND DEVELOPMENT
PAPER CODE: BBA/DIMK/805

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

Course Outcomes: After completing the course, the student will be able to:

1. Explain the concepts of sustainable development, ESG, and climate change.
2. Analyze sustainability business models and sustainability driven product development.
3. Apply sustainable business practices in digital marketing, supply chains, and innovation.
4. Demonstrate ethical decision-making aligned with sustainability and stakeholder value.

Unit I

Introduction to Climate Change and Sustainable Development; SDGs (Sustainable Development Goals) and business relevance; Historical and Emerging Themes in Sustainable Business; ESG (Environmental, Social, Governance) framework; Business Case for Sustainability, Role of Digital Marketing in Sustainability Awareness

Unit II

Sustainable Firm – Corporate Environmental & Social Responsibility; Redefining the Traditional Business Models; Sustainability-driven Product Development & Green Branding; Sustainable retail and e-commerce sustainability practices; Green supply chain & logistics.

Unit III

Sustainable Business Management –sustainability accounting and Reporting; Triple Bottom Line (People, Planet, Profit); Carbon accounting, carbon footprint & auditing; Role of digital tools in sustainability measurement; Socially Responsible HRM (Green HR practices); Sustainable finance & ESG investing; Role of analytics & AI in sustainability decisions

Unit IV

Transformation of Business – Sustainable Infrastructure; Green transportation & logistics optimization; Energy efficiency & renewable energy adoption; Green buildings & sustainable urban development. International Legal Environment of Sustainable Business – International Trade Laws; Climate Change Treaties and their Impact on Business

SUGGESTED READINGS:

1. McDonough, W., Braungart, M. (2002). *Cradle to Cradle: Remaking the Way We Make Things*, North Point Press.
2. Kaplan, R., Norton, D. *The Balanced Scoreboard*. Harvard Business Review.
3. Blackburn, W. R. (2007). *The Sustainability Handbook: The Complete Management Guide to Achieving Social, Economic and Environmental Responsibility*. Environmental Law Institute.
5. Hoffmann, A. J., Woody, J. G. (2008). *Climate Change: What's Your Business Strategy?* Boston, MA: Harvard Business School Publishing.

Note: Only latest available edition books are recommended.

SEMESTER VIII (HONOURS WITH RESEARCH)

INTRODUCTION TO MARKETING ANALYTICS
PAPER CODE: BBA/DIMK/802

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

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

1. Acquire basic of marketing analytics to make data-driven decisions.
2. Understand customer behavior and segmentation to design targeted marketing strategies.
3. Use analytical tools to clean, visualize, and interpret marketing data.
4. Apply data-driven thinking to solve real-world marketing problems using structured datasets.

Unit I

Concept and scope of marketing analytics; types of marketing data (structured and unstructured); data sources (internal, external, social media, web analytics); introduction to data cleaning and preprocessing; handling missing data—deletion, mean/median/mode imputation; basics of data visualization; charts and dashboards in Excel.

Unit II

Concept of market segmentation in digital environments; demographic, geographic, psychographic, and behavioral segmentation; targeting and positioning strategies in digital marketing; customer profiling using clustering techniques; introduction to market basket analysis.

Unit III

Introduction to collaborative filtering; customer classification using basic statistical techniques (conceptual understanding of discriminant analysis); conjoint analysis for product design; measuring advertising effectiveness; Pricing analytics; basics of demand forecasting; marketing mix allocation and optimization.

Unit IV

Recommendation systems and recommender problems; retail analytics and e-commerce data insights; customer churn analysis and retention strategies; customer lifetime value (CLV); digital campaign analytics; introduction to Google Analytics, Tableau & Power BI; ethical issues in marketing analytics—data privacy, consent, and responsible use of data.

SUGGESTED READINGS:

1. Hair F Joseph, Multivariate Data Analysis, Pearson Education, New Delhi.
2. Fairhurst Danielle Stein, Using Excel for Business Analysis, Wiley, New Delhi.
3. Wayne L. Winston Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, New Delhi.
4. Rajkumar Venkatesan, Paul Farris & Ronald T. Wilcox, Cutting-Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning, Pearson Education, Inc., New Jersey, USA
5. Alistair Croll and Benjamin Yoskovitz, Lean Analytics: Use Data to Build a Better Startup Faster, O'Reilly Media, Inc, USA

Note: Only the latest editions of the above books are recommended.

SUSTAINABLE BUSINESS AND DEVELOPMENT
PAPER CODE: BBA/DIMK/805

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

Course Outcomes: After completing the course, the student will be able to:

1. Explain the concepts of sustainable development, ESG, and climate change.
2. Analyze sustainability business models and sustainability driven product development.
3. Apply sustainable business practices in digital marketing, supply chains, and innovation.
4. Demonstrate ethical decision-making aligned with sustainability and stakeholder value.

Unit I

Introduction to Climate Change and Sustainable Development; SDGs (Sustainable Development Goals) and business relevance; Historical and Emerging Themes in Sustainable Business; ESG (Environmental, Social, Governance) framework; Business Case for Sustainability, Role of Digital Marketing in Sustainability Awareness

Unit II

Sustainable Firm – Corporate Environmental & Social Responsibility; Redefining the Traditional Business Models; Sustainability-driven Product Development & Green Branding; Sustainable retail and e-commerce sustainability practices; Green supply chain & logistics.

Unit III

Sustainable Business Management –sustainability accounting and Reporting; Triple Bottom Line (People, Planet, Profit); Carbon accounting, carbon footprint & auditing; Role of digital tools in sustainability measurement; Socially Responsible HRM (Green HR practices); Sustainable finance & ESG investing; Role of analytics & AI in sustainability decisions

Unit IV

Transformation of Business – Sustainable Infrastructure; Green transportation & logistics optimization; Energy efficiency & renewable energy adoption; Green buildings & sustainable urban development. International Legal Environment of Sustainable Business – International Trade Laws; Climate Change Treaties and their Impact on Business

SUGGESTED READINGS:

1. McDonough, W., Braungart, M. (2002). Cradle to Cradle: Remaking the Way We Make Things, North Point Press.
2. Kaplan, R., Norton, D. The Balanced Scoreboard. Harvard Business Review.
3. Blackburn, W. R. (2007). The Sustainability Handbook: The Complete Management Guide to Achieving Social, Economic and Environmental Responsibility. Environmental Law Institute.
5. Hoffmann, A. J., Woody, J. G. (2008). Climate Change: What's Your Business Strategy? Boston, MA: Harvard Business School Publishing.

Note: Only latest available edition books are recommended.

DISSERTATION
PAPER CODE: BBA/DIMK/806

Total Credits: 12
Internal Marks: 100
Practical Marks: 200

Every student will be assigned a project topic in the seventh semester and they will pursue it under the supervision of an internal supervisor. The students are required to interact with their supervisor regularly and prepare a project report. The tentative content of the project report is as follows:

1. Cover Page
2. Acknowledgement
3. Certificate from supervisor
4. Introduction
5. Literature Review
6. Research Methodology (Objective of the Research, Hypothesis, Research Design etc.)
7. Data Analysis
8. Findings
9. Conclusions
10. Recommendations
11. References
12. Appendices – to include questionnaire etc. (if any)

The student will submit a project report in the eighth semester as per the department/university's schedule for assessment. The student will submit two hardbound copies of the report, one softcopy in CD/DVD, along with the requisite fee. The project report shall be evaluated by both the Internal and External Examiner. For external evaluation, Viva-voce will be conducted by the external examiner.