
RAMA UNIVERSITY, UTTAR PRADESH
KANPUR

FACULTY OF COMMERCE AND MANAGEMENT



ORDINANCE, RULES, REGULATIONS
UNDER NEP 2020

[Effective from the Session 2025-26]

BBA (Digital Marketing) (Certificate)/
BBA (Digital Marketing) (Diploma)/
BBA (Digital Marketing) (Degree)/
BBA (Digital Marketing) (Honors/ Honors with Research)

1st, 2nd, 3rd Year and 4th Year

ORDINANCE, RULES, REGULATIONS UNDER NEP 2020

For

BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research)

The New Education Policy 2020 emphasizes on student skill development to equip them to build academic and industry-specific abilities in order to gain understanding of business practices, give in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry and be absorbed into the industry. This Four-year BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) program will allow students to finish the courses at their own speed, with the option of multiple entry and exit at various levels beginning in the academic year 2025-26.

1. Title

These regulations shall be called regulations for the BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) programs in School of commerce& Management of the University.

2. Eligibility & Credit Requirement of the Course

- i. The standard requirement for entry into Level 4.5, which corresponds to the first year of a Bachelor's degree program, is the Secondary School Leaving Certificate obtained after successfully completing Grade 12 (level 4). Enrollment in a program of study leading to a Bachelor's degree is open to students who meet the entrance requirements, which include specified levels of attainment at the secondary level as detailed in the program admission regulations. Admission to the Bachelor's degree program is determined based on an evaluation of documentary evidence, including the academic record that demonstrates the applicant's capability to undertake and complete the degree program. These criteria are specified in the UGC Guidelines for the Multiple Entry and Exit Scheme in Academic Programs Offered in Higher Education.
- ii. The course of study shall be by regularly attending the requisite number of lectures, tutorials and practical training.
- iii. The odd semesters shall ordinarily be from July to December; however, the First semester shall ordinarily begin from August/ September. The even semesters shall be from January to till June subject to change, if any notified by the Vice Chancellor and other competent authorities; from time to time. The periods are inclusive of the time for examinations.
- iv. A candidate, who has failed twice in first year due to any reason (either due to his/her non-appearance or he/she being not permitted to appear in semester examinations) shall not be allowed to continue his/her studies further subject to clause 9.
- v. The maximum time to complete the degree is nine years from the date of initial registration.

Entry and Credit Requirements at various Levels of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) Programme

NHQEF Level of Program	Requirements of the Program	
Level 4.5 : Undergraduate Certificate	Entry requirements	Certificate obtained after successful completion of Grade 12 or equivalent stage of education Applicants who meet the entrance requirements, which include certain attainment levels, outlined in the program admission standards will be granted admission to the first year of the undergraduate program (BBA-Digital Marketing). The basis for admission shall be the assessment of documentary evidence demonstrating the applicant's capacity to pursue an undergraduate program of study, including the academic record and/or evidence pertaining to the evaluation and validation of prior learning results.
	Credit requirements for a Bachelor's Certificate in Business Administration in Digital Marketing	The undergraduate (BBA-Digital Marketing) program must be successfully completed in its first year, or the first two semesters, with credit hours 41. An exit 10-credit skills-enhancement course must then be completed, with at least a 6-credit job-specific internship or apprenticeship required in accordance with UGC guidelines to help graduates acquire job-ready skills competencies required to enter the workforce.
Level 5 Bachelor's Diploma	Entry requirements	In the second year of the undergraduate (BBA-Digital Marketing) program, continuation of study or lateral admission will be allowed for individuals who have fulfilled the entrance requirements, which include certain levels of attainment outlined in the program regulations. The review of documented proof (such as the applicant's academic record and/or documentation of past learning assessment and certification) will determine whether or not the applicant's studies can proceed. Lateral entry into the study program leading to the Undergraduate Diploma will depend on the validation of previous learning outcomes attained, including those attained through independent/self-directed learning activities, professional development activities, learning and training in the workplace or community, and learning outside of formal education

	Credit requirements for a Bachelor's Diploma (BBA-Digital Marketing)	Successful completion of the initial two years (four semesters) of the undergraduate (BBA-Digital Marketing) programme involves earning 83 credit hours. This is followed by a 10-credit skills enhancement course, which includes a mandatory 6-credit job-specific internship or apprenticeship, as outlined in the UGC Guidelines. This component aims to equip graduates with job-ready competencies necessary for entering the workforce.
Level 5.5 Bachelor's Degree (BBA-Digital Marketing)	Entry requirements	Continuation of study or lateral entry in the third year (fifth semester) of the undergraduate (BBA-Digital Marketing) programme will be possible for those who have met the entrance requirements, including specified levels of attainment, specified in the programme regulations. The continuation of study will be based on the evaluation of documentary evidence (including the academic record and/or evidence relating to the assessment and certification of prior learning) of the applicant's ability to pursue an undergraduate programme of study.
		Lateral entry into the programme of study in the fifth semester of the undergraduate (BBA-Digital Marketing) programme will be based on the validation of prior learning outcomes achieved, including those achieved outside of formal learning or through learning and training in the workplace or in the community, or through continuing professional development activities, or through independent/self-directed learning activities.
	Credit requirements for a Bachelor's Degree (BBA-Digital Marketing)	The successful completion of the first three years (six semesters) of the undergraduate (BBA-Digital Marketing) programme involving at least a range of 124 credit-hours.
Level 6.5 Bachelor's Degree BBA-Digital Marketing with Hons./ Hons. With Research	Entry requirements	An individual seeking admission to the bachelor's degree (Honours/ Honors with Research) in a specified field of learning would normally have completed all requirements of the relevant 3-year Bachelor's degree. (After completing requirements of a 3-year bachelor's degree, candidates who meet a minimum CGPA of 7.5* will be allowed to continue studies in the fourth year of the undergraduate programme leading to the bachelor's degree (Research)

		Continuation of undergraduate (BBA-Digital Marketing) programme leading to the bachelor's degree (Honours/Honors with Research) will be open to those who have met the entrance requirements, including specified levels of attainment, in the programme admission regulations. Continuation of the programme of study will be based on the evaluation of documentary evidence (including the academic record and/or evidence relating to the assessment and certification of prior learning) of the applicant's ability to pursue study during the fourth year (semesters 7 & 8) of the 4-year Bachelor's degree (Honours/Research) programme. Lateral entry into the programme of study at NHEQF level 6.5 will be based on the validation of prior learning outcomes, including those achieved outside of formal learning or through learning and training in the workplace through continuing professional development activities, or through independent/ self-directed/ self-managed learning activities.
	Credit requirements for a Bachelor's Degree BBA-Digital Marketing with Hons./Hons. With Research	Successful completion of the 4-year (eight semesters) undergraduate (BBA-Digital Marketing-Honors with Research/ Honours) programme involving 164 credits, with 41 credits at level 4.5, 42 credits at level 5, 41 credits at level 5.5, and 40 credits at level 6 as per the NHEQF

*** Those who want to exit after 2nd Semester or after 4th Semester or after 6th Semester**

They have to qualify compulsory skill enhancement courses of 4 credits (2 SEC courses of 2 credits each) and 6-credit job-specific internship or apprenticeship, as outlined in the UGC Guidelines.

Credit Requirements and Qualifications at different levels on the NHEQF:

The level of the four years BBA (Digital Marketing) programme shall be as per the National Higher Educational Qualification Framework (NHEQF). As per the guidelines, the number of credits to be earned at each level is as under:-

NHEQF Level	Nomenclature (qualifications within each level)	Credit earned without exit option	Credit earned with exit option
Level – 4.5	Undergraduate Certificate for those who exit after successful completion of first year (two semesters) of the undergraduate programme	41	51
Level – 5	Undergraduate Diploma for those who exit after successful completion of	83	93

	second year (four semesters) of the undergraduate programme		
Level – 5.5	Bachelor's Degree for those who exit after successful completion of three years (six semesters) of the four year undergraduate programme	124	134
Level – 6	Bachelor's Degree with Honours for those who have successfully completed four years (eight semesters) of the undergraduate programme	164	
Level – 6	Bachelor's Degree Honors with Research* for those who have successfully completed four years (eight semesters) of the undergraduate programme	164	

3. Medium of Instruction

The medium of instruction and examination shall be in English only.

4. Number of seats

Number of students to be admitted each year and the number of batches shall be decided and notified by the University from time to time; based upon the Rules, instructions and Notifications issued by UGC.

5. Admission

5.1. Admission to BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) First year in I semester will be made as per the rules prescribed by the Academic Council of the Rama University, Kanpur.

5.2. Admission on migration of a candidate from any other University to the University is permitted.

6. Eligibility for Admissions:

Admission to BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research)

Candidate seeking admission in BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) programme must have passed basic eligibility criteria i.e.10 + 2 exam or its equivalent from any recognized Central / State Board with 45% marks.

7. Procedure for Admission

At the relevant time admission to the course shall be governed by The Acts, Statutes and Ordinances in force and issued by the University. Admission to the Course shall be made strictly on the basis of the merit of the Entrance Test (RUET).

Provided that while making admission to the course reservation policy of the Government of Uttar Pradesh governing admission to higher educational Institutions issued from time to time shall be applied

8. Fee

A student shall pay the fee prescribed by the University from time to time

9. Attendance

9.1 Every student is required to attend all the lectures, tutorials, practicum and other prescribed curricular and co-curricular activities. The attendance can be condoned up to 25% on medical grounds or for other genuine reasons beyond the control of students.

9.2 A further relaxation of attendance up to 10% for a student can be given by Dean provided that he/she has been absent with prior permission of the Head of Department for the reasons acceptable to him.

The Vice Chancellor may further condone attendance shortage up to 5% on genuine grounds. However, under no circumstances, a student with an attendance of less than 60% in a subject shall be allowed to appear in the semester-end examination of that subject. Provided that the late admitted students in the first semester of any course maintain at least 75% attendance (including medical and other reasons) from the date of their admission.

9.3 No student will be allowed to appear in the end semester examination if he / she do not satisfy the overall average attendance requirements of Clause Nos. 9.1, and 9.2 and such candidate(s) shall be treated as having failed and will be further governed by clause no. 2.5

9.4 The attendance shall be counted from the date of admission in the college or start of academic session whichever is later.

10. Curriculum:

10.1 The 4 Year curriculum has been divided into 8 Semesters and shall include lectures, tutorials, practical's, projects etc. in addition to industrial training and Research Project Report etc. as defined in the scheme and executive instructions issued by the University from time to time.

10.2 The curriculum will also include such other curricular, co-curricular and extra-curricular activities as may be prescribed by the University from time to time.

10.3 If a student wishes to pursue four years Honours Degree with research, he/she shall compulsorily opt for a Research Methodology course in either VI Semester or VII Semester as DSE.

11. Teaching

The objective of classroom education is to awaken the curiosity of the student, generate habits of rational thinking in him, gear his mind to face the unfamiliar and train him to stand on his own. Classroom instruction helps the student in the organization and correlation of facts, comprehension of ideas and the creative use of knowledge.

The teacher also has the additional responsibility to make the student search for knowledge on his own and induce him to use additional facilities like the library, lab and the environment, to optimize his learning process. Self-study by the student would therefore form an important factor in the planning of teaching and evaluation. The student is required to cooperate and respond to this challenge.

Every course whether single-section or multi-section is conducted by a member of the faculty called instructor-in-charge, with the assistance, wherever necessary, of the required number of instructors who will be partners with him in meeting the full academic perceptions and organizational needs of teaching the course and evaluating the students. Wherever the instructor-in-charge is mentioned hereafter, it connotes the team of instructors acting as one entity under his captainship.

The instructor-in-charge should make a comprehensive plan in respect of conducting the course even before the semester begins.

In a multi-section course, all instructors must remain in continuous interaction in order to ensure a smooth operation of the course. While recognizing variations due to personal attitudes and styles, it is important that these are smoothened out so that the operation and grading in different sections in a course, indeed between courses across the faculty, are free from any seeming arbitrariness.

At the beginning of class work, the instructor, in-charge/instructor must announce to his class/ section through a Course Handout/Lesson Plan, the necessary information in respect of

- (i) the operations of the course (its pace, coverage and level of treatment, textbooks and other reading assignments, home tasks etc);
- (ii) various components of evaluation, such as tutorials, home assignment, several quizzes/tests/examinations (announced or unannounced, open book or closed book), regularity of attendance, etc.
- (iii) the frequency, duration, tentative schedule, relative weightage etc., of these various components;
- (iv) the broad policy which governs decisions about make-up;
- (v) mid-semester grading;
- (vi) grading procedure (overall basis, review of border line cases, effect of class average etc.)
- (vii) Chamber consultation hours and
- (viii) other matters found desirable and relevant.

12. Examination:

12.1 The performance of a student in a semester shall be evaluated through continuous evaluation and end semester examination. The continuous evaluation shall be based on Mid Term Examination, assignments/tutorials, quizzes/viva-voce and attendance. The marks for continuous evaluation (Sessional marks) shall be awarded at the end of the semester. The end semester examination shall be comprised of written papers and viva-voce, inspection of certified course work in classes and design reports or by means of any combination of these methods.

12.2 The distribution of marks for sessional, end semester theory papers, practicals and other examinations, seminar, project, industrial training shall be as prescribed.

12.3 The marks obtained in a subject shall consist of marks allotted in end semester theory paper and sessional work.

12.4 To qualify a subject a student is required to secure

- a. Grade 'Q' will be given for qualified & Grade 'NQ' will be given for not qualified for all qualifying papers.
- b. A candidate must secure a minimum of 33% marks in all core and elective subjects in both internal + external in aggregate.
- c. A candidate must secure minimum 40% marks in all skill development courses (Ability-Enhancement Compulsory Course & Skill-Enhancement Elective Course).

12.5 The minimum pass marks in a project/practical subject (including sessional marks if any) shall be 40%.

12.6 The maximum marks of each subject (core, skill, comprehensive viva, dissertation, practical etc.) is 100. The internal assessment will be of 25marks and external assessment will be of 75 marks.

12.7 The minimum pass marks in Seminar, Internship, Research project, Dissertation and Viva-Voice etc shall be 40%.

12.8 In Non-Credit Courses (Non grading courses) a student's must secure 40% marks to qualify the courses.

12.9 No Grace Marks shall be given.

13. Evaluation Feedback

Just as evaluation is done in continuous manner, feedback should also be available in a continuous manner. Thus, the answer scripts must be promptly evaluated, shown to the students for them to obtain any clarification on their performance and returned to the students whenever practical. The performance of the students in the examination should be discussed in the class giving as much details as possible like the highest, lowest and average performances. Solutions with marking schemes are displayed soon after a test.

14. Promotion:

14.1 A candidate satisfying all the requirements under clause 23 shall be promoted to the next academic year of study.

14.2 A student shall be promoted to the current odd semester to next even semester.

14.3. A candidate shall be eligible for provisional promotion to the next academic year of study provided:

a. He/ She must have passed a minimum 50% of credit papers (theory + practical) of certain required credits in the current academic year (both semesters)

b. The student must have passed the paper of minimum 50% of the total credit of all the core subjects of the current academic year (both semesters).

c. For promotion from second year to third year, A student must have to pass all the papers (Core, Elective. Skills etc.) of first year and all qualifying papers.

14.4 All other candidates who do not satisfy conditions laid down in clause 8 shall be declared fail and shall be required to repeat the whole academic year after taking re-admission. This facility is, however, subject to the time limits stipulated in clause-2.

15. Carryover System/ Improvement System:

15.1 A candidate shall not be able to appear for the all examinations of entire two semesters simultaneously.

15.2 A Student, who does not satisfy the requirements of clause 12.4, 12.5, 12.6 ,12.7 & 12.8 will be required to appear in those theory papers / practical's in which he/she failed. However, a student will be allowed to appear in those theory/ practical subjects back paper examination for odd (even) semester papers in odd (even) semester.

15.3 For satisfying clause 14.3, a candidate shall be required to exercise his/her choice up to a maximum of three theory papers in which he/she desires to appear in the examination for improving his/her SGPA. He/she shall inform the college about his/her choice within 15 days after the start of new session.

15.4 The highest marks secured in any subject in various attempts (end semester and carryover examinations) shall be considered

16. Ex-studentship:

16.1 A candidate opting for ex-studentship shall be required to appear in all the theory & practical subjects in the end semester examinations of both semesters of the same academic year. However, the marks pertaining to Sessional, Industrial Training, and Seminar shall remain the same as those secured earlier.

16.2 A candidate opting for ex-studentship shall be required to apply to the Faculty of Commerce & Management by paying only examination fee within 15 days from the start of new session.

17. Re-admission:

A candidate may be allowed for re-admission provided he/she satisfies one of the following conditions:

17.1 A candidate is declared fail.

17.2 A candidate did not appear in a semester examination / or he/she was not granted permission to appear in the examination.

17.3 A candidate has been detained by the department and subsequently has been permitted to take re-admission.

17.4 A candidate as an ex-student passed the examination of the academic year or qualified for carryover system.

17.5 A candidate promoted with carry over subjects and he/she opted for re-admission.

18. Results:

18.1 The result of a candidate shall be declared on the basis of performance of both semesters of the same academic year. However, a final year student, who is not permitted in any one of the final year semester examinations due to shortage of attendance, will be permitted in that particular semester of the next academic session to study as a regular student and appear at that semester examination.

18.2 Result of the final year shall be declared on the basis of working out Grand Total by adding marks of all the years of study in the following ways:

(a) For candidates admitted BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) program as per clause 6

I Year	100% of aggregate marks	For UG Certificate
II Year	100% of aggregate marks	For UG Diploma
III Year	100% of aggregate marks	For UG Degree
IV Year	100% of aggregate marks	UG Degree with Honors/ Honors with Research

19. Award of Division: The division shall be awarded on the basis of result of all eight semesters.

20.1 Calculation of Grade Point and Grade Point Average

Relative grading shall be adopted at the Faculty of Commerce and Management, Rama University. The list of letter grades, the grade points associated with them are given on next page:

Grade	Description	Range of Marks	Grade Points
O	Outstanding	91-100	10
A ⁺	Excellent	81-90	9
A	Very Good	71-80	8
B ⁺	Good	61-70	7
B	Above Average	51-60	6
C	Average	41-50	5
P	Pass	33-40	4
F	Fail	0-32	0
Q	Qualified		
NQ	Not Qualified		

In order to arrive at alphabet grades, the total marks in a particular course for all the students pursuing the course are tabulated in the descending order (equivalently a histogram).

The performance of the course is analyzed in terms of the highest, lowest and the average marks and the dividing lines between the clusters of students. Gaps and dips between the clusters and the nature of the clusters guide in drawing the dividing lines between the grades. In a normal class of large size, the C grade usually covers the average performance. This is, however not a hard and fast rule and exceptions may arise in case of small classes, skewed histogram etc. Borderline cases may be considered individually on the basis of regularity and the attendance, class room discussions, progressive good performance throughout the semester, etc.

20.2 Calculation System of Semester Grade Point Average:

- Computation of the Semester Grade Point Average (SGPA) and Cumulative Performance Index (CPI):

The SGPA is an indicator of the overall academic performance of a student in all the courses he/she has registered during a given semester. It is computed as follows: If the grades awarded to a student are G_1, G_2 etc in courses with corresponding credits C_1, C_2 etc, the SGPA is given by:

$$SGPA = \frac{C_1 \times G_1 + C_2 \times G_2 + \dots + C_n \times G_n}{C_1 + C_2 + \dots + C_n}$$

- The CPI indicates the overall academic performance of a student in all the courses registered up to and including the latest completed semester/summer term. It is computed in the same manner as the SGPA, considering all the courses (say, n) and is given by:

$$CPI = \frac{\sum_{i=1}^n C_i \times G_i}{\sum_{i=1}^n C_i}$$

- Percentage conversion of CPI:

$$\text{Percentage of marks} = CPI \times 9.5$$

- CPI conversion

≥8 CPI	I Division
≥6 CPI	I Division
≥5 CPI	II Division
<5 CPI	Fail

21. Award of Rank:

On the basis of final year result, the top ten candidates in academic year shall be awarded rank according to their merit provided they pass all the examinations in first attempt.

22. Reports

At the end of the course, in certain situations, the instructor-in-charge may report certain events/facts in suitable words, in place of grades discussed earlier. These reports are not to be construed as grades. The various reports listed below are elaborated in the subsequent clauses.

- Incomplete (I)
- Grade Awaited (GA)
- Withdrawn (W)
- Registration Cancelled (RC), Required to Register (RR), Discontinued from the Program (DP)
- Not Cleared (NC)

Incomplete (I)

If the instructor-in-charge finds a student having not fulfilled some of the requirements of a course before the final deadline for transmitting the grade, and he is satisfied that he is able to transmit some grade or a report with or without this particular fulfillment, but at his discretion wishes to give the student an opportunity, he may, within the deadline, send a report 'I' (Incomplete) and also inform the student of the same. It shall be the responsibility of the student to contact the instructor-in-charge in time for replacement of the 'I' report within two weeks after the end of the semester (and within one week after the end of summer term, for a summer term course) which the instructor-in-charge will communicate whatever grade/report is possible for the situation. Whenever such relaxation is made, the Dean/Director will specify at his discretion, with the consent of the instructor-in-charge, the date by which 'I' report has to be converted.

The requirement envisaged in the above clause must be completed within the time allowed. If the extra time given goes beyond the registration in the next semester/term, registration in the next semester/term is not possible. The student in such a situation should seek permission to stay away as per the above clause

Grade Awaited (GA)

There are many situations where operational and practical difficulties may cause a delay in the communication of a grade. Certain situations which are visualized in this connection are:

- (i) where a case of unfair means is pending;
- (ii) where a case of indiscipline is pending. In these circumstances the Dean may authorize the instructor-in-charge to report GA (Grades Awaited).

A student may also get a "GA" report if he has, due to a genuine reason not been able to appear for an examination on the scheduled date and his request for make-up has been granted. In such a case, the student should ensure by the end of the term that either:

- He takes the make-up examination and convert the "GA" report onto a letter grade or
- He makes an application to the Dean/Director, through Instructor in Charge to convert "GA" report into a "NC" report.

Whenever the report GA appears in the grade sheet, a student will not be allowed to register for the subsequent semester, until the student takes steps to convert "GA" report into a letter grade or "NC" report.

Withdrawn (W)

A student may seek withdrawal from the course(s) in a semester for any of the following reasons:

- The student is unable to register for the course(s) for a genuine reason.
- The student is unable to cope up with the normal load and withdraws from the course(s) to reduce his academic load for a particular semester.

The request for withdrawal should be made to the Dean of the faculty, within two weeks of the commencement of the semester in case of

(i) above and within the stipulated duration as specified in the academic calendar in the case of

(ii) In such cases the grade sheet/transcript of the student will indicate 'W' (Withdrawn) against the course(s) from which the student has withdrawn his registration. The student will have to register for the course(s) when it is offered next and obtain a valid letter grade. If the course with 'W' report is a prerequisite course for another course, the registration to the course is possible only on obtaining a valid letter grade in the prerequisite course with 'W' report. If the withdrawal is made after the due date, the event will be reported as "RC" or "DP" as the case may be.

Registration Cancelled (RC) or Required to Register (RR) or Discontinued from the Programme (DP)

If a student's registration for a course has to be cancelled, this fact will be reported in the grade sheet as RC (Registration Cancelled). Registration would be cancelled and an RC is issued in the following cases:

- Cancellation is recommended as a part of disciplinary action for resorting to unfair means during examination or other unprofessional behaviour.
- Cancellation is recommended due to less than the minimum required percentage of attendance.
- Cancellation is recommended if a provisionally admitted student fails to submit the proof of necessary documents required for registration and/or does not satisfy the minimum eligibility requirements for the admission within the prescribed time limit.
- Cancellation is recommended when a student persistently and/or deliberately does not pay his dues.

RC itself has many meanings and may be reported as the following:

- When it is clearly known that the student will be required to register again in the same course, the event will be reported as RRA (Required to Register Again).
- If RC amounts to discontinuation from the program it will be reported as DP (Discontinued from the Program)
- If the cancellation of registration is not reported either as RRA or as DP but is reported

as RC, it does not necessarily mean that it is free from any constraint. The meaning of the constraint has to be construed from the context in which the RC is reported.

Not Cleared (NC)

- If a student continued to remain registered in a course but gave the instructor inadequate opportunity to evaluate him by absenting himself from quizzes/tests/examinations/other components of evaluation, or by appearing in the same for the sake of appearance without applying himself to the task in hand or by submitting a blank script (answer book), these events would be reported as NC (Not Cleared).
- Whenever a student gets a NC report in a course irrespective of whether he has a grade in the course or not earlier to this event, the following will govern further action. It is to be noted that a NC cannot be ignored, except under the situations described below:
 - Whenever a student gets a NC report in a course which is in the compulsory package of his program, he is required to register again in some course and get a valid grade therein.
 - If a student has a NC report in a course taken as elective, he can either repeat the course to get a valid grade or ignore it to choose another course. However, a student must get valid grades in at least the prescribed number of electives in his program.
 - Whenever a student's record has an NC in a course which remains unaccounted after a process of transfer has been completed it will not be possible for him to wipe out the NC report in such a course because this course is not a part of his program anymore; and he can graduate with this NC.
 - If a student is reported NC in a project course (Summer Internship), it will be administratively converted to RC by the Dean and future registration in project courses will be done only if the Dean is satisfied with the genuineness of the candidate's interest in the course.
 - If a student is reported NC in Dissertation, he will be required to register in the same for one more semester to get it clear.

23. Grade Sheet

A student's grades, reports, CGPA, etc., at the end of every semester/term will be recorded on a grade sheet, a copy of which will be issued to him. The grade sheet will be withheld when a student has not paid his dues or when there is a case of breach of discipline or unfair means pending against him.

While registration with approval of appropriate authority consistent with these regulations is a token of permission to pursue studies, the grade sheet is a complete record of the outcome of what was intended in the original/amended/ revised registration. The various grades and reports discussed above would be appropriately used to tally the grade sheet with original/ amended/revised registration. It would be evident that this tally between what was registered for and what was obtained in terms of grades and reports will apply to all courses except the course, which was originally registered for, but subsequently replaced by another course through substitution.

- The tally is made on a course basis at the end of semester/term to determine which of the courses have been cleared. A course is deemed to have been cleared if the student obtains a grade in the course. However, mere clearing of the prescribed courses does not tantamount to fulfilling the requirements of graduation.
- While all the grades secured and other pertinent information for semesters are given in a grade sheet, the chronologically organized information from the grade sheets of a student with the necessary explanation constitutes his transcript which is issued at the time he leaves the Institute or at an intermediate point on request.

24. Scrutiny and Revaluation:

24.1 Scrutiny shall be allowed in maximum three theory papers only as University norms

24.2 Revaluation shall be allowed in maximum three theory papers only as University norms.

25. Unfair means:

Cases of unfair means shall be dealt as per the rules of the University and The U.P. Public Examination (Prevention of Unfair means) Act if any in prevalence.

26. Award of Sessional Marks:

Sessional marks for theory subjects, practical and project shall be awarded as will be prescribed and at present the break-up of sessional marks shall be as follows:

Evaluation Scheme:

Course without practical components

Continuous Evaluation (CE): 20 Marks

1. Attendance: 10 Marks
2. Assignments/Quiz / Seminar/Term paper /Project :10 Marks

MTE - Mid Term Examination: 20 Marks

- a. First Mid Term Examination: 10 marks
- b. Pre-University Test: 10 marks

ETE - End Term Examination: 60 Marks

Make-up test may be held only for those students who could not appear in any one of mid-term class tests due to genuine reasons for which the prior permission from the Head of Department was taken. Make up test shall ordinarily be held about two weeks before the semester examination. The syllabus for the make-up test shall be the whole syllabus covered by the subject teacher up to that time.

27. Award of Presentation, Summer Training, Final Research Project Marks at Department level:

27.1 The marks of Dissertation marks shall be awarded on the following basis:

Criteria	Internal	External	
Dissertation	25	-	
Viva Voce	25	50	
Total	50	50	100

27.2 The marks in Dissertation Report shall be awarded by following members:

Internal: 50 marks	By the Faculty Guide/Supervisor – 25 marks. By Committee appointed by the Dean – 25
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	marks.
External: 50 marks	By External examiner appointed by the University - 50 marks

28. Cancellation of Admission:

The admission of a student at any stage of study shall be cancelled if:

1. He / She is not found qualified as per UGC/AICTE / State Government norms and guidelines or the eligibility criteria prescribed by the University.
or
2. He / She is found unable to complete the course within the stipulated time as prescribed in clause 2.vi
or
3. He / She are found involved in creating indiscipline in the FCM or in the University.

29. The Academic Council shall have the power to relax any provision provided in the ordinance in any specific matter/situation subject to the approval of Executive Council of the University & such decision(s) shall be reported to the Chancellor of the University.

Assessment Criteria

All courses of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) program shall be evaluated by 100 marks. The subject shall be evaluated by 100 marks, out of which 40 marks shall be internal assessment and 60 marks for external assessment. Internal Assessment for 40 marks shall be as per the criteria given below:

Criteria	Marks
Mid-term evaluation	20
Assignments/ Quiz / Seminar/Term paper /Project/ Community Services	10
Attendance	10
Total Internal Assessment	40

Marks for Attendance shall be awarded as per the criteria given below:

Attendance Percentage	Marks
96%-100%	100% of attendance marks
91%-95%	80% of attendance marks
86%-90%	60% of attendance marks
81%-85%	40% of attendance marks
75%-80%	20% of attendance marks

Below 70%	0
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All students should have a minimum of 75% attendance in all subjects, in order to appear in the end term examination / viva voce. The 75% criterion includes all leaves of absence – whether approved or not approved.

Students failing to obtain 75% attendance shall be required to repeat the course in the subsequent year, along with the next batch, to make up for the shortage of attendance.

Under extraordinary circumstances, a student with attendance below 75% shall be allowed to appear in the term exams / viva voce. This will be at the discretion of the Vice Chancellor of the University. Circumstances when such leniency shall be shown include:

- a. Death of a blood relative – father, mother, grandfather, grandmother, brother or sister.
- b. Extreme cases of health adversity requiring hospitalization of the student.

In such cases, the student shall be required to give a written application to the Vice Chancellor of the University, along with appropriate proof. In case of death of blood relative, an application from the parent(s) shall be considered.

All faculty members shall maintain appropriate records and make them available to the University's examination centre at the end of the semester.

Credit system

The BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research) program has a total of 182 credits and students are required to complete all courses. On completion of all courses, the students shall earn 182 credits and would be eligible for award of the BBA (Digital Marketing) (Honors/ Honors with Research).

Evaluation of Summer Internship Project

After first year, each student shall undertake a skill based internship to be pursued by him/her under the supervision of a faculty guide/supervisor. In third semester, fourth, fifth and sixth semester, the evaluation of this training shall be included in the 3rd semester evaluation, 4th semester evaluation, 5th semester evaluation, sixth semester evaluation. The student will be assigned a faculty guide who would be the supervisor of the student.

Students will prepare an exhaustive report of the training which will be duly signed by the officer under whom training was undertaken in the industry/ organization and faculty guide. Student shall bring the certificate from the industry/organization duly signed by competent authority of the industry/organization.

The student at the end of the above mentioned semesters will present his/her report about the training before a committee constituted by the Dean of the College which would comprise of at least three members comprising of the Department: HOD, Class Coordinator and a nominee of the Dean. The student's faculty guide would be a special invitee to the presentation. The seminar session shall be an open house session. The internal marks would be the average of the marks given by each

member of the committee. Internal marks will also be evaluated by faculty guide/supervisor.

The marks by the external examiner appointed by the University would be based on the report submitted by the student which shall be evaluated by the external examiner and viva voce conducted of the student concerned.

Internal: 50 marks	By the Faculty Supervisor – 25 marks. By Committee appointed by the Dean – 25 marks.
External: marks 50	By External examiner appointed by the University - 50 marks

Evaluation of Final Research Report

During the seventh semester and eight semesters, each student shall undertake a project to be pursued by him/her under the supervision of a faculty guide/supervisor. In seventh semester and eight semesters, the candidates will have to submit a Dissertation Report on a problem / topic (from the specialization areas) to be assigned by the department Commerce under the supervision of a core faculty member of the department. The guide/ supervisor shall be appointed by the Dean, Faculty of Commerce & Management. Minimum three copies of Dissertation Report along with one soft copy in a CD shall be submitted at least two weeks prior to the commencement of the 7th and 8th End Term Examination. The Dissertation Report shall carry 100 marks, out of which 50 marks shall be evaluated by an External Examiner appointed by the University while the 25 marks shall be evaluated by a committee constituted by the Dean of the College which would comprise of at least three members comprising of the Department: HOD, Class Coordinator and a nominee of the Dean. The student's faculty supervisor would be a special invitee to the presentation and remaining 25 marks shall be evaluated by faculty supervisor. The Dissertation Report shall be evaluated in the following manner:

Internal: 50 marks	By the Faculty Supervisor – 25 marks. By Committee appointed by the Dean – 25 marks.
External: 50 marks	By External examiner appointed by the University - 50 marks

Calculation of Grade Point and Grade Point Average

Relative grading shall be adopted at the Faculty of Commerce & Management, Rama University. The list of letter grades, the grade points associated with them are given below:

Grade	Description	Range of Marks	Grade Points
O	Outstanding	91-100	10
A ⁺	Excellent	81-90	9
A	Very Good	71-80	8
B ⁺	Good	61-70	7
B	Above Average	51-60	6
C	Average	41-50	5
P	Pass	33-40	4
F	Fail	0-32	0
Q	Qualified		
NQ	Not Qualified		

In order to arrive at alphabet grades, the total marks in a particular course for all the students pursuing the course are tabulated in the descending order (equivalently a histogram).

The performance of the course is analyzed in terms of the highest, lowest and the average marks and the dividing lines between the clusters of students. Gaps and dips between the clusters and the nature of the clusters guide in drawing the dividing lines between the grades. In a normal class of large size, the C grade usually covers the average performance. This is, however not a hard and fast rule and exceptions may arise in case of small classes, skewed histogram etc. Borderline cases may be considered individually on the basis of regularity and the attendance, class room discussions, progressive good performance throughout the semester, etc.

Calculation System of Semester Grade Point Average:

- Computation of the Semester Grade Point Average (SGPA) and Cumulative Performance Index (CPI):

The SGPA is an indicator of the overall academic performance of a student in all the courses he/she has registered during a given semester. It is computed as follows: If the grades awarded to a student are G_1, G_2 etc in courses with corresponding credits C_1, C_2 etc, the SGPA is given by:

$$SGPA = \frac{C_1 \times G_1 + C_2 \times G_2 + \dots + C_n \times G_n}{C_1 + C_2 + \dots + C_n}$$

- The CPI indicates the overall academic performance of a student in all the courses registered upto and including the latest completed semester/summer term. It is computed in the same manner as the SGPA, considering all the courses (say, n) and is given by:

$$CPI = \frac{\sum_{i=1}^n C_i \times G_i}{\sum_{i=1}^n C_i}$$

- Percentage conversion of CPI:

$$\text{Percentage of marks} = CPI \times 9.5$$

- CPI conversion

≥8 CPI	I Division with Honours
≥6 CPI	I Division
≥5 CPI	II Division
<5 CPI	Fail

- In case a student gets a F grade in more than one subject, he / she has to repeat one or more of the subjects by registering for "Guided Study" in that semester. Registration for Guided Study shall be made on the payment of Rs. 500 per subject as well as registering for the examination with a payment of Rs. 1000 per subject.

- If the students get F grade in five theory subjects in an academic session, then he/ she will repeat the year.

- Whenever a student is permitted to repeat, the new grade with star will replace the old grade and computation of the SGPA will done by considering the new grade.

Chairperson

Signature:
Name: Prof. (Dr.) Vaishali Dhingra
Date: 26/ July/ 2025

Signature:
Name: Prof.(Dr.) Indu Shukla
Date: 26/ July/ 2025

External Members

Signature: 1.....
Name: Prof. (Dr.) Sunil Kumar Gupta
Date: 26/ July/ 2025

Internal Members

Signature:
Name: Prof. (Dr.) Manish Dhingra
Date: 26/ July/ 2025

Signature:
Name:
Date: 26/ July/ 2025



RAMA UNIVERSITY UTTAR PRADESH KANPUR

FACULTY OF COMMERCE AND MANAGEMENT



COURSE STRUCTURE AND EVALUATION SCHEME

[Effective from the Session 2025-26]

**BBA (Digital Marketing) (Certificate)/
BBA (Digital Marketing) (Diploma)/
BBA (Digital Marketing) (Degree)/
BBA (Digital Marketing) (Honors/ Honors with
Research)
1st, 2nd, 3rd Year and 4th Year**



Program Structure- BBA (Digital Marketing) (Certificate)/
BBA (Digital Marketing) (Diploma)/BBA (Digital Marketing) (Degree)/
BBA (Digital Marketing) (Honors/ Honors with Research)
1st, 2nd,3rd Year and 4th Year

A. Introduction

The New Education Policy 2020 emphasizes on student skill development to equip them to build academic and industry-specific abilities in order to gain understanding of business practices, give in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry and be absorbed into the industry. This Four-year BBA (Digital marketing) (Honors/ Honors with Research) program will allow students to finish the courses at their own speed, with the option of multiple entry and exit at various levels beginning in the academic year 2025-26. This will remove rigid boundaries and open up new opportunities to choose and learn. We seek to offer holistic and multidisciplinary education based on student preferences.

The curriculum of BBA (Digital Marketing) (Certificate)/BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/BBA (Digital Marketing) (Honors/ Honors with Research)1st, 2nd,3rd Year and 4th Year program emphasizes an intensive, flexible management education with 164 credits.

Year	1st Year		2nd Year		3rd Year		4th	
Semester	1stSem	2ndSem	3rdSem	4thSem	5thSem	6thSem	7thSem	8thSem
Credit*	20	21	21	21	22	19	20	20
Contact Hour*	300	315	315	315	330	285	300	300



Program Structure- BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research)

A. Introduction

The New Education Policy 2020 emphasizes on student skill development to equip them to build academic and industry-specific abilities in order to gain understanding of business practices, give in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry and be absorbed into the industry. This Four-year BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program will allow students to finish the courses at their own speed, with the option of multiple entry and exit at various levels beginning in the academic year 2025-26. This will remove rigid boundaries and open up new opportunities to choose and learn. We seek to offer holistic and multidisciplinary education based on student preferences.

The curriculum of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program emphasizes an intensive, flexible management education with 164 credits.



Detailed Syllabi of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research)

The instructional design for BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program is based on NEP 2020 standards, including Multiple Entry/ Exit and Choice Based Credit System (CBCS). Curriculum design adhere to the UGC's Curriculum and Credit Framework for Undergraduate Programs guidelines and the program structure is made up of Ability Enhancement Compulsory Courses(AECC), Value Added Courses(VAC), Skill Enhancement Courses (SEC), Discipline Specific Core Courses(DSC), Discipline Specific Elective Courses (DSE) and Generic Multi-Disciplinary Open Elective Courses. Student can exit with BBA Certificate after the first year, a BBA Diploma after the second year and BBA Degree after the third year.

B. Choice Based Credit System (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

Discipline Specific Core Course (CC): Discipline Specific Core Course of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program will provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further be studied in depth during the elective phase. This program offered 24 discipline specific core courses of 3 credits each.

Generic/ Multidisciplinary/ Open Elective Course (OEC): Open Elective is an interdisciplinary additional course. Open Elective Course is an elective course chosen from an unrelated discipline/subject, with an intention to seek exposure beyond discipline/s of choice. This program offered OE courses of 3 credits each.

Ability Enhancement Compulsory Course (AECC): As per the guidelines of NEP 2020 and Choice Based Credit System (CBCS) for all Universities, including the private universities,



the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and subjects related to understanding the significance of environmental, human values and ethical issues. This program offered AEC courses of 2 credits each.

Skill Enhancement Course (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered courses of 2 credits each.

Value- Added Course (VAC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered courses of 2 credits each.

Discipline Specific Elective Course (DSEC): The discipline specific elective courses are chosen to make students specialist or having specialized knowledge of a specific domain. Each DSEC will carry 3 credits.

MOOC Programs: To provide more flexible learning opportunities to students by choosing courses available on MOOC platform. Students will have to earn 12 credits in the entire BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) Program by passing MOOCS as decided and identified by the college and platform permitted by University from time to time. In six semesters of the BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) Program in any semester it will be compulsory for students to get passed. The list of MOOCS Programs will be available with students as identified by the college. The MOOC platform like SWAYAM, NEPTTEL, etc will be decided by University from time to time.

C. Programme Specific Outcomes (PEOs/POs/PSOs)

1) Program Educational Objectives

PEO1: Possess professional skills for employment and lifelong learning in management

PEO2: Have attained a general level of competence in management and to enable them to act with creative, innovative and entrepreneurial potentials with management tools

PEO3: Adapt to a rapidly changing environment with learned and applied new skills

PEO4: Become socially responsible and value driven citizens committed to sustainable development.

2) Program Outcomes (POs)

PO1 Cross-Disciplinary Integration and Strategic Perspective: Conceptualize, organize and resolve complex business problems or issues by using their sources available under their discretion.



PO2 Critical Thinking and Problem Solving: Apply the perspective of their chosen special area of study to develop fully -reasoned opinions on such contemporary issues as the need for integrity, leading and managing change, globalization and technology management

PO3 Teamwork: Able to determine the effectiveness with which goals are defined and achieved in team environments to assess the contributions made by themselves as well as by their peers within those environments and to identify and resolve conflicts.

PO4Leadership Skills: Able to document their participation and contribution to student organizations, business or consulting projects, internship opportunities or other BBA sanctioned initiatives.

PO5Modern Tool Usage: Create, select, and apply appropriate techniques, resources and modern management and IT tools including prediction and modeling to complex management activities with an understanding of the limitations.

PO6Environment and Sustainability: Understand the impact of the professional management solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

PO7Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.

PO8Entrepreneurial Perspective: Able to identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

PO9Global Perspective: Able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment.

3) Program Specific Outcomes (PSOs)

PSO1: The graduates would have imbibed all the basic principles of management.

PSO2: The graduates would have adequate theoretical knowledge on various core disciplines of management science.

PSO3: The graduates would be able to consolidate the thus acquired knowledge into practical skills.

PSO4: Through value based education and training and would also discharge his/her social responsibility to the community at large.



Rama University Uttar Pradesh, Kanpur
Faculty of Commerce and Management

Course Detail and Evaluation Scheme

(Effective from the Session 2025-26)

BBA (Digital Marketing)

Year-1 SEMESTER-I

S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 1	BBDS101	Managerial Principles and Applications	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 2	BBDS102	Financial Records and Reporting	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 3	BBDS 103	Applied Business Mathematics	3	0	0	20	20	60	100	3
4	Ability Enhancement Compulsory Course	BHSC101	English Communication	2	0	0	20	20	60	100	2
5	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
6	Skill Enhancement Courses 1		Select any 2 from the SEC Group	2	0	0	20	20	60	100	2
7	Skill Enhancement Courses 2			2	0	0	20	20	60	100	2
8	Value addition Course 1	BVAC 001N	Basics of Indian Knowledge System	2	0	0	20	20	60	100	2
9	*Compulsory qualifying course	SAGA 001-T	Saga of Great Men and Freedom Fighters	0	0	0	20	20	60	100	0
Total				20	0	0	180	180	540	900	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	300		
Theory	9	Lab	0



Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-1 SEMESTER-II											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 4	BBDS 201	E-Commerce and Digital Business	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 5	BBDS 202	Business Regulatory Framework	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 6	BBDS 203	Marketing Management Fundamentals	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 7	BBDS 204	Cost and Management Accounting	3	0	0	20	20	60	100	3
5	AECC-2	BHSC201	Environmental Studies	2	0	0	20	20	60	100	2
6	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
7	Skill Enhancement Courses 3		Select any 1 from the SEC Group	2	0	0	20	20	60	100	2
8	Value addition Course 2	BVAC 002	Office Management and Secretarial Practice	2	0	0	20	20	60	100	2
9	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				21	0	0	160	160	480	800	21

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	315		
Theory	8	Lab	0



Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-2 SEMESTER-III											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 8	BBDS 301	Social Media and Digital Campaign Management	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 9	BBDS 302	Advertising and Brand Communication	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 10	BBDS 303	Business Environment in the Digital Era	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 11	BBDS 304	Essentials of Human Resource management	3	0	0	20	20	60	100	3
5	Ability Enhancement Compulsory Course 3	BHSC301N	Professional Communication Skills	2	0	0	20	20	60	100	2
6	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group or Select any 1 from DSE	3	0	0	20	20	60	100	3
7	Skill Enhancement Courses 4		Select any 1 from the SEC Group	2	0	0	20	20	60	100	2
8	Value addition Course 3	BVAC 003	Human Values and Professional Ethics	2	0	0	20	20	60	100	2
9	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				21	0	0	160	160	480	800	21

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature
 L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	315		
Theory	8	Lab	0



Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-2 SEMESTER-IV											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 12	BBDS 401	Digital Compliance and Media Regulations	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 13	BDDS 402	Sales and Distribution in the Digital Age	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 14	BBDS 403	Cross-Border Business Management	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 15	BBDS 404	Basics of Operations Management	3	0	0	20	20	60	100	3
5	Ability Enhancement Compulsory Course 4	BHSC401	Content Writing & Editing	2	0	0	20	20	60	100	2
6	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
7	Skill Enhancement Courses 5		Select any 1 from the SEC Group	2	0	0	20	20	60	100	2
9	Value addition Course4	BVAC004	Indian Knowledge System	2	0	0	20	20	60	100	2
10	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				21	0	0	160	160	480	800	21

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	315		
Theory	9	Lab	0



Rama University Uttar Pradesh, Kanpur

Faculty of Commerce and Management

Course Detail and Evaluation Scheme

(Effective from the Session 2025-26)

BBA (Digital Marketing)

Year-3 SEMESTER-V

S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 16	BBDS 501	Foundation of Financial Management	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 17	BBDS 502	Supply Chain and Logistics Strategy	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 18	BBDS 503	Quantitative Techniques for Business	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 19	BBDS 504	Entrepreneurship Development	3	0	0	20	20	60	100	3
5	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
6	Discipline Specific Electives (DSE)		Select any 1 from the DSE Group	3	0	0	20	20	60	100	3
7	Value addition Course 5	BVAC 005	Life Skill Personality Development	2	0	0	20	20	60	100	2
8	Summer Internship/ SEC	BBSI501	Summer Internship Report/ SEC	2	0	0	25	25	50	100	2
8	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				22	0	0	165	165	470	800	22

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

Contact Hr	330		
Theory	7	Lab	0



Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-3 SEMESTER-VI											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 20	BBDS601	Strategic Management and Business Decision-Making	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 21	BBDS602	Corporate Governance & Business Ethics	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 22	BBDS603	Industrial Relations & Labour Laws	3	0	0	20	20	60	100	3
4	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
5	Discipline Specific Electives (DSE)		Select any 1 from the DSE Group	3	0	0	20	20	60	100	3
6	Summer Internship/ SEC	BBSI601	Summer Internship Report/ SEC	4	0	0	25	25	50	100	4
7	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				19	0	0	125	125	350	600	19

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

Contact Hr	285		
Theory	5	Lab	0



Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-4 SEMESTER-VII (With Research)											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 23	BBDS701	Business Intelligence and Analytics	3	0	0	20	20	60	100	3
2	Choose three DSEs OR two DSEs + one GE OR one DSE + two GEs			3	0	0	20	20	60	100	3
3				3	0	0	20	20	60	100	3
4				3	0	0	20	20	60	100	3
5	RBC	BRBC701	Basic Research Methods	2	0	0	20	20	60	100	2
6	Dissertation	BRBC702	Dissertation on Major OR Dissertation on Minor) OR Academic Project/ Entrepreneurship	0	0	12	25	25	50	100	6
Total				14	0	12	125	125	350	600	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	300		
Theory	5	Lab	0



Rama University Uttar Pradesh, Kanpur

Faculty of Commerce and Management

Course Detail and Evaluation Scheme

(Effective from the Session 2025-26)

BBA (Digital Marketing)

Year-4 SEMESTER-VIII (With Research)

S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 24	BBDS801	Enterprise Resource Planning	3	0	0	20	20	60	100	3
2	Choose three DSEs OR two DSEs + one GE OR one DSE + two GEs			3	0	0	20	20	60	100	3
3				3	0	0	20	20	60	100	3
4				3	0	0	20	20	60	100	3
5	RBC	BRBC801	Data Collection, Analysis and Thesis writing	2	0	0	20	20	60	100	2
6	Dissertation	BCRP802	Dissertation on Major OR Dissertation on Minor OR Academic Project/ Entrepreneurship	0	0	12	25	25	50	100	6
Total				14	0	12	125	125	350	600	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	300		
Theory	5	Lab	0



Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-4 SEMESTER-VII (With Honors)											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 23	BBDS701	Business Intelligence and Analytics	3	0	0	20	20	60	100	3
2	Choose three DSEs OR two DSEs + one GE OR one DSE + two GEs			3	0	0	20	20	60	100	3
3				3	0	0	20	20	60	100	3
4				3	0	0	20	20	60	100	3
5	RBC	BRBC701	Basic Research Methods	2	0	0	20	20	60	100	2
6	Minor Course	BMCB 701	Design Thinking and Creativity for Innovation	3	0	0	20	20	60	100	3
7		BMCB 702	E-CRM	3	0	0	20	20	60	100	3
Total				20	0	0	140	140	420	700	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	300		
Theory	7	Lab	0



Rama University Uttar Pradesh, Kanpur

Faculty of Commerce and Management

Course Detail and Evaluation Scheme

(Effective from the Session 2025-26)

BBA (Digital Marketing)

Year-4 SEMESTER-VIII (With Honors)

S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 20	BBDS 801	Enterprise Resource Planning	3	0	0	20	20	60	100	3
2	Choose three DSEs OR two DSEs + one GE OR one DSE + two GEs			3	0	0	20	20	60	100	3
3				3	0	0	20	20	60	100	3
4				3	0	0	20	20	60	100	3
5	RBC	BRBC801	Data Collection, Analysis and Thesis writing	2	0	0	20	20	60	100	2
6	Minor Course	BMCC 801	Integrated Marketing Communication	3	0	0	20	20	60	100	3
7		BMCC802	Research Project Report & Viva	3	0	0	25	25	50	100	3
Total				20	0	0	145	145	410	700	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Contact Hr	300		
Theory	5	Lab	0

Generic Courses/ Open Elective Courses (OEC- Group)

S. No	Code	Course
Semester I (Choose any one course)		
1	UGOE101	Micro Economics
2	UGOE 102	Indian Economy
Semester II (Choose any one course)		
3	UGOE 201	Business Organization
4	UGOE 202	Macro Economics
Semester III (Choose any one course)		
5	UGOE 301	Organizational Behaviour
6	UGOE 302	Total Quality Management
Semester IV (Choose any one course)		
7	UGOE 401	Project Management
8	UGOE 402	Financial Literacy
Semester V		
9	UGOE 501	Consumer Protection
10	UGOE 502	Digital Marketing
Semester VI		
11	UGOE 601	Consumer Affairs and Sovereignty
12	UGOE 602	Indian Financial System
Semester VII		
13	UGOE 701	Leadership Development
14	UGOE 702	Banking and Insurance
15	UGOE 703	Consumer Behaviour
Semester VIII		
16	UGOE 801	Money & Banking
17	UGOE 802	International business Management
18	UGOE 703	E-Commerce and Digital Sales Strategy

Skill Enhancement Courses (SEC- Group)

S. No	Code	Course
Semester I		
1	BSEC101	Personal Finance and Planning
2	BSEC 102	Personal Selling
3	BSEC 103	Introduction to Business Etiquette
Semester II		
4	BSEC 201	Computer Applications
5	BSEC 202	Competency Mapping
Semester III		
6	BSEC 301	Personal Tax Planning
7	BSEC 302	e-Filing of Returns
Semester IV		
8	BSEC 401	Personality Development
9	BSEC 402N	Design Thinking
Semester V		
10	BSEC 501	Entrepreneurship
11	BSEC 502	Customer Relationship Management
Semester VI		
12	BSEC 601	Cyber Laws and Security
13	BSEC 602	Advance Excel
Semester VII		
14	BSEC 701	Artificial Intelligence in Business
15	BSEC 702	Operation Research
Semester VIII		
16	BSEC 801	Emotional Intelligence
17	BSEC 802	Social Media Analytics

**For Exit after First Year or Second Year or Third year Compulsory
Skill Enhancement Courses (SEC- Group)**

S. No	Code	Course
1	BSECE 001	E-Commerce
2	BSECE 002	Basics of Stock Markets

Discipline Specific Electives (DSE-Group)

S. No	Code	Course
Semester III (Choose any one course)		
1	BBDE301	Consumer Behaviour
2	BBDE 302	Production & Operation Management
Semester IV (Choose any one course)		
3	BBDE 401	Video advertising
4	BBDE 402	Web Technologies
Semester V (Choose any one courses)		
5	BBDE 501	Search advertising
6	BBDE 502	Content advertising
Semester VI (Choose any one courses)		
7	BBDE 601	Display advertising
8	BBDE 602	E- Mail & Mobile Marketing
Semester VII		
9	BBDE 701	Marketing of Services
10	BBDE 702	Digital Marketing Strategy and Planning
11	BBDE 703	E- Retailing and Store Management
12	BBDE 704	Performance Marketing
Semester VIII		
13	BBDE 801	Digital Branding and Story Telling
14	BBDE 802	Affiliate and Referral Marketing
15	BBDE 803	B2B Digital Marketing
16	BBDE 804	Digital PR and Media Relations

Evaluation Scheme- To qualify a subject a student is required to secure a minimum of 30% marks in both internal as well external separately and grand total required for a subject is minimum 40%. A candidate who secures less than 50% of marks in aggregate in a semester shall be deemed to have failed in that semester.

(A)Continuous Evaluation (CE)	20 Marks
1. Attendance	10 marks
2.Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE)*	20 Marks
1. First Mid Term Examination	10 marks
2. Pre-University Test	10 Marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

**Chairperson**

Signature: V. Dhingra

Name: Prof. Vaishali Dhingra

Date: 26/07/2025

Internal Members

Signature: Manish Dhingra

Name: Prof. Manish Dhingra

Date: 26/07/2025

Signature: Indu Shukla

Name: Prof(Dr.) Indu Shukla

Date: 26/07/2025

External Members

Signature: Sunil Kumar

Name: Prof. (Dr.) Sunil Kumar Gupta

Date: 26/07/2025

RAMA UNIVERSITY, UTTAR PRADESH KANPUR

FACULTY OF COMMERCE AND MANAGEMENT



SYLLABUS AND EVALUATION SCHEME

[Effective from the Session 2025-26]

BBA (Digital Marketing) (Certificate)/
BBA (Digital Marketing) (Diploma)/
BBA (Digital Marketing) (Degree)/
BBA (Digital Marketing) (Honors/ Honors with
Research)

1st, 2nd, 3rd Year and 4th Year

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Mr. J. K.

Shukla

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Program Structure- BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research)

A. Introduction

The New Education Policy 2020 emphasizes on student skill development to equip them to build academic and industry-specific abilities in order to gain understanding of business practices, give in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry and be absorbed into the industry. This Four-year BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program will allow students to finish the courses at their own speed, with the option of multiple entry and exit at various levels beginning in the academic year 2025-26. This will remove rigid boundaries and open up new opportunities to choose and learn. We seek to offer holistic and multidisciplinary education based on student preferences.

The curriculum of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program emphasizes an intensive, flexible management education with 164 credits.



Detailed Syllabi of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research)

The instructional design for BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program is based on NEP 2020 standards, including Multiple Entry/ Exit and Choice Based Credit System (CBCS). Curriculum design adhere to the UGC's Curriculum and Credit Framework for Undergraduate Programs guidelines and the program structure is made up of Ability Enhancement Compulsory Courses(AECC), Value Added Courses(VAC), Skill Enhancement Courses (SEC), Discipline Specific Core Courses(DSC), Discipline Specific Elective Courses (DSE) and Generic Multi-Disciplinary Open Elective Courses. Student can exit with BBA Certificate after the first year, a BBA Diploma after the second year and BBA Degree after the third year.

B. Choice Based Credit System (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

Discipline Specific Core Course (CC): Discipline Specific Core Course of BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) program will provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further be studied in depth during the

elective phase. This program offered 24 core courses of 3 credits each.

Generic/ Multidisciplinary/ Open Elective Course (OEC): Open Elective is an interdisciplinary additional course. Open Elective Course is an elective course chosen from an unrelated discipline/subject, with an intention to seek exposure beyond discipline/s of choice. This program offered OE courses of 3 credits each.

Ability Enhancement Compulsory Course (AECC): As per the guidelines of NEP 2020 and Choice Based Credit System (CBCS) for all Universities, including the private universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and subjects related to understanding the significance of environmental, human values and ethical issues. This program offered AEC courses of 2 credits each.

Skill Enhancement Course (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered courses of 2 credits each.

Discipline Specific Elective Course (DSEC): The discipline specific elective courses are chosen to make students specialist or having specialized knowledge of a specific domain. Each DSEC will carry 3 credits.

MOOC Programs: To provide more flexible learning opportunities to students by choosing courses available on MOOC platform. Students will have to earn 12 credits in the entire BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing) (Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) Program by passing MOOCS as decided and identified by the college and platform permitted by University from time to time. In six semesters of the BBA (Digital Marketing) (Certificate)/ BBA (Digital Marketing) (Diploma)/ BBA (Digital Marketing)



(Degree)/ BBA (Digital Marketing) (Honors/ Honors with Research) Program in any semester it will be compulsory for students to get passed. The list of MOOCS Programs will be available with students as identified by the college. The MOOC platform like SWAYAM, NEPTTEL, etc will be decided by University from time to time.

C. Programme Specific Outcomes (PEOs/POs/PSOs)

1. Program Educational Objectives (PEOs)

- PEO1** Demonstrate ability to adapt to a rapidly changing environment by having learned and applied new skills and new competencies.
- PEO2** Have attained a general level of competence in commerce and to enable them to act with creative, innovative and entrepreneurial potentials with all tools
- PEO3** Progressively adopt and learn continuously through ICT modules.
- PEO4** Programme designed by integrating Accounting and Commerce with e-technologies which is at par with emerging trends in e-Commerce business.
- PEO5** Programme facilitates to develop skill sets through programming knowledge, designing and development techniques in the e-Commerce Platforms and knowledge dissemination through Guest Lectures, Seminars, and Conferences which provide exposure to meet the challenges in the competitive global scenario.

2. Program Outcomes (POs)

- PO1. Comprehensive Knowledge of Commerce:** To demonstrate a deep understanding of fundamental concepts in accounting, finance, management, economics, and other related areas of business.
- PO2. Analytical and Problem-Solving Skills:** Able to analyze complex business problems, evaluate alternative solutions, and make informed decisions using critical thinking and analytical



reasoning.

PO3. Communication and Presentation Skills: To possess effective written and oral communication skills, enabling them to convey complex information clearly and persuasively in a business context.

PO4. Quantitative Skills: Able to be proficient in using quantitative methods and tools to analyze data, interpret financial information, and make informed business decisions.

PO5. Ethical and Social Responsibility: Able to understand the ethical and social implications of business decisions and demonstrate a commitment to ethical behavior and corporate social responsibility.

PO6. Global and Cultural Awareness: The student of BCOM(H) have an understanding of global business practices, cultural diversity, and the impact of globalization on business operations.

PO7. Entrepreneurial Mindset: The student of BCOM(H) will be equipped with the knowledge and skills to identify and evaluate business opportunities, develop business plans, and effectively manage entrepreneurial ventures.

PO8. Leadership and Teamwork: Able to demonstrate effective leadership qualities and the ability to work collaboratively in diverse teams to achieve common goals.

PO9. Technology Proficiency: able to be proficient in using technology and digital tools relevant to the field of business, enhancing their efficiency and effectiveness in the workplace.

PO10. Continuous Learning and Professional Development: To recognize the importance of lifelong learning and professional development, seeking opportunities to enhance their skills and knowledge throughout their careers.

Program Specific Outcomes (PSOs)

PSO1 The graduates would have imbibed all the basic Principles.



PSO2 Apply the knowledge of commerce in the domain of e-Commerce platforms

PSO3 Solve the complex problems in the field of e-Commerce with an understanding of the societal, legal and cultural impact.

PSO4 Demonstrate the acquired theoretical knowledge in practical classes like web technology which facilitates to work in the e-Commerce platforms.

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-1 SEMESTER-I											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 1	BBDS101	Managerial Principles and Applications	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 2	BBDS102	Financial Records and Reporting	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 3	BBDS 103	Applied Business Mathematics	3	0	0	20	20	60	100	3
4	Ability Enhancement Compulsory Course	BHSC101	English Communication	2	0	0	20	20	60	100	2
5	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
6	Skill Enhancement Courses 1		Select any 2 from the SEC Group	2	0	0	20	20	60	100	2
7	Skill Enhancement Courses 2			2	0	0	20	20	60	100	2
8	Value addition Course 1	BVAC 001N	Basics of Indian Knowledge System	2	0	0	20	20	60	100	2
9	*Compulsory qualifying course	SAGA 001-T	Saga of Great Men and Freedom Fighters	0	0	0	20	20	60	100	0
Total				20	0	0	180	180	540	900	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.
- Marks of Compulsory qualifying course will not be considered while calculating SGPI.
- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20 Marks
1.Attendance	10 marks
2.Assignments/ Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 Marks
1.First Mid Term Examination	10 marks
2. Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-1 SEMESTER-II											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 4	BBDS 201	E-Commerce and Digital Business	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 5	BBDS 202	Business Regulatory Framework	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 6	BBDS 203	Marketing Management Fundamentals	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 7	BBDS 204	Cost and Management Accounting	3	0	0	20	20	60	100	3
5	AECC-2	BHSC201	Environmental Studies	2	0	0	20	20	60	100	2
6	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
7	Skill Enhancement Courses 3		Select any 1 from the SEC Group	2	0	0	20	20	60	100	2
8	Value addition Course 2	BVAC 002	Office Management and Secretarial Practice	2	0	0	20	20	60	100	2
9	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				21	0	0	160	160	480	800	21

MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.
- Marks of Compulsory qualifying course will not be considered while calculating SGPI.
- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20 marks
1 Attendance	10 marks
2 Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 marks
1 First Mid Term Examination	10 marks
2 Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-2 SEMESTER-III											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 8	BBDS 301	Social Media and Digital Campaign Management	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 9	BBDS 302	Advertising and Brand Communication	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 10	BBDS 303	Business Environment in the Digital Era	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 11	BBDS 304	Essentials of Human Resource management	3	0	0	20	20	60	100	3
5	Ability Enhancement Compulsory Course 3	BHSC301N	Professional Communication Skills	2	0	0	20	20	60	100	2
6	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group or Select any 1 from DSE	3	0	0	20	20	60	100	3
7	Skill Enhancement Courses 4		Select any 1 from the SEC Group	2	0	0	20	20	60	100	2
8	Value addition Course 3	BVAC 003	Human Values and Professional Ethics	2	0	0	20	20	60	100	2
9	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				21	0	0	160	160	480	800	21

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.

- Marks of Compulsory qualifying course will not be considered while calculating SGPI.

- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20marks
1 Attendance	10marks
2 Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 marks
1 First Mid Term Examination	10 marks
2 Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

Signature

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-2 SEMESTER-IV											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 12	BBDS 401	Digital Compliance and Media Regulations	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 13	BDDS 402	Sales and Distribution in the Digital Age	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 14	BBDS 403	Cross-Border Business Management	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 15	BBDS 404	Basics of Operations Management	3	0	0	20	20	60	100	3
5	Ability Enhancement Compulsory Course 4	BHSC401	Content Writing & Editing	2	0	0	20	20	60	100	2
6	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
7	Skill Enhancement Courses 5		Select any 1 from the SEC Group	2	0	0	20	20	60	100	2
8	Value addition Course 4	BVAC 004	Indian Knowledge System	2	0	0	20	20	60	100	2
9	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				21	0	0	160	160	480	800	21

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

• To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.

• Marks of Compulsory qualifying course will not be considered while calculating SGPI.

• student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20marks
1 Attendance	10marks
2 Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 marks
1 First Mid Term Examination	10marks
2 Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-3 SEMESTER-V											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 16	BBDS 501	Foundation of Financial Management	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 17	BBDS 502	Supply Chain and Logistics Strategy	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 18	BBDS 503	Quantitative Techniques for Business	3	0	0	20	20	60	100	3
4	Discipline Specific Core Course (DSC) 19	BBDS 504	Entrepreneurship Development	3	0	0	20	20	60	100	3
5	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
6	Discipline Specific Electives (DSE)		Select any 1 from the DSE Group	3	0	0	20	20	60	100	3
7	Value addition Course 5	BVAC 005	Life Skill Personality Development	2	0	0	20	20	60	100	2
8	Summer Internship/ SEC	BBSI501	Summer Internship Report/ SEC	2	0	0	25	25	50	100	2
8	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				22	0	0	165	165	470	800	22

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.

- Marks of Compulsory qualifying course will not be considered while calculating SGPI.

- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20marks
1. Attendance	10marks
2 Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 marks
1. First Mid Term Examination	10marks
2 Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-3 SEMESTER-VI											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 20	BBDS601	Strategic Management and Business Decision-Making	3	0	0	20	20	60	100	3
2	Discipline Specific Core Course (DSC) 21	BBDS602	Corporate Governance & Professional Ethics	3	0	0	20	20	60	100	3
3	Discipline Specific Core Course (DSC) 22	BBDS603	Industrial Relations & Labour Laws	3	0	0	20	20	60	100	3
4	Generic elective/ Open Elective Courses/ Multidisciplinary		Select any 1 from the OEC Group	3	0	0	20	20	60	100	3
5	Discipline Specific Electives (DSE)		Select any 1 from the DSE Group	3	0	0	20	20	60	100	3
6	Summer Internship/ SEC	BBSI601	Summer Internship Report/ SEC	4	0	0	25	25	50	100	4
Total				19	0	0	125	125	350	600	19

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.
- Marks of Compulsory qualifying course will not be considered while calculating SGPI.
- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20marks
2 Attendance	10marks
2 Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 marks
21 First Mid Term Examination	10marks
2 Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-4 SEMESTER-VII (Honors with Research)											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 23	BBDS701	Business Intelligence and Analytics	3	0	0	20	20	60	100	3
2	Choose three DSEs OR two DSEs + one GE OR one DSE + two GEs			3	0	0	20	20	60	100	3
3				3	0	0	20	20	60	100	3
4				3	0	0	20	20	60	100	3
5	RBC	BRBC701	Basic Research Methods	2	0	0	20	20	60	100	2
6	Dissertation	BRBC702	Dissertation on Major OR Dissertation on Minor) OR Academic Project/ Entrepreneurship	0	0	12	25	25	50	100	6
7	*MOOC	Elective Courses	Select any 1 course offered from MOOC	4	0	0	-	-	-	100	4
Total				14	0	12	125	125	350	600	20

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

* MOOC credits are excluded from the calculation of SGPA/ CGPA, but qualifying in nature

Evaluation Scheme-

To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.
- Marks of Compulsory qualifying course will not be considered while calculating SGPI.
- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20marks
1. Attendance	10marks
2. Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20 marks
1. First Mid Term Examination	10marks
2. Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Rama University Uttar Pradesh, Kanpur											
Faculty of Commerce and Management											
Course Detail and Evaluation Scheme											
(Effective from the Session 2025-26)											
BBA (Digital Marketing)											
Year-4 SEMESTER-VIII (Honors with Research)											
S.N.	Category	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
				L	T	P	CE	MTE	ETE		
Theory subjects											
1	Discipline Specific Core Course (DSC) 24	BBDS801	Enterprise Resource Planning	3	0	0	20	20	60	100	3
2	Choose three DSEs OR two DSEs + one GE OR one DSE + two GEs			3	0	0	20	20	60	100	3
3				3	0	0	20	20	60	100	3
4				3	0	0	20	20	60	100	3
5	RBC	BRBC801	Data Collection, Analysis and Thesis writing	2	0	0	20	20	60	100	2
6	Dissertation	BBRP802	Dissertation on Major OR Dissertation on Minor OR Academic Project/ Entrepreneurship	0	0	12	25	25	50	100	6
Total				14	0	12	125	125	350	600	20

Evaluation Scheme- To qualify a subject and, a student is required to secure a minimum of 33% marks in both internal as well external separately respectively and

- To qualify a skill development/ vocational courses, a student is required to secure a minimum 40% in both internal as well external separately.
- Marks of Compulsory qualifying course will not be considered while calculating SGPI.
- student must qualify minimum 50% credit papers (theory + practical) in the aggregate in a particular academic year inclusive of both semesters of the academic year

(A)Continuous Evaluation (CE)	20marks
1. Attendance	10marks
2. Assignments/Quiz/Seminar/Term paper /Project	10 marks
(B)Mid Term Examination (MTE) *	20marks
1. First Mid Term Examination	10marks
2. Pre University Test	10 marks
(C)End Term Examination (ETE)	60 Marks
TOTAL (A+B+C)	100 Marks

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Generic Courses/ Open Elective Courses (OEC- Group)

S. No	Code	Course
Semester I (Choose any one course)		
1	UGOE101	Micro Economics
2	UGOE 102	Indian Economy
Semester II (Choose any one course)		
3	UGOE 201	Business Organization
4	UGOE 202	Macro Economics
Semester III (Choose any one course)		
5	UGOE 301	Organizational Behaviour
6	UGOE 302	Total Quality Management
Semester IV (Choose any one course)		
7	UGOE 401	Project Management
8	UGOE 402	Financial Literacy
Semester V		
9	UGOE 501	Consumer Protection
10	UGOE 502	Digital Marketing
Semester VI		
11	UGOE 601	Brand Management
12	UGOE 602	Principles & Practices Of Insurance
Semester VII		
14	UGOE 701	Leadership Development
15	UGOE 702	Banking Innovations And Technology
16	UGOE 703	Consumer Behaviour
Semester VIII		
14	UGOE 801	Indian Ethos And Management
15	UGOE 802	Sales Promotion
16	UGOE 703	E-Commerce and Digital Sales Strategy

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Skill Enhancement Courses (SEC- Group)

S. No	Code	Course
Semester I		
1	BSEC101	Personal Finance and Planning
2	BSEC 102	Personal Selling
3	BSEC 103	Introduction to Business Etiquette
Semester II		
3	BSEC 201	Computer Applications
4	BSEC 202	Competency Mapping
Semester III		
5	BSEC 301	Personal Tax Planning
6	BSEC 302	e-Filing of Returns
Semester IV		
7	BSEC 401	Personality Development
8	BSEC 402N	Design Thinking
Semester V		
9	BSEC 501N	Negotiation & Counseling
10	BSEC 502	Customer Relationship Management
Semester VI		
11	BSEC 601	Cyber Laws and Security
12	BSEC 602	Advance Excel
Semester VII		
13	BSEC 701	Artificial Intelligence in Business
14	BSEC 702	Operation Research
Semester VIII		
15	BSEC 801	Emotional Intelligence
16	BSEC 802	Social Media Analytics

For Exit after First Year or Second Year or Third year Compulsory Skill Enhancement Courses (SEC- Group)

S. No	Code	Course
1	BSECE 001	E-Commerce
2	BSECE 002	Basics of Stock Markets

Discipline Specific Elective Courses (DSE-Group)

S. No	Code	Course
Semester III (Choose any one course)		
1	BBDE301	Consumer Behaviour
2	BBDE 302	Retail Marketing

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Semester IV (Choose any one course)		
3	BBDE 401	Video advertising
4	BBDE 402	Web Technologies
Semester V (Choose any one courses)		
5	BBDE 501	Search advertising
6	BBDE 502	Content advertising
Semester VI (Choose any one courses)		
7	BBDE 601	Display advertising
8	BBDE 602	E- Mail & Mobile Marketing
Semester VII		
9	BBDE 701	Marketing of Services
10	BBDE 702	Digital Marketing Strategy and Planning
11	BBDE 703	E- Retailing and Store Management
12	BBDE 704	Performance Marketing
Semester VIII		
13	BBDE 801	Digital Branding and Story Telling
14	BBDE 802	Affiliate and Referral Marketing
15	BBDE 803	B2B Digital Marketing
16	BBDE 804	Digital PR and Media Relations

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DISCIPLINE SPECIFIC COURSES (DSC)

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Discipline Specific Core Course-1
BBA(Digital Marketing) Semester I
BBDS101: Managerial Principles and Applications

Course objective: -The objective of this course is to understand core concepts and basics of Management.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs/ Weightage
Unit 1:	Management: Concept, Nature, Importance; Management: Art and Science, Management as a Profession, Management Skills, Levels of Management. Evolution of management thought: - Taylor's Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations.	12/25%
Unit 2:	Introduction to Functions of Management. Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning; Management by Objectives (MBO), Organizing: Concept, Forms of Organizational Structure.	11/25%
Unit 3:	Staffing: Concept, Manpower Planning, Decentralization, Staffing Decisions – Authority and Responsibility Relationships, Decision Making Process. Recruitment & Selection. Performance Appraisal. Directing: Concept, Direction and Supervision. Leadership – meaning and importance; Leadership Styles – Likert's Systems of Management.	11/25%
Unit 4:	Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System. Management challenges of the 21st Century; Factors reshaping and redesigning management purpose, performance and reward perceptions- Internationalization, Digitalization, Entrepreneurship & innovation, Values & ethics, Workplace diversity, Democracy and Sociocracy, Subaltern management ideas from India.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand various management principles such as scientific and administrative principles.	2
CO2	Understanding	Understand the process of management's functions: planning, organizing, staffing, directing, and controlling.	2
CO3	Applying	Apply SWOT technique to evaluate the organizational strengths, weaknesses, opportunities and threats in order to use various managerial tools to convert weaknesses to strengths and threats to opportunities.	3
CO4	Analyzing,	Analyze the situations and take appropriate decisions by adopting decision making process.	4
CO5	Remembering	Discuss the impact of emerging issues in management.	1

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SUGGESTED READINGS

Text Books

- 1) Stoner, Freeman and Gilbert Jr. Management, Prentice Hall of India, New Delhi, 2003.
- 2) Gupta, C.B. Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003

Reference Books

- 1) Koontz, O Donnel and Weirich; Management, Tata McGraw Hill Publishing Company, New Delhi, 2001.

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Discipline Specific Course-2
BBA(Digital Marketing) Semester I
BBDS102: Financial Records and Reporting

Course objective: -The objective of this course is to make students understand how take decisions based on economic criteria, by studying various economic theories and analyzing economic information.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit1:	Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Objectives of Accounting, Matching of Indian Accounting Standards.	10/25%
Unit2:	Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; ledger posting and trial balance, preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.	12/25%
Unit3:	Depreciation: Introduction, Methods for calculating Depreciation Fixed Installment Method. Diminishing Balance Method. Hire Purchase: Introduction, Method to Calculate Hire Purchase, Installment Payment Method.	11/25%
Unit4:	Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting. Computer Accounting: Computers and Financial application, Accounting Software packages.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concepts, conventions and principles of accounting.	2
CO2	Understanding	Understand various financial statements and financial schedules.	2
CO3	Understanding	Understand concepts of depreciation, inventory and intangible assets.	2
CO4	Applying	Apply different methods for calculating depreciation of useful assets.	3
CO5	Applying	Apply methods to calculate hire purchase.	3

SUGGESTED READINGS

Text Books

- 1) Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
- 2) Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- 3) Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).
- 4) Mukherjee - Financial Accounting for Management (TMH, 1st Edition).

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- 5) Banerjee-Financial Accounting (Excel Books)
- 6) Dhamija - Financial Accounting for managers: (Prentice Hall).
- 7) Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).

Reference Books

- 1) Horngren, Sundem and Stratton. Introduction to Accounting Management, PHI
- 2) R.K, Lele, JawaharLal, Accounting Theory, Himalaya Publishing House
- 3) L.S. Porwaa Accounting Theory, Tata McGraw Hill
- 4) A.K. Vashisht, J.S Pasricha, Management Accounting, Unistar Books Pvt. Ltd.

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Discipline Specific Course-3
BBA(Digital Marketing) Semester I
BBDS 103: Applied Business Mathematics

Course objective: -The primary objective of the course is to familiarize the undergraduate students with a strong foundation in mathematical concepts, preparing them for finance, economics, and management coursework.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hours/ Weightage
Unit1:	Simple and Compound Interest: Understanding simple interest and its applications; Compound interest calculations and compounding periods; Percentage; Numerical from Simple and Compound Interest and Percentage;	10/25%
Unit2:	Ratio and Proportion; Mathematical Series: Arithmetic Progression, Geometric Progression and Harmonic Progression Numerical from Ratio and Proportion, Arithmetic Progression, Geometric Progression.	10/25%
Unit3:	Mathematics of Finance: Rates of interest: nominal, effective and their inter-relationships in different compounding situations. Compounding a sum using different types of rates. Types of annuities: ordinary, due and deferred - Discrete and continuous. Perpetuity. Determination of future and present values using different types of rates of interest.	13/25%
Unit4:	Linear Programming: Formulation and Assumptions of LPP, Solution by Simplex Method- maximization and minimization cases. Shadow prices of the resources. Special Cases: Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understanding the concepts of Simple and Compound Interest and their applications in Finance.	2
CO2	Applying	Apply arithmetic and percentage calculations for financial and business issues.	3
CO3	Analyzing	Examining how compounding frequency and interest rates affect the value of money.	4
CO4	Applying	Applying the relevant formulas to calculate the sum of finite series and find the nth term for each type of progression.	3
CO5	Creating	Create programming for business challenges that require restricted optimization.	6

SUGGESTED READINGS

Text Books:

1. Render & Stair Jr, Quantitative Analysis for Management
2. S.K. Sharma and Kaur, Gurmeet. Business Mathematics. Sultan Chand & Sons (P) Ltd, New Delhi.

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3. Singh, J. K., Business Mathematics, New Delhi, Himalaya Publishing House.

Reference Books:

1. Gupta C B, An Introduction to Quantitative Methods, Vikas Publishers.
2. Earshot L, Essential Quantitative Methods for Business Management and Finance, Palgrave.
3. Levin Rubin, Mathematics for Management, New Delhi ; Pearson

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Discipline Specific Course-4
BBA(Digital Marketing) Semester II
BBDS201: E-Commerce and Digital Business

Course objective: The objective of the course is to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and the related issues the e-commerce practice.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hours / Weightage
Unit1:	Introduction – Meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; factors affecting e-commerce; business and technological dimensions of e-commerce Applications in e-commerce :E-business model based on the relationship of transaction parties B2C, B2B, C2C, C2B, e-Commerce E-Business Models: Revenue models, Sales Lifecycle Model	11/25%
Unit2:	Evolution of E-Commerce: Introduction, learning, History of e-commerce, Advantages and Disadvantages of E-Commerce, Roadmap of e-commerce in India; e-commerce opportunities for industries, e-Transition challenges for Indian Organization.	11/25%
Unit3:	Electronic payment system; Types of EPS, digital token-based electronic payment system, Electronic cash, Smart card system and Electronic Payment Systems, Credit cards based electronic payment systems, Risks and Electronic payment systems; Role of payment gateways and fintech firms	12/25%
Unit4:	E-Marketing: Introduction, Objective, scope of e-marketing, Internet marketing Techniques; Email marketing, Banner advertising, off-line advertising, Spam mail, E-mail chain letters.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand evolution and concepts of E-Commerce and E-business.	2
CO2	Understanding	Understand opportunities and challenges of E-Commerce in India.	2
CO3	Understanding	Understand various types of Electronic payment system.	2
CO4	Applying	Apply various internet marketing techniques.	3
CO5	Analyzing	Analyze E-business model based on the relationship of transaction parties B2C, B2B, C2C, C2B, e-Commerce Sales life Cycle model.	4

SUGGESTED READINGS

Text Books:

- 1) Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
- 2) Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.

Reference Books:

- 1) Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.

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Discipline Specific Course-5
BBA(Digital Marketing) Semester II
BDDS 202: Business Regulatory Framework

Course objective: To acquaint the student with a basic and elementary knowledge of the Business Laws.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit1:	Indian Contract Act 1872: essentials of valid contract; discharge of contract; remedies for breach of contract; contracts of indemnity; guarantee; bailment; pledge and agency; legality of objects; Void agreements; Quasi-contracts.	12/25%
Unit2:	Sale of Goods Act 1930: Contract of sale; Meaning and difference between sale and agreement to sell; Conditions and Warranties; Transfer of ownership in goods including sale by non-owners; Performance of the Contract of Sale; Unpaid seller – meaning and rights of an unpaid seller against the goods.	10/25%
Unit3:	Discharge of Contract and Remedies for Breach: Modes of discharge of contract: performance of contract, mutual agreement, supervening impossibility, lapse of time, operation of law, breach of contract; Remedies for breach of contract: rescission, suit for damages, quantum meruit, suit for specific performance; suit for injunction. Introduction to Special Contracts: Contracts of Indemnity and Guarantee; Contracts of Bailment and Pledge; Contract of Agency. Negotiable Instrument Act 1881.	12/25%
Unit 4:	The Limited Liability Partnership Act, 2008: Salient Features and Nature of LLP; Small LLP; Difference between: LLP and Partnership, LLP and Company; LLP Agreement; Incorporation Document; Incorporation by Registration; Registered office of LLP and change therein; Change and Rectification of name of LLP; Partners and Designated Partners: Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistle-blowing; Conversion into LLP.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the regulatory framework of various Business Law.	2
CO2	Understanding	Understand the components of Indian Contract Act 1872.	2
CO3	Understanding	Understand the components of Sale of Goods Act 1930.	2
CO4	Remembering	Describe the various contract termination options and remedies available in the event of a breach.	1
CO5	Remembering	Acquire the ability to organize and manage entrepreneurial ventures as LLP.	1

SUGGESTED READINGS

Text Books

1. Pathak, Akhileshwar, (2009), Legal Aspects of Business, 4th Edition, McGraw Hill Education

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2. Kuchhal, M. C., (2006), Business Law, Vikas Publishing House, New Delhi.
3. Kapoor, N. D., (2006), Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

Reference Books

1. Singh, Avtar, (2006), Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
2. Bagrial, Ashok, (2008), Company Law, Vikas Publishing House.
3. A. Ramaiyya, Guide to the Companies Act, 16th edition, Lexis Nexis Butterworths.

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Discipline Specific Course-6
BBA(Digital Marketing) Semester II
BBDS 203: Marketing Management Fundamentals

Course objective: - The objective of this course is to provide the students understanding of the nature and scope of marketing, core concepts of marketing, Marketing challenges in the globalized economic scenario and emerging marketing trends.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Marketing: Core concepts, Marketing and selling, Marketing mix. Factors affecting marketing environment; Marketing and globalization, Marketing planning process & strategic planning; Marketing Information System: Concept and Components; Consumer Behavior & Factors influencing consumer buying behavior, Buying process; Market Segmentation & Targeting; Competitors Analysis	12/25%
Unit 2:	Product Decisions: Product Mix, Differentiation & Positioning, New product development, Consumer adoption process, Product Life Cycle and strategies, Packaging and Labeling decisions. Branding & brand equity, Services Marketing, Pricing Decisions: Objectives, Factors affecting pricing decisions, Price Skimming & Penetration pricing	11/25%
Unit 3:	Distribution Decisions: Nature and types of Marketing Channels, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Physical distribution. Selection and Management of Intermediaries Promotion Decisions: Communication process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Managing the Sales force Selection	12/25%
Unit 4:	New Concepts: Green Marketing, Global Marketing, Buzz marketing, viral marketing Customer Relationship Management (CRM), Strategic marketing process; E-Commerce: Marketing in the digital age.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the role and functions of marketing in an organization.	2
CO2	Understanding	Understand concepts, theories and techniques of marketing.	2
CO3	Understanding	Explain marketing decisions involving product promotion and to acquire knowledge about the various developments in the marketing area.	2
CO4	Analyzing	Analyze product life cycle and pricing strategies for products.	4
CO5	Evaluating	Evaluate distribution and promotion mix decisions.	5

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SUGGESTED READINGS

Text Books

1. Kotler, Philip Marketing Management, Prentice Hall
2. Subhash C. Jain, Marketing Management, Cengage Publications
3. Ramaswamy & Namakumari, Marketing Management, McMillan

Reference Books

1. Kurtz & Boone, Principles of Marketing, Cengage Publications
2. Kotler & Armstrong, Principles of Marketing, Prentice Hall
3. Kotler & Koshy, Marketing Management, Prentice Hall
4. Biplab S. Bose, Marketing Management, Himalaya Publishing House

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Discipline Specific Course-7
BBA(Digital Marketing) Semester II
BBDS 204: Cost and Management Accounting

Course objective: The objective of the course is to enable students to understand the fundamental concepts and techniques of cost and management accounting for effective business decision-making.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit1:	Introduction to Cost Accounting: Meaning, objectives, and scope; Cost concepts and classification; Cost sheet preparation; Methods and techniques of costing; Installation of costing system	11/25%
Unit2:	Material Costing: Procurement, inventory control, pricing methods Labour Costing: Wage systems, incentives, time and motion study Overheads: Classification, allocation, apportionment, and absorption	11/25%
Unit3:	Methods of Costing: Job costing; Contract costing; Process costing; Operating costing; Marginal costing and CVP analysis	12/25%
Unit4:	Management Accounting Tools: Budgetary control: Types of budgets, fixed and flexible budgets; Standard costing and variance analysis; Break-even analysis; Ratio analysis; Cash flow and fund flow statements	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define and explain basic cost and management accounting concepts.	1
CO2	Understanding	Classify and prepare various cost elements such as material, labor, and overhead.	2
CO3	Applying	Apply costing techniques like job, process, and marginal costing in business scenarios.	3
CO4	Analyzing	Analyze cost behavior and perform cost-volume-profit analysis for managerial decisions.	4
CO5	Evaluating	Evaluate and prepare budgets and variance reports to support strategic planning.	5

SUGGESTED READINGS

Textbooks:

- 1) Arora, M.N. – *Cost and Management Accounting*, Vikas Publishing House, Latest Edition
- 2) Jawahar Lal & Seema Srivastava – *Cost Accounting*, Tata McGraw-Hill Education
- 3) Maheshwari, S.N. & Maheshwari, S.K. – *Management Accounting*, Sultan Chand & Sons

Reference Books:

- 1) Kishore, Ravi M. – *Cost and Management Accounting*, Taxmann Publications
- 2) Jain, S.P. & Narang, K.L. – *Advanced Cost Accounting*, Kalyani Publishers
- 3) Khan, M.Y. & Jain, P.K. – *Management Accounting*, McGraw Hill Education
- 4) Horngren, C.T., Sundem, G.L. & Stratton, W.O. – *Introduction to Management Accounting*, Pearson Education
- 5) Sharma, R.K. & Gupta, Shashi K. – *Cost and Management Accounting*, Kalyani Publishers

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Discipline Specific Course-8
BBA(Digital Marketing) Semester III
BBDS 301: Social Media and Digital Campaign Management

Course objective: To understand and estimate the mindset of online consumer and design strategies to enhance Consumer Digital Marketing Experiences.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction – Evolution of Digital Marketing, Importance, Scope, The Digital Consumer & Communities Online, Digital Marketing Landscape, Digital Marketing Funnel, Importance and Types of Digital Presence, Booking of Website Domain, Web Hosting.	10/25%
Unit 2:	Social Media Marketing: Adwords, ORM, Search Engine Marketing, PPC and Online Advertising, Social Media Marketing, Social Media Strategy, Creating profiles and Marketing on Social Media platforms & Customer Engagement.	12/25%
Unit 3:	Affiliate Marketing: Affiliate Marketing & Strategic Partnerships, Affiliate Marketing Networks, Promoting the Affiliate Products, Social Affiliate, Email Marketing, Content Strategies	11/25%
Unit 4:	Analytics: CRM & CX in Digital Marketing-Digital Marketing, Data and Analytics-Social Listening- Web Analytics. Integrating Digital & Social Media: Social Media Analytics – Mobile Marketing – Integrating Digital and Social Media Strategies	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the Evolution and Landscape of Digital Marketing.	2
CO2	Analyzing	Analyze the Social Media Marketing Strategy for Consumer Engagement.	4
CO3	Understanding	Interpret the concepts of various Digital Promotion Strategies.	2
CO4	Evaluating	Evaluate the CRM and web analytics techniques.	5
CO5	Evaluating	Use social media analytics and integrative media strategies.	5

SUGGESTED READINGS:

Text Books:

1. Michael Solomon and Tracy Tuten, Social Media Marketing, Pearson, 2013
2. Social Media Marketing for Beginners: Create Successful Campaigns, Gain more Fans and boost sales from any social network by F.R. Media, 2/e, June 2014

Reference Books:

1. Jan Zimmerman and Deborah Ng. Social Media Marketing All in one for Dummies, 2012
2. Bhatia Punit, Fundamentals of Digital Marketing, Pearson, 2017
3. Ian Doodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaign, Wiley, 2016

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Discipline Specific Course-9
BBA(Digital Marketing) Semester III
BBDS 302: Advertising & Brand Communication

Course objective: The objective of this course is to familiarize the student with the basic principles of advertising and introduction to media involved.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit1:	Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising; Overview of brand communication and brand messaging	10/25%
Unit2:	Place of advertising in Marketing Mix, Indian advertising industry, copy-writing: different elements of a copy and layout; Visual elements and layout design; Message appeal techniques (emotional, rational, humor, etc.); Creative strategy development and storytelling	11/25%
Unit3:	Different types of media, function, merits and demerits of media, selection of media and its vehicles; Digital media platforms: search, social, display, video, influencer media; Media scheduling and reach-frequency impact	12/25%
Unit4:	Testing for advertising effectiveness; Preparation and choice of methods of advertising budget; Ethical and social issues in advertising; Management of advertising agencies; Role of advertising in business development; Role of advertising in brand building and business growth	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concept of advertising and its role in the marketing process.	2
CO2	Understanding	Understand functions and types of advertising.	2
CO3	Applying	Apply media planning, advertising appeal and media mix.	3
CO4	Applying	Apply media planning, advertising appeal and media mix.	3
CO5	Evaluating	Evaluate ads to determine their effectiveness..	5

SUGGESTED READINGS

Text Books:

- 1 Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.

Reference Books:

1. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
2. Belch M A and Belch G E- Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) 2003. 6th ed

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Discipline Specific Course-10

BBA(Digital Marketing) Semester III

BBDS 303: Business Environment in the Digital Era

Course objective: To provide students with a comprehensive understanding of the internal and external business environment, with a special focus on the impact of digital transformation, economic reforms, regulatory frameworks, and global integration.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit 1:	Meaning, definition, and significance of business environment; Components of business environment: Micro and Macro; Environmental matrix and environmental scanning; Techniques: SWOT, ETOP, and Porter's Five Forces Model (with digital sector examples); Impact of technological disruption on business environment	11/25%
Unit 2:	Economic systems: Capitalism, Socialism, Mixed Economy; Evolution of Indian Economy: Primary, Secondary, and Tertiary sectors; Role and relevance of Public Sector, Private Sector, and Co-operative Sector in the digital age; Government-business interface: Policy support, digital infrastructure, ease of doing business; Case studies on Digital India, Make in India, Start-Up India	11/25%
Unit 3:	National Income and its aggregates: GDP, GNP, NDP, NNP; Industrial Policy: Evolution and significance; Economic reforms: Liberalization, Privatization, Globalization (LPG); Digital economy and trade cycles; Inflation analysis and its impact on business and consumers; Introduction to fin-tech and digital financial service.	12/25%
Unit 4:	Role of government in business regulation and development; Monetary and Fiscal Policy: Objectives, instruments, and digital integration; International business environment: Key trends and challenges; WTO: Objectives, structure, and its evolving role in the digital trade ecosystem; Global trade agreements, cross-border e-commerce, and India's positioning in global business	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Describe the structure and dynamics of the business environment	1
CO2	Understanding	Explain economic systems and their influence on Indian business	2
CO3	Analyzing	Analyze business scenarios using environmental scanning tools and policy frameworks	4
CO4	Evaluating	Evaluate the implications of economic reforms and government interventions.	5
CO5	Evaluating	Assess the impact of globalization and digital transformation on business strategies.	5

SUGGESTED READINGS

Text Books:

1. Cherunilam, Francis (2019), Business Environment Text & Cases, Himalaya Publishing House, 27th Revised Edition

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2. G Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, 12th Revised Edition

Reference Books:

1. Saleem, Shaikh (2020), Business Environment, Pearson Education, 4th Edition

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Discipline Specific Course-11
BBA (Digital Marketing) Semester III
BBDS 304: Essentials of Human Resource Management

Course objective: - The objective of this course is to understand the concepts of human resource management like Human resource planning, Job analysis, Training, Performance appraisal, Wage & Salary administration.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices, Difference Between Personnel Management and HRM. Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP	11/25%
Unit 2:	Job Analysis and Design: Job Analysis, Job Description, writing a Job Description, Job Specification, Job Design, Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment. Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection Induction: Introduction, Meaning and Definition of Induction, Need for Induction.	12/25%
Unit 3:	Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training, Performance Appraisal: Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal	11/25%
Unit 4:	Wages and Salary: Introduction, Nature and Significance of Wage and Salary Administration, Theories of Wages, Methods of Wage Fixation; Incentives: Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive Scheme	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts of HRM and Personnel Management	2
CO2	Understanding	Understand procedure of human resource planning and Job design	2
CO3	Applying	Apply process of HRP, Recruitment and Selection.	3
CO4	Applying	Apply training methods and methods of Performance appraisal	3
CO5	Understanding	Understand concept of Wage and Salary Administration.	2

SUGGESTED READINGS

Text Books

1. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9th edition, John Wiley.
3. Dessler, Gary, (2004) Human Resource Management, Pearson Education.

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Reference Books

1. Monappa, A. and Saiyadain, M., (2001), Personnel Management, McGraw-Hill Education.
2. Durai, Praveen, (2010), Human Resource Management, Pearson Education.

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Discipline Specific Course-12

BBA(Digital Marketing) Semester IV

BBDS 401: Digital Compliance and Media Regulations

Course objective: The objective of the course is to familiarize students with digital media legal framework in India and across the world with contextual learning through the cases and develop their understanding to assess implications and ethical challenges pertaining to digital media communication.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit1:	Introduction to Media Laws: Concept of the Ethics and the Law, Salient Features of Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Fundamental Duties, Constitutional Law under Freedom of Speech and Expression: Article 19(1) and 19(2), Statutory Laws: IT Act, 2000 and Amendments of 2008, Intermediary Guidelines Rules 2011, Telecom Regulatory Authority of India Act, 1997, Defamation; Contempt of Court, Appellate Bodies: Appellate Grievance Redress Committee; Self-regulatory, Grievance Redress Appellate Body by Social Media Companies; Social media and OTT self-regulation.	12/25%
Unit2:	Digital Laws Across the World: UNCTAD and Cybercrime Legislation Worldwide, Declaration on European Digital Rights and Principles, Privacy Legal Framework: Data Protection Act of 1988; e-Privacy Regulations of 2011 in Ireland; Danish Data Protection Agency and the 2000 Act of Processing, African Union Convention on Cyberspace Security and Personal Data Protection, Regulation of the Internet: Communications Decency Act, 1996; The Child Online Protection Act of 1998 in the USA, Social Media Content and Legal Framework: Network Enforcement Act, 2017 and, Framework and guidelines for use of social media for Government.	13/25%
Unit3:	Ethical Concerns in Digital Age: Post-Truth, Understanding Fake News, Issues and Challenges, Hate Speech, Right to Privacy and digital surveillance; Issues of anonymity, Cyber bullying, Trolling, Stalking, Hacking v/s ethical hacking, Dark Web and the challenges of cyber security, Communication using robots (& Artificial Intelligence), Digital piracy, Plagiarism and Issues of copyright, Obscenity and Pornography: Issues of representation of women and children.	10/25%
Unit4:	Open Sources/Resources Movement in Digital Age: Open Source Movement and need for open resources in communication, Creative Commons Licenses, Open source platforms (Wiki-leaks, Wikipedia), Open Access Journals, Open access in Indian Education Sector (Inflibnet, National Digital Library, Repositories etc.), Cases related to Open Sourcing: Aaron Swartz, DU Photocopy Case etc, Criticism of Open Access, Open source Repositories.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the digital media legal frame work of India	2
CO2	Understanding	Understand the digital laws across the world.	2

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CO3	Remembering & Analyzing	Identify & analyze ethical challenges pertaining to digital media.	1 & 4
CO4	Evaluating & Analyzing	Evaluate and analyze ethical concerns in digital age.	5 & 4
CO5	Applying	Apply media laws to case studies and evaluate the relative merits and demerits of laws and ethical questions pertaining to media	3

SUGGESTED READINGS

Text Books:

1. Basu, D.D. 1986. Law of the Press. 2nd Edition. New Delhi: Prentice Hall Inc.
2. Duggal, P. 2018. Cyber Law 3.0. Universal, LexisNexis.

Reference Books:

- 1 Thakurta, P.G. 2011. Media Ethics. 2nd Edition. India: Oxford University Press.
2. Kashyap, S.C. 1994. Our Constitution: An Introduction to India's Constitution. New Delhi: National Book Trust.
3. Ess, C. 2020. Digital Media Ethics. 3rd Edition. Cambridge: Polity Press.
4. Mittal, R. 2008. „Cyber Laws“. In K. Sankaran& U.K. Singh (eds.) Towards Legal Literacy: An Introduction to Law in India. New Delhi: Oxford University Press. PP. 168-180.

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Discipline Specific Course-13

BBA(Digital Marketing) Semester IV

BBDS 402: Sales and Distribution in the Digital Age

Course objective: The objective of the course is to familiarize the student with the understanding of the roles and responsibilities of the sales managers and to provide him/her with decision making skills of future sales and distribution managers.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours / Weightage
Unit1:	Introduction to Sales and Distribution Management: Sales Management: Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management. Marketing Channels: Functions and Significance, Structure - Vertical and Horizontal, Symbiotic, Role of marketing channels in the dynamic market place, Designing the Market Channel system, Channels for Consumer goods, Industrial goods, and Inter dependency of Sales & Distribution; Emerging digital channels and omni-channel distribution	12/25%
Unit2:	Organizing the Sales Force : Objectives & Structure of Sales Organization, Organizing the Sales Force, Recruitment, selection and training the sales force, Field Sales Planning, Compensation and Evaluation of Sales Force.	11/25%
Unit3:	Sales Planning: Sales Forecasting & Budgeting, Sales Quotas and Targets. Sales Control: Reporting Formats, Monthly Sales Plan, Territory Sales, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report; E-order booking and distribution tracking systems	11/25%
Unit4:	Retailing: Nature and Importance of Retailing, Types of Retailers, Organized & Unorganized Retailing Formats, Retail Merchandising, Retail Decision. Location and Size. Specialized Techniques in Selling: Tele / Mobile Marketing, Online Marketing, E-commerce & D2C models.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the roles and responsibilities of the sales managers.	2
CO2	Understanding	Understand the marketing channels, retailing and sales planning process and apply control on sales plans.	2
CO3	Applying	Apply distribution channel strategy for sales and distribution of goods and services.	3
CO4	Evaluating	Evaluate sales and distribution plans.	5
CO5	Creating	Create a linkage of sales and distribution with other marketing variables.	6

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SUGGESTED READINGS

Text Books:

1. Havaldar & Cavale, Sales and Distribution Management, New Delhi: Mc. Graw Hills.

Reference Books:

- 1 Michael Levy & Barton Weitz, Retailing Management, New Delhi: Mc. Graw Hills.
2. Cundiff & Govani , Sales Management, New Delhi: Pearson Education.
3. Gupta S. L. Sales and Distribution Management, New Delhi : Excel books
4. Hellrigal, Slocum and Woodman, Organizational Behavior, Cengage Learning, 11th Edition 2007.

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Discipline Specific Course-14

BBA(Digital Marketing) Semester IV

BBDS 403: Cross-Border Business Management

Course Objective: To develop an understanding of the key concepts, theories, and practices related to international business, including global market dynamics, cross-cultural management, international trade policies, and global business strategies.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hours / Weightage
Unit1:	Evolution of Cross-Border Business Management: Introduction to International Business; Concept and Definition of International Business Management; Reasons for going International, International Entry Modes, Strategy of the Internationalization of Business, Global Challenges, Entry Barriers, Future of International Business in India. International Business Environment.	12/25%
Unit2:	Formulating Strategy for Cross-Border Business Management: Strategy as a Concept, Implementing Global Strategy, Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Theories of International Business, Global Mergers and Acquisition.	11/25%
Unit3:	Organizing and Controlling for International Competitiveness: Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management, Global Leadership.	11/25%
Unit4:	Globalization with Social Responsibility: Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility Growing importance of social responsibility in MNC, Global Marketing.	11/25%

Course Learning Outcomes

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understanding the Fundamentals, Scope and Prospects of International Business management.	2
CO2	Analyzing	Analyze the international business climate.	4
CO3	Applying	Establishing linkages between international institutions and organizations.	3
CO4	Creating	Developing ways to support business ethics, corporate sustainability, and social responsibility activities.	6
CO5	Creating	Developing international strategies and preparing framework for implementation and evaluation.	6

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SUGGESTED READINGS:

Text Books:

1. Francis Cherunilam; International Business, Prentice Hall of India, New Delhi.

Reference Books: -

1. Thakur M., Burton and Gene, E, International Management. McGraw Hill.
2. Hodgetts R. & Luthens F., International Management. McGraw Hill Inc.
3. Deresky, International Management: Managing across borders and culture, Pearson Education

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Discipline Specific Course-15
BBA (Digital Marketing) Semester IV
BBDS 404: Basics of Operations Management

Course objective: - The objective of this course is to provide the students understanding of the concept of production and operations management, the types of production facilities, facility location techniques, managing the inventory and quality of products produced.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Operations management: Concept, Transformation process model: Inputs, process and outputs; Classification of operations, Responsibilities of Operations Manager. New Product development. Process selection- Project, job, Batch, Mass and Process types of Production Systems.	11/25%
Unit 2:	Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques: subjective, semi quantitative & quantitative techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Production Planning & Control (PPC) – Concepts, Objectives, Functions.	11/25%
Unit 3:	Work Study – Method Study, Work Measurement. Inventory Management – Concepts, Classification, Objectives, and Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis.	12/25%
Unit 4:	Quality Management - Quality Concepts, Total Quality Management, Control Charts, acceptance, Sampling.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the roles and responsibilities of operations managers in different organizational contexts.	2
CO2	Applying	Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organization.	3
CO3	Applying	Apply the techniques for location selection and layout design.	3
CO4	Applying	Apply the techniques of method study and work measurement.	3
CO5	Analyzing	Analyze the methods of Inventory management, vendor rating and quality management.	4

SUGGESTED READINGS:

Text Books:

1. Nair, Production & Operations Management, 1st Edition, Tata McGraw-Hill
2. Adam and Ebert, Production & Operations Management, 5th Edition, Prentice Hall India

Reference Books:

1. Krajewski & Ritzman, Operations Management 5th Edition, Pearson Education
2. Buffa & Sarin, Modern Production/Operations Management 8th Edition, John Wiley
3. Chary, Production & Operations Management 2nd Edition Tata McGraw-Hill

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Discipline Specific Course-16

BBA(Digital Marketing) Semester V

BBDS 501: Foundation of Financial Management

Course objective: - The objective of this course is to provide the students understanding of the sources of finance for determining the capital structure and assess budgets for new projects and working capital requirements.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Financial Management: meaning; scope; objectives of financial management; profit v/s wealth maximization; financial management and other areas of management; liquidity v/s profitability; methods of financial management; time value of money	10/25%
Unit 2:	Capital Structure: meaning, capital Structure and financial structure; patterns of capital structure; optimum capital structure; capital structure theories; factors determining capital structure; capital structure practices in India; cost of capital: concept; importance; classification and determination of cost of capital; leverages: concept; types of leverages and their significance	12/25%
Unit 3:	Capital Budgeting: concept; importance and appraisal methods: payback period; discounted cash flow techniques; accounting rate of return; capital rationing; dividend; bonus and rights: dividend policy; relevance and irrelevance of concepts of dividend	12/25%
Unit 4:	Working Capital Management: operating cycle; working capital estimation; concept; management of cash; inventory management; management of accounts receivable and accounts payable; over and under trading;	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts of financial management.	2
CO2	Understanding	Understand methods of capital structuring.	2
CO3	Applying	Apply dividend policies.	3
CO4	Applying	Apply the methods of working capital management.	3
CO5	Evaluating	Evaluate risks in business.	5

SUGGESTED READINGS:

Text Books

1. Kapil, Sheeba, (2010), Financial Management, 1st edition, Pearson Education.
2. Burk Demazo, (2010), Financial Management, Pearson Education.

Reference Books

1. Ross, Stephen, Westerfield, R., and Jaffe, J.,(2004), Corporate Finance, 7th Edition, McGraw Hill Education.

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Discipline Specific Course-17

BBA(Digital Marketing) Semester V

BBDS 502: Supply Chain and Logistics Strategy

Course objective: The objective of this course is to acquaint students with the issues related to logistics and supply chain management of firm engaged in business.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit1:	Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information), Key Issues in SCM.	10/25%
Unit2:	Logistics Management: Logistics costs, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management. Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Single vendor concept.	12/25%
Unit3:	Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock, lead time reduction, re-order point / re-order level fixation. ABC, SDE / VED Analysis.	12/25%
Unit4:	Recent Issues in SCM: Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking concept, Features and Implementation, Outsourcing-basic concept.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand various concepts, elements of logistics and supply chain management.	2
CO2	Understanding	Understand concepts of purchasing management and vendor management	2
CO3	Applying	Understand the role of distribution management and warehousing management.	3
CO4	Applying	Apply the techniques of inventory management.	3
CO5	Evaluating	Analyze the recent trends and global implications of logistics and supply chain management.	5

SUGGESTED READINGS

Text Books

1. Chopra S and P Meindl "Supply chain management: Strategy, planning and operations".
2. Martin Christopher, Logistics & Supply Chain Management, FT Prentice Hall.
3. Alan E. Branch, Global Supply Chain Management and International Logistics, Routledge.

Reference Books

1. John Mangan & Chandra C. Lalwani, Global Logistics & Supply Chain Management, John Wiley & Sons.
2. Waters Donald, Global Logistics & supply chain management, Viva, Kogan Page Ltd.
3. David P, International Logistics, Biztantra, New Delhi.

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Discipline Specific Course-18

BBA(Digital Marketing) Semester V

BBDS 503: Quantitative Techniques for Business

Course objective: - The aim of this course is to provide the student knowledge and understanding to compute the measures of central tendency, frequency distribution, Correlation, regression analysis, probability concepts and probability theoretical distributions, Sampling distribution, and Estimation.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hours / Weightage
Unit 1:	Role of statistics in Business Decisions, Scope, functions and limitations of statistics. Frequency Distribution, Methods of data Classification. Types of Frequency Distributions, tabulation of Data. Graphical Representation, Importance of Visual Presentation of Data, Diagrammatic Presentation-Types of Diagrams; Functions of Graphs, Graphs of Frequency Distribution.	11/25%
Unit 2:	Descriptive Statistics - Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles, Measures of Dispersion – Range, Interquartile range, Mean deviation, Mean Absolute deviation, Standard deviation, Variance; Skewness and Kurtosis	12/25%
Unit 3:	Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results; Relationship between Regression and Correlation.	11/25%
Unit 4:	Theory of Probability, Addition and Multiplication Law, Bayes' Theorem, Theoretical Distributions: Binomial, Poisson and Normal Distribution.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the key terminology, concepts tools and techniques used in business statistical analysis.	2
CO2	Understanding	Understand the significance of visual presentation of data.	2
CO3	Applying	Apply the measures of central tendency and relative location.	3
CO4	Applying	Apply correlation and regression analysis to solve the problems.	3
CO5	Analyzing	Analyze the problems on the basis of concepts of probability and probability distributions.	4

SUGGESTED READINGS

Text Books

1. Levins, Krehbiel & Berenson, Business Statistics, Pearson Education
2. Levin & Rubin, Statistics for Management, Prentice Hall
3. Sancheti & Kapoor, Business Mathematics, Sultan Chand and Sons
4. Gupta, Statistical Methods, Sultan Chand and Sons

Reference Books

1. T N Srivastava & ShailajaRego, Statistics for management.
2. S. C.Gupta – Fundamentals of Statistics

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Discipline Specific Course-19
BBA(Digital Marketing) Semester V
BBDS 504: Entrepreneurship Development

Course objective: - The objective of this course is to equip students with a comprehensive understanding of entrepreneurship and develop an understanding of the challenges and opportunities involved in starting a new venture. It aims to enable them to investigate, analyze, and internalize the entrepreneurial process, from idea generation and market discovery to business planning and resource mobilization, thereby developing the mindset and skills necessary to successfully launch and sustain a business.

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3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impact in emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Types of Entrepreneurship, Barriers to Entrepreneurship, Myths of Entrepreneurship	10/25%
Unit 2:	Idea Validation, Market & Customer Discovery: Idea generation-sources and creative methods; opportunity recognition; customer discovery-understanding user needs and pain points; empathy mapping; market identification and segmentation; carving a niche; market sizing and trend analysis; customer persona development; value proposition design-jobs, pains, gains; design thinking for problem-solution fit; feasibility study-market, technical, financial; business plan and project report; pitching to stakeholders and investors.	12/25%
Unit 3:	Marketing and Growth Strategy: Preparing a basic marketing plan; identifying target audience; steps in conducting market research; sales funnel and customer journey; pricing and positioning; entrepreneurial motivation: Maslow, Herzberg, McGregor; role of creativity and innovation; difference between invention and innovation; basic Unit Economics: Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV); basics of digital marketing for startups.	12/25%
Unit 4:	Funding and Legal Support Systems: Sources of finance—personal savings, friends and family, angel investors, venture capital, crowd funding, loans; key financial institutions: SIDBI, NABARD, MUDRA; Government support schemes: Startup India, Stand-Up India, Atal Innovation Mission, MSME support; Introduction to startup ecosystem: incubators, accelerators, TBI, SIIC; Legal basics of IPR: patents, trademarks, copyrights; overview of franchising and licensing.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the foundational concepts of entrepreneurship	2
CO2	Understanding	Understand the parameters to assess opportunities and constraints for new business ideas.	2

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CO3	Creating	Generate and validate innovative business ideas.	6
CO4	Creating	Develop a basic business plan and pitch deck.	6
CO5	Evaluating	Evaluate funding options and institutional support systems for startups.	5

SUGGESTED READINGS

Text Books

1. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalayan Publishing
2. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipure
3. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992

Reference Books

1. Entrepreneurship, Hisrich Peters Sphephard, Tata McGraw Hill
2. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India
3. A Guide to Entrepreneurship, David Oates, Jaico Publishing House, Mumbai, Edn 2009

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Discipline Specific Course-20

BBA(Digital Marketing) Semester VI

BBDS 601: Strategic Management and Business Decision-Making

Course Objectives: The objective of this course is to provide the students understanding of strategic management process, strategic analysis, strategy formulation and strategy implementation.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs/ Weightage
Unit 1:	Business Policies: Introduction, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture.	11/25%
Unit 2:	Business Policy and Decision Making: Introduction, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	11/25%
Unit 3:	Introduction to Strategies: Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business.	11/25%
Unit 4:	Strategic Management: Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the basic concepts and principles of strategic management.	2
CO2	Applying	Apply environmental scanning techniques.	3
CO3	Analyzing	Analyze organizational strategies that will be effective for the current business environment.	4
CO4	Analyzing	Analyze various strategy implementation and strategy evaluation methods.	4
CO5	Evaluating	Evaluate strategic approaches to manage a business successfully in a global context.	5

SUGGESTED READINGS

Text Books

1. G. V. Satya Sekhar, The Art of Competition by Business Policy and Strategic Management, New Delhi: K. International Pvt Ltd.
2. Srinivasan, Strategic Management, New Delhi: PHI.
3. Thompson and Strickland, Strategic Management Concept and Cases, New Delhi: McGraw

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Reference Books

1. McCarthy et. Al , Business Policy and Strategy, New Delhi: McGraw Hill.
2. P K Mishra & Sukul Lomash, Business Policy and Strategic Management, New Delhi: Vikas Publishing

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Discipline Specific Course- 21

BBA(Digital Marketing) Semester VI

BBDS 602: Corporate Governance & Professional Ethics

Course Objectives: To provide students with a comprehensive understanding of corporate governance frameworks and ethical principles that guide responsible decision-making and business conduct.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Corporate Governance: Meaning, importance, and principles of corporate governance; Governance models: Anglo-American, German, Japanese, and Indian; Regulatory framework of corporate governance in India (Companies Act, SEBI Guidelines, Clause 49); Role of Board of Directors, Independent Directors, Committees (Audit, Remuneration, CSR)	12/25%
Unit 2:	Concept and evolution of CSR; Triple Bottom Line Approach (People, Planet, Profit); CSR provisions under Companies Act 2013; CSR strategies and practices by Indian companies; Impact of CSR on brand value and sustainability	11/25%
Unit 3:	Concept and need for business ethics; Sources and types of ethical issues in business; Ethical decision-making models; Code of conduct and ethical corporate culture; Corporate scandals and lessons learned (e.g., Satyam, Enron, etc.)	11/25%
Unit 4:	Contemporary Issues: Whistle-blowing and corporate accountability; Insider trading, conflicts of interest, and unethical leadership; Ethics in finance, marketing, and human resource management; ESG (Environmental, Social, Governance) and Sustainability; Global institutions promoting business ethics (OECD, UNGC, GRI)	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define the concept of corporate governance and its relevance in modern business	1
CO2	Understanding	Explain the role and responsibilities of the board, stakeholders, and regulators.	2
CO3	Applying	Apply ethical principles and frameworks to real-life business scenarios	3
CO4	Analyzing	Analyze corporate governance failures and ethical dilemmas in business practices.	4
CO5	Evaluating	Evaluate corporate policies from a governance and ethics standpoint.	5

Suggested Readings:

Text Books:

1. *Business Ethics and Corporate Governance.*, Ghosh, B. N. (2017). McGraw-Hill Education.
2. *Business Ethics and Corporate Governance* 1st Edition, by Sinha, P. (2020). Cengage Learning.
3. *Corporate Governance: Principles, Policies and Practices* (3rd ed.). Fernando, A. C. (2019). Pearson Education.

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Reference Book:

1. Tricker, B. (2022). *Corporate Governance: Principles, Policies and Practices* (4th ed.). Oxford University Press.
2. Chakraborty, S. K. (2018). *Values and Ethics for Organizations: Theory and Practice*. Oxford University Press.
3. Sinha, P. (2020). *Business Ethics and Corporate Governance*. Cengage Learning.

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Discipline Specific Course- 22
BBA(Digital Marketing) Semester VI
BBDS 603: Industrial Relations & Labour Laws

Course Objectives: To provide students with an understanding of the principles, practices, and legal framework of industrial relations and labor laws in India, enabling them to effectively handle employment relations and compliance in organizations.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Industrial Relations : Concept, Scope, and Importance of Industrial Relations; Approaches to Industrial Relations; Evolution and Growth of Industrial Relations in India; Role of Government, Employers, and Trade Unions	10/25%
Unit 2:	Trade Unions and Collective Bargaining: Definition, Objectives, and Functions of Trade Unions; Structure and Problems of Trade Unions in India; Concept and Process of Collective Bargaining; Types and Prerequisites for Effective Bargaining	10/25%
Unit 3:	Industrial Disputes and Resolution Mechanisms: Causes and Types of Industrial Disputes; Settlement Machinery: Conciliation, Arbitration, and Adjudication; Grievance Handling Procedure; Role of Labour Courts and Tribunals	13/25%
Unit 4:	The Factories Act, 1948; The Industrial Disputes Act, 1947; The Trade Unions Act, 1926; The Payment of Wages Act, 1936; The Minimum Wages Act, 1948; Introduction to Recent Labour Codes	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Describe the evolution, scope, and stakeholders of industrial relations.	1
CO2	Understanding	Explain the structure and functioning of trade unions and collective bargaining processes.	2
CO3	Analyzing	Analyze causes of industrial disputes and apply resolution mechanisms.	4
CO4	Applying	Interpret key provisions of major Indian labor laws and their implications.	3
CO5	Evaluating	Evaluate the effectiveness of labor policies in maintaining industrial peace and legal compliance.	5

Suggested Readings:

Textbooks:

1. Mamoria, C.B. & Mamoria, S. – *Dynamics of Industrial Relations in India*, Himalaya Publishing House, Latest Edition
2. Monappa, A., Nambudiri, R., & Selvaraj, P. – *Industrial Relations and Labour Laws*, McGraw-Hill Education, Latest Edition

Reference Books:

1. Sinha, P.R.N. et al. – *Industrial Relations, Trade Unions and Labour Legislation*, Pearson Education
2. Bare Acts of:
 - o Industrial Disputes Act, 1947
 - o Factories Act, 1948
 - o Trade Unions Act, 1926
 - o Labour Code Reforms (compiled editions)

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Discipline Specific Course- 23
BBA(Digital Marketing) Semester VI
BBDS 701: Business Intelligence and Analytics

Course Objectives: To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	INTRODUCTION TO BUSINESS ANALYTICS: Definition of Business Analytics, Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data- Business decision modeling.	10/25%
Unit 2:	DESCRIPTIVE ANALYTICS: Overview of Description Statistics (Central Tendency, Variability), Data Visualization -Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Advanced Ms-Excel or SPSS. Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.	10/25%
Unit 3:	PREDICTIVE ANALYTICS: Trend Lines, Regression Analysis – Linear & Multiple, Predictive modeling, forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Data mining and business intelligence, Data mining for business, Classification, Association, Cause Effect Modeling.	10/25%
Unit 4:	PRESCRIPTIVE ANALYTICS: Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods - Text analytics Web analytics. Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the basics of business analysis and Data Science	2
CO2	Understanding	Understand data management and handling and Data Science Project Life Cycle	2
CO3	Understanding	Understand the data mining concept and its techniques.	2
CO4	Understanding	Understand and Analyzing machine learning concept.	2
CO5	Understanding	Understand the application of business analysis in different domain	2

Suggested Readings:

Text Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhima sankaram Pochiraju, Sridhar Seshadri, Springer

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2. Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C. Müller, Sarah Guido, O'Reilly
3. Introduction to Data Science, Laura Igual Santi Seguí, Springer

Reference Book:

1. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019

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Discipline Specific Course-24

BBA(Digital Marketing) Semester VIII

BBDS 801: Enterprise Resource Planning

Course objective: - The objective of this course is to provide comprehensive understanding of introductory aspects of ERP and developing a process driven thinking towards business processes.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to ERP: Overview Traditional Enterprise Approach of ERP, Business Needs of ERP, Benefits of ERP, conceptual model of ERP, Evolution of ERP, Advantages & Disadvantages of ERP -ERP and Related Technologies - Business Process Reengineering - Data Warehousing - Data Mining -On-line Analytical Processing -Supply Chain Management.	10/25%
Unit 2:	ERP Implementation: Implementation Life Cycle -Implementation Methodology - Hidden Costs - Organizing Implementation - Vendors, Consultants and Users Contracts-Project Management and Monitoring	11/25%
Unit 3:	Business Modules: Business Modules in an ERP Package-Finance Manufacturing Human Resource-Plant Maintenance-Materials Management -Quality Management Sales and Distribution.	12/25%
Unit 4:	Implementation challenges, ERP Implementation Stages, implementation strategies, implementation methodologies, Project team, vendors and consultants, Post implementation. ERP Present and Future: ERP and E-Commerce-ERP and Internet-Future Directions in ERP.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Applying	Demonstrate a good understanding of the basic issues in ERP systems	3
CO2	Analyzing	Analyze the strategic options for ERP identification and adoption	4
CO3	Applying	Design the ERP implementation strategies	3
CO4	Understanding	Understand the need of Business Systems and Processes through strategic analysis of ERP systems	2
CO5	Understanding	Understand challenges, risk and implementation stages of ERP system.	2

SUGGESTED READINGS:

Text Books:

1. Implementing SAP R/3by Nancy H., Ban Croft, et all;
2. SAP FICO Beginners Hand Book by Murugesan Rama Swamy;
3. ERP by C.S.V Murthy;

Reference Books: -

1. SAP FICO Black Book by BhushanJairam Das &Mamtani-Dreamtech Press;
2. SAP ERP Financial and FICO Hand Book by S.N. PADhi- Jones & Bartlett Leaning;
- 3.SAP FI Financial Accounting by V.Narayan- BPB Publications

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Ability Enhancement Compulsory Course-1

BBA(Digital Marketing) Semester I

BHSC101: English Communication

Course objective: -The objective of this course is to make students able to communicate effectively, orally and in written forms, and developing effective listening, reading and writing skills.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Communication: Need for Effective Communication. The Process of Communication: Levels of communication; Flow of communication; Use of language in communication; Communication networks; Significance of technical communication. Barriers to Communication: Types of barriers; Miscommunication; Noise; Overcoming measures.	8/25%
Unit 2:	Listening Skills: Listening as an active skill; Developing effective listening skills; Barriers to effective listening skills. Reading Skills: Previewing techniques; Skimming; Scanning; Understanding the gist of an argument; recognizing coherence and sequencing of sentences; Improving comprehension skills. Writing Skills: Sentence formation, Use of appropriate diction, Paragraph and Essay Writing, Coherence and Cohesion.	7/25%
Unit 3:	Letter Writing: Formal, informal and semi-official letters; business letters. Job Application: Cover letter, Differences between bio-data, CV and Resume. Report Writing: Basics of Report Writing; Structure of a report; Types of reports.	7/25%
Unit 4:	Non-verbal Communication and Body Language: Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language. Interview Skills: Types of Interviews; ensuring success in job interviews; appropriate use of non-verbal communication. Group Discussion: Differences between group discussion and debate; ensuring success in group discussions. Presentation Skills: Oral presentation and public speaking skills; business presentations. Technology-based Communication: Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the process of communication.	2
CO2	Understanding	Understand various barriers to Communication.	2
CO3	Applying	Apply listening, writing and reading skills.	3
CO4	Creating	Create effective business correspondence with brevity and clarity.	6
CO5	Creating	Create verbal and non-verbal communication ability through presentations.	6

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SUGGESTED READINGS

Text Books

1. Lesikar, Petit & Flately, Lesikar's Basic Business Communication, Tata McGraw-Hill
2. TN Chhabra (2007). Business Communication, Daya Publication

Reference Books

1. Poe & Fruchling, Basic Communication, AITBS
2. Taylor, English Conversion Practice, Tata McGraw-Hill

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Ability Enhancement Compulsory Course-2

BBA(Digital Marketing) Semester II

BHSC201: Environmental Studies

Course objective:- The objective of this course is to make students understand core phenomena and concepts of environmental studies and their application in solving different environmental problems.

L	T	P	CR
2	0	0	2

Syllabus & Detailed Contents

Unit	Content	Hours/ Weightage
Unit 1:	Definition and Scope of environmental studies, multidisciplinary nature of environmental studies, Concept of sustainability & sustainable development; Natural Resources: Forest Resources; Mineral Resources; Water Resources; Food Resources; Energy Resources: Renewable and Non-Renewable Energy Sources, Use of Alternate Energy Sources.	11/25%
Unit 2:	Ecosystem and Biodiversity: Concepts, Structure and Function of an Ecosystem; Energy Flow in the Ecosystem: Ecological Succession, Food Chains, Food Webs; Ecological Pyramids – Introduction, Types. Types of Ecosystems: Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem, Aquatic Ecosystems; Biodiversity: Introduction, Definition, Genetic, Species and Ecosystem Diversity, Biogeographically Classification of India, Hot-Spots of Biodiversity, Threats to Biodiversity, Conservation of Biodiversity: In-Situ and Ex-Situ conservation of Biodiversity	12/25%
Unit 3:	Environmental Pollution: Definition, Causes, Effects, Control Measures for: - (a) Air Pollution (b) Water Pollution (c) Soil Pollution (d) Marine Pollution (e) Noise Pollution (f) Thermal Pollution (g) Nuclear Hazards; Solid Waste Management: Causes, Effects, Control Measures of Urban and Industrial Wastes; Disaster Management: Floods, Earthquake, Cyclone and Landslides	11/25%
Unit 4:	Global Warming (Greenhouse Effect), Ozone Layer -Its Depletion and Control Measures, Photo chemical Smog, Acid Rain. Human Population and Environment: Population Growth, Population Explosion; Family Welfare Programme; Environment and Human Health; Environmental Movements; Chipko, Silent Valley, Vishnoi's of Rajasthan.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand environmental problems arising due to constructional and developmental activities.	2
CO2	Understanding	Understand the natural resources and suitable methods for conservation of resources.	2
CO3	Understanding	Understand the importance of ecosystem and biodiversity and its conservation for maintaining ecological balance.	2
CO4	Understanding	Understand concepts of Greenhouse effect, ozone layer depletion, environmental pollution	2
CO5	Understanding	Understand impact of human population explosion, environment protection movements, different types of disasters and their management.	2

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SUGGESTED READINGS

Text Books

1. Textbook of Environment Studies, Tewari, Khulbe & Tewari, I.K. Publication
2. Biodiversity and Conservation, Bryant, P. J., Hypertext Book

Reference Books

1. Environment and Ecology – A Complete Guide – by R. Rajagopalan (Lexis Nexis)

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Ability Enhancement Compulsory Course-3

BBA(Digital Marketing) Semester III

BHSC301N: Professional Communication Skills

Course objective: -To prepare students for successful careers in a variety of corporate situations, the objective is to enhance their communication skills, teamwork ability, and cultural awareness.

L	T	P	CR
2	0	0	2

Syllabus & Detailed Contents

Unit	Content	Hours/ Weightage
Unit 1:	Foundations of Communication Introduction to Communication: Definition, process, models, and elements. Verbal Communication: Importance, types (oral and written), and principles. Nonverbal Communication: Types (body language, facial expressions, gestures, etc.) and significance; Barriers to Communication: Types, causes, and strategies to overcome them. Listening Skills: Importance of listening, types of listening, and barriers to effective listening.	8/25%
Unit 2:	Business Communication Business Correspondence: Letters, memos, emails, and reports; Business Etiquette: Professional behavior, dress code, and manners; Meeting and Presentation Skills: Planning, organizing, and delivering effective presentations; Negotiation Skills: Strategies, tactics, and techniques for successful negotiations.	8/25%
Unit 3:	Group Communication Group Dynamics: Definition, types of groups, and factors influencing group dynamics; Group Discussion: Purpose, structure, and strategies for effective participation in group discussions; Team Building: Importance of teamwork, stages of team development, and strategies for building effective teams.	7/25%
Unit 4:	Professional Communication Business Writing: Principles of business writing, types of business documents, and strategies for effective business writing; Presentation Skills: Planning and preparing presentations, delivery techniques, and visual aids; Interview Skills: Types of interviews, preparation for interviews, and strategies for performing well in interviews; Professional Etiquette: Importance of professional etiquette, dress codes, and behavior in professional settings.	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Identify the principles and elements of effective verbal and non-verbal communication	1
CO2	Understanding	Comprehend the barriers to effective communication and propose strategies to overcome them.	2
CO3	Applying	Apply assertiveness skills in various communication scenarios to express thoughts and ideas effectively.	3
CO4	Analyzing	Analyze group dynamics and identify factors that contribute to effective team communication.	4
CO5	Creating	Integrate professional etiquette and communication skills to create a positive impression in professional settings.	6

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SUGGESTED READINGS

Text Books

1. "Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek, McGraw-Hill Education; 8th edition (January 9, 2014).
2. "Business Communication Today" by Courtland L. Bovee and John V. Thill, Pearson; 14th edition (January 9, 2014).

Reference Books

1. "Communication Skills for Business Professionals" by Cheryl M. Hamilton; Cengage Learning; 3rd edition (January 1, 2014).
2. "Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas; McGraw-Hill Education; 7th edition (January 20, 2009).

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Ability Enhancement Compulsory Course-4

BBA(Digital Marketing) Semester IV

BHSC401: Content Writing And Editing

Course objective: - This syllabus aims to provide students with the necessary knowledge and skills to excel in content writing and editing roles in various industries, including digital marketing, publishing, and media.

L	T	P	CR
2	0	0	2

Syllabus & Detailed Contents

Unit	Content	Hours/ Weightage
Unit 1:	Introduction to Content Writing Overview of Content Writing: Definition, importance, and evolution. Understanding Audience: Identifying target audience, audience analysis, and personas. Writing for the Web: Characteristics of online content, SEO principles, and readability. Research Skills: Conducting research, gathering information, and citing sources.	7/25%
Unit 2:	Principles of Effective Writing Clarity and Conciseness: Writing clear and concise sentences, avoiding jargon and ambiguity; Grammar and Mechanics: Basic rules of grammar, punctuation, and usage; Style and Tone: Developing a consistent writing style and appropriate tone for different contexts; Editing Techniques: Proofreading, editing for clarity and coherence, and using style guides.	8/25%
Unit 3:	Editing and Proofreading Editing Process: Reviewing content for clarity, coherence, and consistency; Proofreading Techniques: Checking for spelling, grammar, punctuation, and formatting errors; Peer Editing: Giving and receiving constructive feedback on content; Using Editing Tools: Using software tools for editing and proofreading.	7/25%
Unit 4:	Advanced Topics in Content Writing and Editing Content Marketing: Understanding content marketing strategies and their implementation; Content Optimization: Optimizing content for different platforms and audiences; Legal and Ethical Issues: Understanding libel, defamation, and other legal issues in content writing; Trends in Content Writing: Exploring emerging trends and technologies in content writing and editing.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define and explain core concepts of content writing and audience targeting.	1
CO2	Applying	Apply principles of grammar, tone, and clarity in writing various content forms.	3
CO3	Analyzing	Edit and proofread content for coherence, grammar, and structure.	4
CO4	Applying	Optimize and adapt content for different digital platforms and audiences.	3
CO5	Evaluating	Evaluate content using ethical standards and modern tools.	5

SUGGESTED READINGS

Text Books

1. The Content Writing Handbook by Kounal Gupta, Notion Press, 2021
2. Everybody Writes by Ann Handley, Harper Business, 2nd Edition, 2022

Reference Books

1. On Writing Well by William Zinsser, Harper Perennial, Latest Edition
2. Content Chemistry by Andy Crestodina, Orbit Media, Latest Edition



**GENERIC ELECTIVE/
OPEN ELECTIVE COURSES/
MULTIDISCIPLINARY COURSES/
OPEN ELECTIVE COURSES**

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 1****BBA(Digital Marketing) Semester I****UGOE101:Micro Economics**

Course objective:-The objective of the course is to familiarize the student with the basic concept of micro economics and to provide him/her with the knowledge of planning, scheduling and the related issues the business practices.

Syllabus & Detailed Contents

L	T	P	CR
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Unit	Content	Hours/ Weightage
Unit1:	Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics; Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits.	11/25%
Unit2:	Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand.	12/25%
Unit3:	Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.	10/25%
Unit4:	Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals of microeconomics.	2
CO2	Understanding	Understand Production function, Law of Variable Proportion and Law of Returns to a Scale.	2
CO3	Understanding	Understand Production function, Law of Variable Proportion and Law of Returns to a Scale.	2
CO4	Applying	Apply the concepts of demand analysis.	3
CO5	Evaluating	Evaluate short run, long run, Implicit, Explicit cost.	5

SUGGESTED READINGS**Text Books**

- 1) Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
- 2) Dwivedi, D.N (2008) Managerial Economics, 7th edition, Vikas Publishing House.

Reference Books

- 1) Kreps, D.(2009). Microeconomics for Managers, 1st edition, Viva Books Pvt. Ltd.
- 2) Peterson, L. and Jain (2006) Managerial Economics, 4th edition, Pearson Education.
- 3) Colander, D. C (2008) Economics, McGraw Hill Education.

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 2****BBA(Digital Marketing) Semester I****UGOE102: Indian Economy**

Course objective:- The objective of the course is to familiarize the students with assessing the planning undertaken by the government of India in order to have knowledge and lay them as foundation of the ongoing planning and economic reforms

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Structure of The Indian Economy: India as a Developing Economy; Indian Economy on The Eve of Independence; National Income of India: Trends and Levels; Human Resources And Economic Development; Human Development in India; Occupational Structure and Economic Development; Natural Resources, Economic Development and Environmental Degradation; Infrastructure in The Indian Economy; Social Infrastructure and Social Sector	12/25%
Unit 2:	Planning and Economic Development: Objectives and Strategy of Economic Planning in India; Approach to The Ongoing Five Year Plan. Regional Planning in India. Financing of The Plans. Economic Reforms in India – Main Features and Achievements.	11/25%
Unit 3:	Domestic Sector: Institutional and Technological Reforms in Indian Agriculture; Agricultural Finance and Marketing; Agricultural Prices and Policy; Industrial Policy; Sources of Industrial Finance; Role of Small Scale and Cottage Industries in Indian Economy.	11/25%
Unit 4:	External Sector of The Economy: India's Balance of Payments – Problems and Solutions; Trends, Composition and Direction of India's Foreign Trade; New Trade Policy; WTO and Indian Economy; Foreign Investment Inflows; India's Exchange Rate Policy	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the basic characteristics of Indian economy, its potential on natural resources in order to relate them with economic development.	2
CO2	Understanding	Understand objectives and strategies of Five-year plans in India.	2
CO3	Understanding	Understand agricultural foundation, economic growth and development and its contribution to the economy as a whole.	2
CO4	Analyzing	Analyze different problems and approaches to economic planning and development in India.	4
CO5	Evaluating	Analyze India's Balance of Payments, Trends, Composition and Direction of India's Foreign Trade.	5

SUGGESTED READINGS**Text Books**

1. Datt & Sundharam, Indian Economy, New Delhi: S Chand.
2. Uma Kapila, India's Economic Development Since 1947.

Reference Books

1. Misra & Puri, Indian Economy, New Delhi: Himalaya.






GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 3****BBA(Digital Marketing) Semester II****UGOE201:Business Organization**

Course objective: - The objective of the course is to enable the students to analyze and evaluate various business organizations, their structures, and factors influencing their choice, enabling them to make informed decisions for entrepreneurial ventures or organizational settings.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization, Evolution of Business Organization. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics	11/25%
Unit 2:	Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company. Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location.	12/25%
Unit 3:	Plant Layout -: Meaning, Objectives, Importance, Types and Principles of Layout. Factors Affecting Layout. Size of Business Unit-: Criteria for Measuring the Size and Factors Affecting the Size. Optimum Size and factors determining the Optimum Size. Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.	12/25%
Unit 4:	Contemporary Issues of Business Organizations Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalization and Technological innovations.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concept of Business Organization along with the basic laws and norms of Business Organization.	2
CO2	Understanding	Understand the terminologies associated with the field of Business Organization along with their relevance.	2
CO3	Remembering	Identify the appropriate types and functioning of Business Organization for solving different problems.	1
CO4	Applying	Apply basic Business Organization principles to solve business and industry related problems.	3
CO5	Understanding	Understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.	2

SUGGESTED READINGS

Text Books

1. Gupta, C.B., "Business Organization", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organization& Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).

Reference Books

1. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
2. Prakash, Jagdish, "Business Organization and Management", Kitab Mahal Publishers (Hindi and English)

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 4****BBA(Digital Marketing) Semester II****UGOE202: Macro-Economics**

Course objective: - The course aims to enhance students' comprehension of macroeconomic concepts, including labor market, money market, and foreign exchange effects, and covers contemporary macroeconomic analysis techniques.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hours/ Weightage
Unit 1:	Introduction: Concepts and variables of macroeconomics, Income, Expenditure and the circular flow (three sector economy); Components of expenditure; Consumption, Saving and investment and S-I approach; Multiplier (three sector) and numerical. Meaning, Objectives and instruments of fiscal and monetary policy	10/25%
Unit 2:	AD-AS approach: Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short-run and long-run, Aggregate demand - Aggregate supply analysis; Economy in the short run: IS- LM framework and numerical; Demand for money: Quantity Theory of Money (Fisher's Transactions approach), Keynesian theory of demand for money, Baumol-Tobin Transaction approach, Tobin's Portfolio Balance approach; Supply of money: Measures of money supply by RBI, Money multiplier.	12/25%
Unit 3:	Inflation: Causes and effects, Demand pull and cost push inflation; Measures to control inflation; Social costs of inflation; Unemployment: Natural rate of unemployment, Frictional and wait unemployment, Phillips curve, Trade-off between inflation and unemployment, Sacrifice ratio.	11/25%
Unit 4:	Contemporary Issues of Business Organizations Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalization and Technological innovations.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain macroeconomics, including its nature, scope, components, and drivers. Also include income and expenditure.	2
CO2	Applying	Use the IS-LM framework to comprehend the short- and long-term effects of fiscal and monetary policy.	3
CO3	Understanding	Describe the many ideas on the workings of the money multiplier, the supply of money approach, and the demand for money.	2
CO4	Evaluating	Examine the origins, impacts, and trade-offs between unemployment and inflation for various forms of inflation.	5
CO5	Understanding	Explain how commerce, currency rates, and interest rates are affected by saving and investing in various sized economies.	2

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SUGGESTED READINGS

Text Books

1. Ahuja, H.L. Macroeconomics: Theory and Policy. S. Chand Publications.
2. Agarwal, V. Macroeconomics: Theory and Policy. Pearson Publications.
3. Dwivedi, D.N. Macroeconomics: Theory and Policy. McGraw Hill Publications.

Reference Books

1. Blanchard, O. Macroeconomics. Global edition Pearson education.
2. Branson, W. H. Macroeconomic Theory and Policy. East West Book Pvt. Ltd.
3. Deepashree. Macro Economics. Scholar, Tech Press, New Delhi.

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 5****BBA(Digital Marketing) Semester III****UGOE301: Organizational Behaviour**

Course objective: - To help students understand individual and group behavior in organizations and apply this knowledge to improve organizational effectiveness.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hours/ Weightage
Unit 1:	Organizational Behaviour: Concepts and Determinants; Relationship between Management and OB; Emergence of OB; Hawthorne Study; Contributing disciplines of OB; OB models.	10/25%
Unit 2:	Foundations of Individual Behaviour; Personality - Type A/B, Big five personality types, factors influencing personality; Attitude - concept, components, job related attitudes; Learning: concept, theories and reinforcement; Perception and emotions- concept, perceptual process, factors influencing perception, perceptual errors and distortions; Beliefs and values - concept and types: terminal values and instrumental values.	12/25%
Unit 3:	Group Behaviour and Organizational Processes: Group Dynamics - Definition, types of groups, stages of group development, group norms, roles, cohesiveness, and decision-making in groups. Teamwork - Characteristics of effective teams, difference between groups and teams. Conflict - Concept, types, causes, and consequences; Conflict management styles and strategies. Power and Politics - Concept of power, sources and types of power; Organizational politics - concept and implications.	12/25%
Unit 4:	Contemporary Issues of Business Organizations Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalization and Technological innovations.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define and explain key concepts, models, and disciplines contributing to Organizational Behaviour	1
CO2	Analyzing	Analyze individual behaviour in organizations using personality, perception, attitude, and learning theories.	4
CO3	Applying	Demonstrate understanding of group dynamics, teamwork, and conflict resolution in organizational settings.	3
CO4	Evaluating	Evaluate organizational processes such as communication, power, and politics affecting workplace dynamics.	5
CO5	Evaluating	Assess the impact of contemporary organizational challenges such as innovation, diversity, and digitalization on business practices.	5s

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SUGGESTED READINGS

Text Books

1. Stephen P. Robbins, Timothy A. Judge, *Organizational Behavior*, Pearson Education, 18th Edition, 2022
2. Fred Luthans, *Organizational Behavior: An Evidence-Based Approach*, McGraw-Hill Education, 13th Edition, 2021
3. K. Aswathappa, *Organizational Behaviour*, Himalaya Publishing House, 13th Edition, 2020

Reference Books

1. Keith Davis & John W. Newstrom, *Organizational Behavior: Human Behavior at Work*, McGraw-Hill, 12th Edition, 2020
2. Udai Pareek, *Understanding Organizational Behaviour*, Oxford University Press, 4th Edition, 2018
3. R.S. Dwivedi, *Human Relations and Organizational Behaviour*, Macmillan India, Revised Edition, 2017

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 6****BBA(Digital Marketing) Semester III****UGOE302: Total Quality Management**

Course objective: - The objective of the course is to acquaint the students about the knowledge of basic and modern concepts of quality and TQM.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Quality Concepts: Introduction; Meaning; Quality characteristics of goods and services; Evolution of Quality control, Basic concepts of quality; Dimensions of quality; Juran's quality trilogy; Deming's 14 principles; PDCA cycle; Total quality management (TQM) models.	12/25%
Unit 2:	Quality Management: Organizational structure and design; Quality function; Decentralization; Human Factor in Quality: Attitude of top management; Co-operation of groups; Operator's attitude, responsibility; Causes of operator's error and corrective methods; Quality circles.	11/25%
Unit 3:	Quality improvement: 7 QC tools and new 7 QC tools. Economics of quality value and contribution; Quality cost.	11/25%
Unit 4:	ISO-9000, Six sigma and TPM: ISO 9000 series; Concept of Six Sigma and its application; Total Productive Maintenance (TPM)	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understanding evolution of quality concept and basic as well as modern concepts of Quality and TQM.	2
CO2	Understanding	Understand the contribution of Quality gurus: W. Edward Deming and Joseph M. Juran.	2
CO3	Understanding	Understand the role of organizational structure, Top management's and operator's attitude in quality management.	2
CO4	Applying	Apply 7 QC and new seven Quality control tools in solving quality related problems.	3
CO5	Applying	Apply concepts of ISO 9000, Six sigma and TPM.	3

SUGGESTED READINGS**Text Books:**

1. Lal H., Total Quality Management, Wiley Eastern Limited

REFERENCE BOOKS:

1. Sharma D. D Total Quality Management, S. Chand.
2. Greg Bounds, Beyond Total Quality Management, McGraw Hill.
3. Menon, H.G., TQM in New Product Manufacturing, McGraw Hill.

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 7****BBA(Digital Marketing) Semester IV****UGOE401: Project Management**

Course objective: - The primary objective of this course is to develop understanding of the concepts of Project management, tools, techniques of project management and their implications.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weight age
Unit 1:	Introduction to Project Management: Definition, functions, evolution of Project Management, classification of projects, Project management in different environments. The Project Management Systems, Methodologies & Systems Development Cycle: Systems approach, systems analysis, systems development, project feasibility, Project life cycle, project appraisal, project contracting, the phases of system development life cycle	11/25%
Unit 2:	Project Feasibility Study: Developing a project plan, market and technical analysis, financial analysis evaluation of project proposals, risk analysis, sensitivity analysis, and social cost benefit analysis. Project Planning: Planning fundamentals, project master plan, work breakdown structure & other tools of project planning, work packages project organization structures & responsibilities, responsibility matrix.	11/25%
Unit 3:	PERT, CPM, Resource allocation: Tools & techniques for scheduling development, crashing of networks, time cost relationship, and resource leveling multiple project scheduling. Cost Estimating Budgeting : Cost estimating process elements of budgeting, project cost accounting & management information systems, cost schedules & forecasts.	12/25%
Unit 4:	Managing Risks in Projects: Risk concept & identification, risk assessment, risk priority, risk response planning, risk management methods. Project Control: Information monitoring, internal & external project control, cost accounting systems for project control, control process, performance analysis, variance limits, and issues in project control.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts of Project management, complex issues in project management, tools, techniques and their implications.	2
CO2	Understanding	Understand the concept and methods for project feasibility analysis and process involved in project planning to get the desired result out of proposed projects.	2
CO3	Applying	Apply the tools and techniques of resource allocation and cost estimation in a project execution.	3
CO4	Applying	Apply various methods for identifying the associated risks with the project and project control.	3
CO5	Applying	Applying computer related tools and techniques for project evaluation and review of project.	3

SUGGESTED READINGS**Textbooks:**

1. Clements and Gido, Effective Project Management, Thomson India.






2. Gray and Larson, Project Management: The Managerial Process, MGH.
3. John Nicholas, Project Management for Business and Technology: Principles and Practice by PHI –Eastern Economy

Reference Books

1. Bhavesh, M Patel, Project Management, Vikas Publishing House, New Delhi.
2. Machiraju, H. R., Project Finance, Vikas Publishing House, New Delhi.
3. Rao, P.C.K., Project Management and Control, Sultan Chand & Sons, N. Delhi.
4. Nijiru, Cyrus and Merna, Tony, Financing Infrastructure Projects, Thomas Telford, UK.

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 8****BBA(Digital Marketing) Semester IV****UGOE402: Financial Literacy**

Course objective: - The course seeks to provide a comprehensive approach to comprehending financial planning ideas and applications.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weightage
Unit 1:	Introduction, Financial Planning and Budgeting Meaning, importance and scope of financial literacy; Prerequisites of financial literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, post offices, mobile app based services. Need of availing of financial services from banks, insurance companies and postal services. Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Avenues for savings from surplus, Sources for meeting the deficit.	12/25%
Unit 2:	Banking Services Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; pan card, address proof, KYC norm; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge, Agricultural and related interest rates offered by various nationalized banks; Cashless banking, e-banking, check counterfeit currency; CIBIL, ATM, net banking, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman.	11/25%
Unit 3:	Insurance Services Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance.	10/25%
Unit 4:	Stock Markets – Some Basic Concepts Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering(IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT account, trading account, delivery instruction slip (DI Slips), blue chips, defensive stocks, face value, market value, market capitalization, pre-opening session, trading session, opening price, closing price, business days, bull, bear, bull market, bear market, risk, stop loss, derivatives, call option, put option, hedge, holding period; Tax on short term capital gains and long-term capital gains, Mutual Fund and its various schemes.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the importance of financial literacy and the	2






		institutions providing financial services.	
CO2	Creating	Prepare a financial plan, budget and manage personal finances.	6
CO3	Applying	Open, avail and manage services offered by banks.	3
CO4	Creating	Plan for life insurance and property insurance.	6
CO5	Applying	Choose instruments for investment in shares.	3

SUGGESTED READINGS

Textbooks:

1. Avadhani, V. A. —Investment Management|| Himalaya Publishing House Pvt. Ltd., Mumbai.
2. Bhattacharya (2018). Indian Financial System.Oxford University Press.
3. Kothari, R. —Financial Services in India-Concept and Application|| Sage Publications India Pvt. Ltd., New Delhi.

Reference Books

1. Milling, B. E. —The Basics of Finance: Financial Tools for Non-Financial Managers|| Universe Company, Indiana,
2. Zokaityte, A. —Financial Literacy Education|| Palgrave Macmillan, London.

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 9****BBA(Digital Marketing) Semester V****UGOE501: Consumer Protection**

Course objective: - The purpose of this course is to acquaint students with their rights and obligations as consumers as well as the process for filing complaints. The student should be able to understand how businesses interact with customers as well as the relevant business and regulatory environments.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./Weight age
Unit 1:	The Consumer Protection Act, 2019: Genesis of the Consumer Protection law in India; Basic concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods, unfair trade practice, restrictive trade practice, unfair contract, product liability, consumer rights. Organizational Set up under the CPA, 2019: Advisory bodies: Consumer Protection Councils at the Central, State, and District level: Composition and role. Central Consumer Protection Authority: Composition and Powers; Adjudicatory bodies: District Commission, State Commission, and National Commission: Composition and Jurisdiction (Territorial and Pecuniary). Role of Supreme Court under the CPA with relevant case laws. Consumer Mediation Cell	12/25%
Unit 2:	Grievance Redress Mechanism under the CPA, 2019 Who can File a Complaint? Grounds of Filing a Complaint, Limitation Period, Procedure for Filing and Hearing of Complaint, Reliefs provided, Appeal, Enforcement of Order, Offences and Penalties. Leading cases decided by the National Commission/Supreme Court under the CPA in: Medical service, Banking, Insurance, Housing Construction, Education, defective product, Unfair Trade Practices.	12/25%
Unit 3:	Banking: Banking Ombudsman Scheme Insurance: Insurance Ombudsman Food Products: FSSAI Advertising: ASCI Housing Construction: RERA Telecom: Role of TRAI Role of. Central Consumers Protection Authority (CCPA) : under CPA, 2019	11/25%
Unit 4:	Developments in Consumer Protection in India: Consumer Movement in India; Voluntary Consumer Organizations (VCOs); National Consumer Helpline, GAMA, CONFONET, e-daakhil, Quality and Standardization: AGMARK, ISI mark, Hallmarking, Consumer Grievance Redressal under the BIS Act, 2016. Role Of Energy Rating and Energy standards, Role of ISO and international standard	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Describe the concept of consumer and post-purchase voicing of consumer grievances.	2
CO2	Applying	Demonstrate how to exercise the consumer rights provided under Consumer Protection Act, 2019.	3
CO3	Understanding	Comprehend the filing, hearings, and appeal provisions.	2
CO4	Analyzing	Identify the role of industry regulators in consumer protection	4
CO5	Applying	Demonstrate the impact of standards on quality of products.	3






SUGGESTED READINGS

Textbooks:

1. Khanna, S R and Hanspal, Savita (2020), Consumer Affairs & Customer Care, (1 st ed.), VOICE Society (Regd.), Delhi.
2. Patil, Ashok, R. (2022), Landmark Judgments on Consumer Protection and Law: 2008-2020, e-book, www.consumeraffairs.nic.in
3. Kapoor, Sheetal (2021), Consumer Affairs and Customer Care, (1st ed.), Scholar Tech Press, Delhi

Reference Books

1. Rao, Rajyalakshami (2022), Consumer is King, Universal Law Publishing Company, Delhi
2. Aggarwal, V. K. (2021), Law of Consumer Protection, (4 th ed.), Bharat Law House, Delhi

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES- 10****BBA(Digital Marketing) Semester V****UGOE502:Digital Marketing**

Course objective: - The primary objective of this course is to impart information about digital marketing's principles, methods, and applicability in the present environment. Additionally, it allows students to study the ethical and legal considerations as well as the actual implementation of digital marketing techniques.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Concept, Scope and Importance of Digital Marketing, Traditional Marketing vs Digital Marketing, Challenges and opportunities for Digital Marketers, Digital Marketing landscape: an overview of Indian Markets. Digital Marketing Management Digital marketing-mix, Segmentation, Targeting, Differentiation and Positioning: Concept, Levels, and strategies in digital environment, Digital Technology and Customer Relationship Management, Digital Consumers and their Buying Decision process.	12/25%
Unit 2:	Digital Marketing Presence: Concept and role of Internet in Marketing, Online marketing Domains, The P.O.E.S.M. Framework, Website design and domain name branding, Search Engine Optimization stages, Types of traffic, Online Advertising: Types, formats, requisites of a good online advertisement, Email marketing: types and strategies.	12/25%
Unit 3:	Interactive Marketing: Interactive Marketing: Concept and options, Social media marketing: concept and tools, Online Communities and Social networks, Blogging: types and role, Video marketing: tools and techniques, Mobile marketing tools, PPC marketing, Payment options and Gateways.	11/25%
Unit 4:	Ethical and Legal Issues: Ethical Issues and Legal Challenges in digital marketing, Regulatory framework for digital marketing in India.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.	1
CO2	Remembering	Describe the functioning of the digital marketers and how it is different than the traditional marketing practices	1
CO3	Understanding	Explain the significance of digital marketing tools, such as, SEO, Social media platforms, Online advertising, Blogging etc.	2
CO4	Remembering	Gather knowledge about the ethical considerations and the regulatory framework of digital marketing in India.	1

SUGGESTED READINGS**Textbooks:**

1. Ahuja V(2015).Digital Marketing. Oxford University Press.
2. Kapoor, N. (2021). Concept Building Approach to Digital Marketing. Delhi: Cengage Learning India Pvt. Ltd.
3. Kotler, P., Kartavaya, H. & Setiawan, I. (2017). Digital Marketing: 4.0. Moving from

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Traditional to Digital. New Jersey: John Wiley & Sons.

Reference Books

1. Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. London: Kogan Page. Oxford University Press.
2. Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.

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GENERIC ELECTIVE / OPEN ELECTIVE COURSES / MULTIDISCIPLINARY COURSES /**OPEN ELECTIVE COURSES - 11****BBA(Digital Marketing) Semester VI****UGOE601: Brand Management**

Course objective: - The primary objective of this course is to equip students with a comprehensive understanding of the principles and practices of brand management, enabling them to develop effective branding strategies, build strong brand equity, and navigate the complexities of modern brand communication channels.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./Weight age
Unit 1:	Introduction: Introduction to Brands and Brand Management, Concept of a Brand, evolution of a Brand, Challenges and Opportunities, Brand Identity, Brands and Consumers, IMC: Evolution and Growth. Brand Positioning: Brand Building, Identifying and Establishing Brand Positioning and values, Brand Repositioning, Life stages of a Brand, Brand Personality, and Brand Image.	12/25%
Unit 2:	Designing Marketing Program: Strategic Brand Management Process, Designing and implementing brand strategies, Contemporary Strategies: storytelling, Internet and Social Media, Brand Extensions, Brand reinforcement strategies, Brand Portfolio Management, Integrating Advertising with Brand Management	11/25%
Unit 3:	Brand Equity: Customer based Brand Equity, Measuring and Interpreting Brand Performance: brand equity Management System, New Media Environment: Brands amplifiers, Growing and Sustaining Brand Equity.	11/25%
Unit 4:	Recent Issues in Branding: Managing Strong Brands, Brand Ladder, Country Branding, Global Brand Strategy, Managing Brands over time, Brand Audits, Managing Brands in the Digital Era. Legal and Ethical aspects in Brand Management.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the key concepts and theories related to brand management, such as brand equity, brand positioning, and brand identity.	2
CO2	Remembering	Define key concepts and theories related to brand management, such as brand equity, brand positioning, and brand identity.	1
CO3	Applying	Apply branding strategies and techniques to real-world scenarios, such as developing a brand positioning strategy or creating a brand communication plan.	3
CO4	Analyzing	Analyze the factors that contribute to the success or failure of a brand, including market dynamics, competitive forces, and consumer perceptions.	4
CO5	Analyzing	Explore the life cycle of a brand	4

SUGGESTED READINGS**Textbooks:**

1. John, D. R. Strategic Brand Management: Lessons for Winning Brands in Globalized Markets. New Delhi: Oxford University Press.
2. Chitale, A. K. & Gupta, Ravi. Product Policy and Brand Management: Text and Cases, 4th ed. PHI Learning

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY
COURSES/OPEN ELECTIVE COURSES - 12

BBA(Digital Marketing) Semester VI

UGOE602: Principles & Practices of Insurance

Course objective: - The primary objective of this course is to provide students with a foundational understanding of the principles, types, and functioning of insurance, and to develop their ability to make informed decisions related to risk management and insurance planning.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./Weight age
Unit 1:	Risk: Meaning, Types, Causes, Methods of Handling Risks. Insurance: Meaning, Origin & Development, Functions, Types, Principles, Advantages, Reinsurance, Double-Insurance.	11/25%
Unit 2:	Life Insurance: Meaning, Importance, Essentials of Life Insurance Contract, Procedure of Life Insurance. Life Insurance Policies, Nomination & Assignment, Surrender Value. Life Insurance Corporation: Functions & Organization.	12/25%
Unit 3:	Marine Insurance: Meaning, Significance, Scope and Insurable Risk, Characteristics of Marine Insurance, Contract, Types of Marine Policies, Main Clauses in Marine Policies and Marine Losses.	11/25%
Unit 4:	Fire Insurance: Meaning, Hazards in Fire Insurance, Scope, importance, Fire Insurance Contract, Conditions of Fire Insurance Policy & Procedure. Miscellaneous Insurance: Motor Insurance, Burglary, Live-stock, Crop and Health Insurance.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Ability to understand the concept of Insurance along with the basic laws and practices of Insurance.	2
CO2	Understanding	Ability to understand the terminologies associated with the field of Insurance and control along with their relevance.	2
CO3	Remembering	Ability to identify the appropriate method and types of Insurance for solving different problems	1
CO4	Applying	Ability to apply basic Insurance principles to solve business and industry related problems.	3
CO5	Understanding	Ability to understand the concept of Life, Marine and Fire Insurance.	2

SUGGESTED READINGS

Textbooks:

1. Mishra M.N., Insurance- Principles & Practice.
2. Gupta O.S., Life Insurance

Reference Books

1. Kothari & Bhall, Principles & Practice of Insurance.
2. Vinayakam, M. Radhaswami & Vasudevam, Insurance- Principles & Practice.

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GENERIC ELECTIVE / OPEN ELECTIVE COURSES / MULTIDISCIPLINARY COURSES /**OPEN ELECTIVE COURSES - 13****BBA(Digital Marketing) Semester VII****UGOE701: Leadership Development**

Course objective: - To enable students to understand leadership concepts, enhance self-awareness, and develop skills to lead individuals and teams effectively in dynamic organizational settings.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Leadership: Concept and Importance of Leadership; Leadership vs Management; Evolution of Leadership Theories: Trait, Behavioral, Contingency, and Transformational; Leadership Styles and Approaches; Qualities and Skills of Effective Leader	10/25%
Unit 2:	Self-Leadership and Emotional Intelligence: Self-Awareness and Self-Assessment, Personality and Leadership, Emotional Intelligence (EI); Components and Significance; Leadership Competencies and Personal Development Plans	11/25%
Unit 3:	Team Leadership and Communication: Building and Leading Teams; Team Roles, Dynamics, and Conflict Management; Communication Skills for Leaders; Coaching, Mentoring, and Empowerment; Diversity and Inclusion in Leadership	12/25%
Unit 4:	Leadership in Action and Contemporary Trends : Leading in Times of Change and Crisis; Strategic Leadership; Leadership in Digital and Global Contexts; Emerging Leadership Models (Servant, Authentic, Adaptive Leadership); Case Studies on Indian and Global Leaders.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamental theories and styles of leadership.	2
CO2	Analyzing	Analyze personal leadership strengths and areas for development.	4
CO3	Applying	Demonstrate effective communication and team leadership skills.	3
CO4	Evaluating	Evaluate leadership approaches in diverse and dynamic contexts.	3
CO5	Creating	Develop ethical and strategic leadership perspectives with real-world insights.	6

SUGGESTED READINGS**Textbooks:**

1. Prasad, L.M. – Organizational Behaviour – Sultan Chand & Sons
2. Pareek, Udai – Understanding Organizational Behaviour – Oxford University Press
3. Pattanayak, Biswajeet – Leadership: Theory and Practice – PHI Learning

Reference Books

1. Sanghi, Seema – The Handbook of Competency Mapping – Sage Publication
2. Barua, M.K. – Leadership and Management – Himalaya Publishing House

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 14****BBA(Digital Marketing) Semester VII****UGOE702: Banking Innovations And Technology**

Course objective: - To familiarize students with emerging technologies and innovations in the banking sector and enable them to understand their impact on banking operations, customer service, and financial inclusion.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Banking Innovations and Technology Evolution of Banking: From Traditional to Digital; Importance of Technology in Banking; Overview of Banking Innovations: Fintech, Regtech, and Insurtech; Role of Regulatory Bodies in Promoting Innovation in Banking; Current Trends and Challenges in Banking Technology.	11/25%
Unit 2:	Digital Banking Services: Online Banking Platforms: Features and Functionality; Mobile Banking Applications: Accessibility and Security; Electronic Payment Systems: Cards, Wallets, and Peer-to-Peer Payments; Automated Teller Machines (ATMs) and Cashless Transactions; Customer Relationship Management (CRM) Systems in Digital Banking	11/25%
Unit 3:	Blockchain and Crypto currency: Introduction to Block Chain Technology; Applications of Blockchain in Banking: Smart Contracts, Supply Chain Finance, etc.; Overview of Crypto currencies: Bitcoin, Ethereum, and Altcoins; Regulatory Framework for Crypto currencies and Initial Coin Offerings (ICOs); Risks and Opportunities of Block chain and Crypto currency in Banking	12/25%
Unit 4:	Cyber security and Risk Management in Banking: Importance of Cyber security in Banking Operations; Threats and Vulnerabilities in Banking Systems: Hacking, Phishing, and Identity Theft; Strategies for Cyber security Risk Management: Encryption, Authentication, and Intrusion Detection; Compliance and Regulatory Requirements for Data Protection; Business Continuity Planning and Disaster Recovery in the Digital Banking	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define key concepts and terminologies related to banking innovations and technology, including digital banking, FinTech, blockchain, and AI in banking.	1
CO2	Understanding	Explain the role of technology in transforming the banking industry, including the impact of digitalization on customer experience, banking operations, and regulatory compliance.	2
CO3	Applying	Apply knowledge of digital banking services and FinTech innovations to analyze and evaluate the effectiveness of different technologies in improving banking processes and services	3
CO4	Analyzing	Analyze the challenges and opportunities associated with the adoption of banking technologies, including issues related to cybersecurity, data privacy, and regulatory compliance.	4
CO5	Evaluating	Evaluate the ethical, legal, and regulatory issues associated with banking innovations and technology adoption, considering factors such as data privacy	5






	cybersecurity, and compliance requirements, and propose strategies to address them effectively.	
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SUGGESTED READINGS

Textbooks:

1. "Bank 4.0: Banking Everywhere, Never at a Bank" by Brett King, published by Wiley.
2. "The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries" edited by Susanne Chishti and Janos Barberis, published by Wiley.

Reference Books

1. "Bankruption: How Community Banking Can Survive Fintech" by John Waupsh, published by Wiley.
2. "Bankruption: How Community Banking Can Survive Fintech" by John Waupsh, published by Wiley.

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GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 15****BBA(Digital Marketing) Semester VII****UGOE703: Consumer Behaviour**

Course objective: - The objective of this program is to make students understand the concepts and models of consumer behavior.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Total product concept. models of consumer behavior - economic model, learning theory, Psychoanalytical theory, Sociological, Howard -Sheth model, Nicosia model.	11/25%
Unit 2:	Environmental Influences on Consumer Behavior: Cultural Influence, Cross Cultural and Sub cultural Segmentation, Social Class and Reference Group Influences, Families and Households, Personal Influences.	11/25%
Unit 3:	Psychological Influences: Lifestyles and Psychographics - Time Research Memory, Learning and Perception, Motivation & Mood. Consumer motivation - Maslow's motivational theory - Attitudes - concept - components of attitudes - development of attitudes - functional nature of attitudes- cognitive dissonance - attitudinal change and behavioural change.	12/25%
Unit 4:	Decision Process and Consumer Behavior Models: Decision Process, Problem Recognition, Search and Evaluation, Purchasing Processes, Post Purchase Behavior, Consumer Behavior Models.	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts and theories of consumer behavior, consumer behaviour models.	2
CO2	Understanding	Understand the individual and group influences on consumer behavior and consumer decision making process,	2
CO3	Applying	Apply knowledge of consumer behaviour to business.	3
CO4	Analyzing	Analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.	4
CO5	Evaluating	Evaluate the marketing strategies based on fundamentals of consumer buying behavior	5

SUGGESTED READINGS**Textbooks:**

1. Del L Hawkins, Consumer Behavior Building Marketing Strategy, New Delhi: Mcgraw Hill Education.
2. Blackwell et al, Consumer Behavior, New Delhi: Vikas Publication.
3. Schiffman and Wisenblit, Consumer Behavior, New Delhi : Pearson

Reference Books

1. Leon G Schiffman, Consumer Behavior, New Delhi : Mcgraw Hill Education.






GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 16****BBA(Digital Marketing) Semester VIII****UGOE801: Indian Ethos And Management**

Course objective: - The objective of the course is to help students gain an awareness of Indian ethos and ethics in management and how to apply them to business management.

Syllabus & Detailed Contents

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction, Approaches to Business Ethics, Role of Ethics in Business, Business Ethics and Moral Obligations; Cases Studies on unethical practices in industry/ corporate sector. Concept and Nature of Indian Ethos, Relevance for Management and Business, Role and Significance in Managerial Practices – Management Lessons from Indian Heritage Scriptures and Vedas, Management Lessons from Kautilya's Arthashastra; Ethics v/s Ethos; Indian Management v/s Western Management, Principles Practiced by Indian Companies.	12/25%
Unit 2:	Work Ethos: Meaning and Dimensions, Factors Responsible for Poor Work Ethos; Values: Meaning, Significance of Value System in Work Culture, Values and Work Ethics, Relevance of Value Based Management, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society.	11/25%
Unit 3:	Indian Systems of Learning: Learning: Meaning and Mechanisms, Gurukul System Vs. Modern System of Learning; Indian Model of Management including Laws of Karma and its relevance in business settings; Corporate Karma: Meaning and Guidelines for Good Corporate Karma.	10/25%
Unit 4:	Holistic Management System: Self-Management: Personal growth and Lessons from Ancient Indian Education System; Personality Development: Meaning, Determinants, Indian Ethos and Personality Development; Workplace Spirituality - Spirituality in Management in Modern Era, Values of Spirituality at workplace; Holistic approach for managers in Decision Making.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Examine the ideas and components of Indian ethos and utilize Indian scriptures to draw managerial insights.	2
CO2	Understanding	Examine the beliefs and work ethos and how applicable they are to managing corporate businesses.	2
CO3	Understanding	Examine and evaluate the karma theory and the Indian educational system.	2
CO4	Applying	Use Indian culture to manage holistically.	3

SUGGESTED READINGS**Textbooks:**

1. Biswanath Ghosh, Ethics in Management and Indian Ethos, Vikas Publishing House, 2009
2. Chakraborty, S.K. Management by Values, 2009, Oxford University Press, New Delhi
3. Chhabra, T.N., Values and Ethics in Business, 2011, Sun India Publications, New Delhi

Reference Books

1. Fernando, A.C., Business Ethics: An Indian Perspective, 2009, Pearson Education, New Delhi
2. Joseph Des Jardins, An Introduction to Business Ethics, 2009, Tata Mc Graw Hill

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 17****BBA(Digital Marketing) Semester VIII****UGOE802: Sales Promotion**

Course objective: - The objective of the course is to acquaint students with the fundamentals of sales promotion and its significance in marketing.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Sales Promotion Sales Promotion: Nature, meaning and importance of Sales Promotions; Significance of Sales Promotion in marketing; Misconception about sales promotion; Relationship marketing and Sales Promotion; Role of Sales Promotion in Integrated marketing communication.	12/25%
Unit 2:	Types of Sales Promotion: Different forms of Sales Promotions; Consumer-oriented Sales Promotion; Trade oriented Sales Promotion; and Sales force oriented Sales Promotion	11/25%
Unit 3:	Major tools of Sales Promotion: Sales Promotion tools including - Premiums, price offs, coupons, sampling, refunds and rebates, contest, games and lotteries, point of purchase; Displays and demonstrations; Conferences use; Trade fairs; Exhibition and fashion shows, Specialties and novelties, and recent prevalent tools -features, strength and limitations.	10/25%
Unit 4:	Developing sales promotion programmes: Pre-testing; implementation; evaluating the result and making necessary modification; Ethical and legal aspects of sales promotion: Importance of ethics in sales promotion; Unethical practices and its consequences in Sales Promotion; Puffery or misrepresentation.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Creating	Develop a sales promotion campaign.	6
CO2	Creating	Design different tools for sales campaign	6
CO3	Analyzing	Analyze the need of a particular tool.	2
CO4	Applying	Examine the public relation management.	3
CO5	Applying	Contribute positively in business.	3

SUGGESTED READINGS**Textbooks:**

1. Kazmi, S.H.H. & Batra, S.K. (2009). Advertising and sales promotion. Excel Books. India
2. Kotler, P. & Keller, K.L. (2021). A framework for marketing management. (6 th ed.) Pearson
3. Quelch, John A. (1989). Sales promotion management. Prentice Hall.

Reference Books

1. Minahan, S. & Ogden-Barnes, S. (2015). Sales Promotion Decision Making: Concepts, Principles, and Practice. (1 st ed.) United States, Business Expert Press

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**OPEN ELECTIVE COURSES - 18****BBA (Digital Marketing) Semester VIII****UGOE803: E-Commerce and Digital Sales Strategy**

Course objective: - To provide students with foundational and advanced knowledge of e-commerce strategies, platforms, digital sales techniques, and emerging technologies to effectively operate and manage online businesses.

L	T	P	CR
3	0	0	3

Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to E-Commerce: Definition and Evolution of E-Commerce; Types of E-Commerce: B2B, B2C, C2C, and C2B; E-Commerce Business Models: Marketplace, Direct Sales, Subscription, etc.; E-Commerce Platforms and Technologies; Legal and Regulatory Considerations in E-Commerce	11/25%
Unit 2:	E-Commerce Strategy and Planning: Developing an E-Commerce Business Plan; Market Research and Analysis for E-Commerce; E-Commerce Marketing Strategies: SEO, SEM, Social Media, Email Marketing, etc.; Customer Relationship Management (CRM) in E-Commerce; User Experience (UX) Design and Conversion Optimization	11/25%
Unit 3:	Digital Sales and Revenue Generation: Sales Funnel Management in Digital Channels; Pricing Strategies for E-Commerce; Payment Gateway Integration and Secure Transactions; Fulfillment and Logistics in E-Commerce; Analytics and Metrics for Measuring E-Commerce Performance.	11/25%
Unit 4:	Advanced Topics in E-Commerce and Digital Sales: Omni-channel Retailing: Integrating Online and Offline Channels; International E-Commerce and Cross-Border Trade; Emerging Trends in E-Commerce: Mobile Commerce, Voice Commerce, AI, AR/VR, etc.; E-Commerce Ethics and Consumer Privacy; Case Studies and Best Practices in Successful E-Commerce Businesses.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the evolution, types, and legal aspects of e-commerce.	2
CO2	Creating	Develop a comprehensive e-commerce business plan using appropriate strategies.	6
CO3	Applying	Apply digital marketing tools and CRM in an e-commerce context.	3
CO4	Analyzing	Analyze sales funnels, pricing, logistics, and performance metrics.	4
CO5	Evaluating	Evaluate emerging trends and best practices in digital commerce.	5

SUGGESTED READINGS**Textbooks:**

1. P.T. Joseph – *E-Commerce: An Indian Perspective*, Publisher: PHI Learning, Latest Edition, A widely used Indian text covering fundamentals and evolving practices of e-commerce in the Indian context.
2. S. Jaiswal & M. Jaiswal – *E-Commerce*, Publisher: Galgotia Publications, Offers a student-friendly approach with Indian case studies and legal frameworks.
3. Dave Chaffey – *E-Business and E-Commerce Management*, Publisher: Pearson Education, Comprehensive book combining strategy, marketing, and technology.

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Reference books:

1. Kenneth C. Laudon & Carol Traver – *E-Commerce: Business, Technology, Society*, Publisher: Pearson Education, International perspective with excellent coverage on technologies and digital business models.
2. Ravi Kalakota & Andrew B. Whinston – *Frontiers of Electronic Commerce*, Publisher: Addison-Wesley, A classic book explaining frameworks and architectures of e-commerce.

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SKILL ENHANCEMENT COURSES

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SKILL ENHANCEMENT COURSES1
BBA(Digital Marketing) Semester I
BSEC101N: Personal Finance and Planning

Course objective: -This course aims to introduce students to various elements of personal financial planning, including savings, investment, taxation, insurance, and retirement planning. It is designed to equip students with the knowledge and skills necessary for effective financial planning.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Financial Planning: Financial goals, steps in financial planning, budgeting incomes and payments, time value of money. Introduction to savings, benefits of savings, management of spending & financial discipline, Setting alerts and maintaining sufficient funds for fixed commitments.	8/25%
Unit 2:	Investment Planning: Process and objectives of investment, concept and measurement of return & risk for various asset classes, Concept of Portfolio building. Gold bond; Real estate; Investment in greenfield and brownfield Projects; Investment in fixed income instruments, financial derivatives & commodity market in India. Mutual fund schemes; International investment avenues. Currency derivatives and digital currency.	8/25%
Unit 3:	Personal Tax Planning: Tax structure in India for personal taxation, Scope of personal tax planning, exemptions and deductions available to individuals under different heads of income and gross total income. Tax management, tax planning, tax avoidance versus tax evasion.	7/25%
Unit 4:	Insurance Planning: Need for insurance. Life insurance, health insurance, property insurance, credit life insurance and professional liability insurance. Retirement Benefits Planning: Retirement planning goals, process of retirement planning, Pension plans available in India, Reverse mortgage, Estate planning.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Gain a thorough understanding of financial planning and its significance in personal finance management	2
CO2	Understanding	Understand the concept of investment planning and explore various methods and strategies for effective investment management.	2
CO3	Evaluating	Examine the scope of personal tax planning and learn about the different approaches to managing taxes efficiently.	5
CO4	Analyzing	Analyze the significance of insurance planning in mitigating financial risks and protecting assets.	4
CO5	Creating	Develop a deep understanding of retirement planning and its importance in ensuring financial security during retirement years.	6

SUGGESTED READINGS

Textbooks:

1Halan, M. –Let's Talk Money: You've Worked Hard for It, Now Make It Work for You! Harper Collins Publishers, New York.

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2. Tripathi, V. —Fundamentals of Investment Taxmann Publication, New Delhi.

Reference Books

1. Madura, J. —Personal Finance, Pearson
2. Indian Institute of Banking & Finance. —Introduction to Financial Planning Taxmann Publication, New Delhi.

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SKILL ENHANCEMENT COURSES 2

BBA(Digital Marketing) Semester I

BSEC102: Personal Selling

Course objective: - The course aims to acquaint students with the concept and procedures involved in personal selling.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Personal Selling: Definition and Significance of Personal Selling; Relationship Marketing and its Connection to Personal Selling; Various Types of Selling Situations and Their Characteristics; Ethical Considerations in Personal Selling	7/25%
Unit 2:	Buying Motives and Sales Strategies: Understanding Motivation: Maslow's Hierarchy of Needs; Dynamic Nature of Motivation and its Impact on Buying Decisions; Utilizing Buying Motives in Personal Selling; AIDAS Model of Selling and its Application; Contrasting Traditional and Modern Sales Approaches	8/25%
Unit 3:	Sales Process and Customer Relations: Steps in the Selling Process: Prospecting, Qualifying, Approaching, Presenting, demonstrating: Handling Objections; Identifying, Acknowledging, and Overcoming Objections; Closing Techniques and Strategies; Importance of Customer Relations and Follow-up; Dealing with Customer Concerns and Complaints; Sales Reports and Documents: Sales Manual, Order Book, Cash Memo, Tour Diary, Reports.	8/25%
Unit 4:	Sales Careers and Professional Development: Traits and Characteristics of Successful Salespersons; Different Types of Sales Roles and Responsibilities; Career Opportunities in Sales and Measures to Enhance Sales Career Attractiveness	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explore the theoretical foundations and practical applications of personal selling, including the importance of relationship-building, understanding buyer behavior, and ethical considerations in sales practices.	2
CO2	Applying	Illustrate effective sales presentation techniques through demonstrations and role-plays, showcasing how to engage with customers, highlight product benefits, and close sales.	3
CO3	Applying	Develop and apply selling skills in various scenarios, such as prospecting, approaching customers, handling objections, and closing deals, to enhance sales performance in different situations.	3
CO4	Applying	Enhance the ability and confidence to address customer grievances and objections by learning effective communication strategies, problem-solving techniques, and conflict resolution skills.	3

SUGGESTED READINGS

Textbooks:

1. Gupta C. B. (2020) Personal selling and salesmanship. (3 rd ed.) Scholar tech press
2. Kapoor, N. Advertising and personal selling. Pinnacle learning

Reference Books

1. Kotler, P. & Keller, K.L.(2021). A framework for marketing management. (6 th ed.) Pearson
2. Marks, Ronald B. (2004). Personal selling: A relationship approach. (6 th ed) Pearson Education/Prentice Hall

SKILL ENHANCEMENT COURSES-3
BBA(Digital Marketing) Semester I
BSEC103: Introduction to Business Etiquette

Course objective: - To introduce students to the professional behavior, communication skills, and etiquette required for success in the business world.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Concept and importance of etiquette in business; Professional behavior in the workplace; Body language, posture, grooming, and dressing; First impressions and confidence building;	7/25%
Unit 2:	Communication Etiquette: Verbal and non-verbal communication; Email and telephone etiquette; Meeting and presentation etiquette; Cross-cultural communication basics;	8/25%
Unit 3:	Workplace and Dining Etiquette: Office manners and teamwork behavior; Etiquette in open-plan offices and virtual settings; Dining etiquette for business meals; Host and guest responsibilities	8/25%
Unit 4:	Business Travel & Social Media Etiquette: Travel etiquette (domestic/international); Behavior during conferences, networking events; Social media presence and digital reputation; Do's and don'ts in business interactions	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Identify appropriate business behavior and etiquette in professional settings.	1
CO2	Understanding	Describe effective communication practices in various business scenarios.	2
CO3	Applying	Apply proper etiquette during meetings, presentations, and formal gatherings.	3
CO4	Applying	Demonstrate proper grooming, posture, and dining manners.	3
CO5	Evaluating	Evaluate the impact of social and digital behavior on professional image.	5

SUGGESTED READINGS

Textbooks:

1. Subramanian, R. – *Professional Communication* – Oxford University Press, Latest Edition
2. P. D. Chaturvedi & Mukesh Chaturvedi – *Business Communication: Concepts, Cases and Applications* – Pearson Education, 3rd Edition

Reference Books

1. Nisha Nair – *Business Etiquette* – Himalaya Publishing House.

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SKILL ENHANCEMENT COURSES 4

BBA(Digital Marketing) Semester II

BSEC201: Computer Applications

Course objective: - To understand the basic components of a computer system and applications of MS Word, MS Excel and MS PowerPoint.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Computer Hardware and Number System: Computer Fundamentals, Computer History and evaluations, Computer Classifications, Anatomy of Computer System, Input and Output technologies, Memory and Storage Devices, Applications of information technology in Business.	6/25%
Unit 2:	MS-Word: Uses and Components of MS-Word, Working with Tables, Preparations of Documents, Editing and Formatting in MS-Word, Short Cut keys, Mail Merge, Alignments, Types of Charts, Hyperlinks, Print layout, Page Orientations, Preparations of CV. in MS-Word.	7/25%
Unit 3:	MS-Excel: Uses and Components of MS-Excel, Working with Workbook and Worksheet, Working with Rows and Columns, Editing and Formatting in MS-Excel, Different Formulas in Excel, Uses of different tools, Types of charts, Sorting of Data in MS-Excel	9/25%
Unit 4:	MS-PowerPoint: Uses and Components of MS-PowerPoint, Inserting Pictures and Objects in PowerPoint, Working with Slides, Prepare Slides using Animations in PowerPoint, Editing and Formatting in PowerPoint, Header and Footer, Inserting Sounds, Custom Animation, Slide show and Transitions	8/25%

List of Practical

1. Creation of E-mail address.
2. Creating a new word document,
3. Editing document - cut, copy, paste, paste special, paste as hyperlink.
4. Formatting text and documents.
5. Working with header and footer, footnotes, endnotes
6. Tables and sorting, inserting, deleting, selecting table.
7. Creating a new excel worksheet and rearranging worksheets.
8. Creating graphs in excel.
9. Creating a Power Point slide- adding animation, sound, pictures and video.
10. Inserting new slide, background setting, auto layout, apply design templates.

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the basic components of a computer system.	2
CO2	Understanding	Understand the contribution of Quality gurus: W. Edward Deming and Joseph M. Juran.	2
CO3	Applying	Apply word-processing software (MS-Word).	3
CO4	Applying	Apply MS-Excel software.	3
CO5	Applying	Apply MS- PowerPoint.	3

SUGGESTED READINGS

Text Books

1. Cyganski, Information Technology: Inside and Outside, New Delhi: Pearson Education.
2. Basandra S.K., Computers Today, New Delhi: Galgotia Publications.
3. Sinha Pradeep K., Computer Fundamentals, 6th Edition, New Delhi: BPB

Reference Books

1. Leon A. & Leon M., Introduction to Computers, New Delhi: Vikas Publications.

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SKILL ENHANCEMENT COURSES 5

BBA(Digital Marketing) Semester II

BSEC202: Competency Mapping

Course objective: - The course aims to provide insights into the competency aspect of human resource management, focusing on how employee competencies can be integrated into human resource practices.

L	T	P	CR
2	0	0	2

Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Competency: Definition and Evolution of Competency; Components of Competency: Knowledge, Skill, Attitude (KSA); Differentiating Competence and Competency; Types of Competency: Generic/Specific, Threshold/Performance, Managerial/Human; Performance vs. Competency: A Comparative Analysis; Limitations of Competency Models	8/25%
Unit 2:	Competency Frameworks: Importance and Need for Competency Frameworks; Types of Competency Models: Iceberg Model, Lancaster Model of Managerial Competence, HR Professionals' Competency Models	7/25%
Unit 3:	Development of Competency Models: Stages in Developing and Implementing Competency Models; Job Analysis and Data Collection Techniques for Competency Models; Validation and Benchmarking of Competency Models; Competency Gap Analysis; Competency Assessment: 360-degree Feedback	8/25%
Unit 4:	Competency Mapping: Definition and Purpose of Competency Mapping; Steps in Developing Competency Maps; Utilization of Competency Mapping in HR Decisions: Assessment Centers, Recruitment, Training, Performance Management, Compensation, and Succession Planning	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Analyzing	Analyze fundamental concepts of Competency, exploring its components and types, and contrasting it with competence.	4
CO2	Understanding	Grasp the framework for Competency Management, recognizing its significance and exploring different models used in practice.	2
CO3	Applying	Engage in the process of designing a Competency Model, from understanding job positions to conducting competency assessments and gap analyses.	3
CO4	Analyzing	Interpret the concept of Competency Mapping, understanding its purpose and steps involved in its development.	4
CO5	Applying	Integrate Competency Mapping into various HR applications, including recruitment, training, performance management, and succession planning, to enhance organizational effectiveness.	3

SUGGESTED READINGS

Text Books

1. McClelland, David Competence at Work, Spencer and Spencer, 1993
2. Sharma, Radha. 360-degree feedback, competency mapping & assessment centers, R. Tata McGraw Hill – 2003.
3. Shermon, Ganesh. Competency based HRM. 1st edition, Tata McGraw Hill.

Reference Books

1. Sanghi, S., The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in organisations. 2nd ed. SAGE Publications Pvt. Ltd 2007, India

SKILL ENHANCEMENT COURSES 6

Semester III

BSEC301: Personal Tax Planning

Course objective: - This course provides comprehensive tax planning knowledge for individuals, HUFs, and partnership firms, emphasizing its significance and demonstrating how systematically planned investments can reduce tax liability.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Tax Planning for Residents: Special Provisions for Computation of Total Income and Tax Liability of Residents; Tax Planning Strategies for Residents. Tax Planning for Agricultural Income: Understanding Agricultural Income and its Tax Implications; Strategies for Partial Integration of Agricultural Income	9/25%
Unit 2:	Tax Planning for Non-Residents: Special Provisions for Computation of Total Income and Tax Liability of Non-Residents; Tax Planning Strategies for Non-Residents. Tax Planning for Business and Profession: Tax Planning Strategies for Business and Profession; Simplified Scheme for Computing Business Income under Sections 44AD, 44ADA, and 44AE	8/25%
Unit 3:	Tax Planning for Capital Gains: Differentiating Short-term and Long-term Capital Gains; Tax Planning for Capital Gains on Immovable Property, Shares, Bonds/Debentures, Mutual Funds, and Gold; Exemptions under Sections 54, 54B, 54EC, 54F; Carry Forward and Set Off of Capital Losses	7/25%
Unit 4:	Tax Planning for Other Sources: Tax Planning for Gifts, Interest Income on Deposits, and Mutual Fund Units under the Head "Other Sources"	6/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Evaluating	Evaluate the tax planning framework applicable to non-residents, including special provisions for computing total income and tax liability.	5
CO2	Analyzing	Examine the diverse provisions governing the tax treatment of agricultural income, including strategies for partial integration.	4
CO3	Understanding	Explain the provisions for tax planning related to income from business or profession, including simplified schemes for computing business income.	2
CO4	Evaluating	Assess the viability of different decisions regarding short-term and long-term capital gains, considering tax implications.	5
CO5	Applying	Discuss tax planning strategies concerning the treatment of gifts, along with their tax implications.	3

SUGGESTED READINGS

Text Books

1. Ahuja, G., & Gupta, R. (2022). Simplified Approach to Income Tax. Delhi, India: Flair Publications Pvt. Ltd.
2. Singhania, V. K., & Singhania, M. (2022). Student's Guide to Income Tax. Delhi, India: Taxmann Publications Pvt. Ltd

Reference Books

1. Income tax Act 1961

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SKILL ENHANCEMENT COURSES 7

Semester III

BSEC302: E-Filing of Returns

Course objective: - The course aims to provide students with the practical skills necessary for filing tax returns in accordance with Income Tax Laws.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Overview of Income Tax: Taxable Incomes under Different Heads; Deductions from Gross Total Income; Computation of Total Income and Tax Liability for Individuals; PAN, Due Date for Filing Income Tax Return; Provisions for Advance Payment of Tax; Introduction to the New Tax Regime for Individuals	8/25%
Unit 2:	Maintenance of Accounts, Audit, and Taxation on Presumptive Basis: Provisions for Maintaining Accounts (Sec. 44AA); Audit Requirements for Certain Businesses (Sec. 44AB); Taxation on Presumptive Basis for Business (Sec. 44AD) and Profession (Sec. 44ADA); Special Provision for Business of Plying, Hiring, or Leasing Goods Carriages (Sec. 44AE)	8/25%
Unit 3:	e-Filing of Income Tax Returns: Concept and Benefits of e-Filing; Filing Income Tax Returns using ITR Forms: ITR-2, ITR-3, ITR-4, ITR-5, and ITR-U	7/25%
Unit 4:	Tax Deducted at Source (TDS): Provisions Related to TDS; TDS Deposit Schedule; TDS Return Submission Schedule; Exemptions from TDS: Form 13, Form 15G, and Form 15H; e-Filing of TDS Returns: Forms for Filing TDS Returns Practical Workshop on e-Filing of TDS Returns: Form 24Q and Form 26Q	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Analyzing	Analyze the fundamental concepts of income tax as applicable to individual assesses.	2
CO2	Analyzing	Explain the provisions related to computing business or professional income on an estimated basis.	4
CO3	Evaluating	Evaluate the process of electronically filing income tax returns.	5
CO4	Understanding	Understand the provisions of Tax Deducted at Source (TDS).	2
CO5	Analyzing	Analyze the process of electronically filing TDS returns.	4

SUGGESTED READINGS

Text Books

1. Lodha, R. (2022). Computerised Accounting and E-Filing of Tax Returns. Kolkata, India: Lawpoint Publications.
2. Ahuja, G., & Gupta, R. (2021). Systematic approach to income tax. Delhi, India: Flair Publications Pvt.Ltd.

Reference Books

1. Das, A. N., & Agnihotri, M. (2022). Computerised Accounting and E-Filing of Tax Returns. Kolkata, India: Tee Dee Publications
2. Singhania, V. K., & Singhania, M. (2021). Students' guide to income tax. University ed.. Delhi, India: Taxmann Publications Private Limited.

SKILL ENHANCEMENT COURSES 8

Semester IV

BSEC401: Personality Development

Course objective: - The course is designed to offer detailed insights into personalities, enabling learners to develop a deeper understanding of those around them.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Personality Development: Definition of Personality; Determinants of Personality; Types and Traits of Personality; Understanding Self: Self Awareness, Social Awareness, Self-Management, and Relationship Management. Self-Esteem: Definition and Symptoms of Self-Esteem; Advantages and Do's and Don'ts to Develop Positive Self-Esteem; Low Self-Esteem: Symptoms, Effects, Positive and Negative Aspects; Self-Confidence: Understanding and Ways to Enhance it.	10/25%
Unit 2:	Interpersonal Relationships: Definition of Interpersonal Relationships; Understanding Aggressive, Submissive, and Assertive Behaviors; Lateral Thinking in Relationships; Enhancing Interpersonal Skills for Improved Relationships.	10/25%
Unit 3:	Attitude Development: Concept and Significance of Attitude; Factors Affecting Attitudes; Positive Attitude: Advantages and Ways to Develop it; Negative Attitude: Disadvantages and Strategies for Improvement; Carl Jung's Contribution to Personality Development; Theory of Attitude.	10/25%
Unit 4:	Employability & Developing Personality: Skills Enhancing Personality: Body Language, Problem-Solving, Conflict and Stress Management, Decision-Making, Leadership, Character Building, Teamwork, Time Management, and Goal Setting; Setting Smart Goals; Employability Quotient; Resume Building; Participating in Group Discussions; Facing HR & Technical Interviews: Frequently Asked Questions, Psychometric Analysis, Mock Interview Sessions.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Acquire a comprehensive understanding of personality development, traits, and types.	2
CO2	Understanding	Gain insight into their own personality and understand the stages of personality development to enhance self-esteem	2
CO3	Understanding	Learn methods to improve interpersonal relationships for better growth and opportunities.	2
CO4	Understanding	Explain attitudes, including negative and positive attitudes.	2
CO5	Applying	Acquire various employability skills to enhance personality.	3

SUGGESTED READINGS

Text Books

1. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
2. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi

Reference Books

1. Effective Business Communication – H.Murphy.

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SKILL ENHANCEMENT COURSES 9

Semester IV

BSEC402: Design Thinking

Course objective: - The course is designed to offer detailed insights into personalities, enabling learners to develop a deeper understanding of those around them.

Syllabus & Detailed Contents

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Understanding Design Thinking: Meaning of Design Thinking, Origins of Design Thinking, Principles of Design Thinking, Stages of Design Thinking; Theories of Design Thinking: Theories of Thinking Modes - Theory of Problem Solving - Theory of Creative Blocks - Theory of Creative Process - Theory of Creative thinking education and Meta Cognitive Control; Team Based Design Thinking.	6/25%
Unit 2:	Tools of Design Thinking: Visualization Journey, Mapping, Value Chain Analysis, Mind Mapping, Rapid Concept Development, Assumption Testing, Prototype, Co-Creation, Learning Launches, Story Telling	6/25%
Unit 3:	Design Thinking in Information Technology: Meaning of Business Process Management, Advantage of Business Process, Modelling Design, thinking in Business Process Modelling, Agile in Virtual Collaboration, Scenario Based Prototyping; Design Thinking Workshop: Focus of Design Thinking Workshop Need for Design Thinking Workshop Stages of Design Thinking Workshop	8/25%
Unit 4:	Design Thinking for Strategic Innovation: Meaning of Strategic Management Meaning of Innovation Management Types of Innovations - Disruptive vs. Sustaining innovation - Radical vs. incremental innovation - The Innovation Matrix; - Architectural vs. Modular Innovation Strategic Innovation Features of Strategic Innovation Scope of Strategic Innovation Design Thinking and Strategic Innovation Practices of Integrating Design Thinking in Strategic Innovation.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	To expose the student with state of the art perspectives, ideas, concepts, and solutions related to the design and execution of projects using design thinking principles	2
CO2	Applying	To prepare the mindset and discipline of systemic inspiration driven by a desire to identify new sources of ideas, and new models especially outside their regular working atmosphere	3
CO3	Understanding	Understand the diverse methods employed in design thinking and establish a workable design thinking framework to use in their practices	2
CO4	Creating	Conceive, organize, lead and implement projects in interdisciplinary domain and address social concerns with innovative approaches	6
CO5	Applying	Apply some design thinking concepts to their daily work	3

SUGGESTED READINGS

Text Books

1. Roger Martin, "The Design of Business: Why Design Thinking is the Next Competitive Advantage", Harvard Business Press, 2009.
2. Hasso Plattner, Christoph Meinel and Larry Leifer (eds), "Design Thinking: Understand – Improve– Apply", Springer, 2011



SKILL ENHANCEMENT COURSES 10

Semester V

BSEC501 N: Negotiation & Counseling

Course objective: - To equip students with effective negotiation and counseling skills for resolving conflicts, enhancing communication, and building productive relationships in business settings.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Negotiation: Definition, nature, and scope of negotiation; Phases of negotiation: preparation, discussion, proposal, bargaining, closure; Types of negotiation: distributive vs integrative; Qualities of a good negotiator; Common barriers and challenges in negotiation	8/25%
Unit 2:	Strategies and Tactics in Negotiation: BATNA (Best Alternative to a Negotiated Agreement); Win-win vs win-lose approaches; Cross-cultural negotiation; Emotional intelligence in negotiation; Ethical issues in negotiation	7/25%
Unit 3:	Fundamentals of Counseling: Meaning, nature, need, and goals of counseling; Types of counseling: directive, non-directive, eclectic; Counseling process and stages; Qualities and roles of a counselor; Counseling in workplace settings	7/25%
Unit 4:	Applications in Business Context: Negotiation in HR (recruitment, grievance handling, salary negotiation); Counseling for performance, stress, and career development; Conflict resolution techniques; Role-plays and case studies in negotiation and counseling; Integration of negotiation and counseling in leadership.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the core concepts, types, and processes of negotiation and counseling.	2
CO2	Applying	Demonstrate negotiation strategies and tactics effectively in role-play scenarios.	3
CO3	Analyzing	Analyze conflicts and identify appropriate negotiation or counseling approaches.	3
CO4	Evaluating	Evaluate ethical considerations and cross-cultural aspects of negotiation and counseling.	5
CO5	Creating	Develop effective solutions for workplace problems through negotiation and counseling interventions.	6

SUGGESTED READINGS

Text Books

1. Rao, T.V. – Counseling and Guidance, McGraw Hill Education, Latest Edition
2. Kavita Singh – Organizational Behaviour: Text and Cases, Pearson India, 2019
3. C.S. Rayudu – Communication, Himalaya Publishing House, Latest Edition

Reference Books

1. S.S. Khanka – Organizational Behaviour, S. Chand & Co., 2021
2. Subba Rao, P. – Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House, 2020

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SKILL ENHANCEMENT COURSES 11

Semester V

BSEC502: Customer Relationship Management

Course objective: - This course aims to familiarize the students with the concept and importance of the relationship with customers and techniques of customer relationship management (CRM) in different market situations.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction: Concept and significance of Customer Relationship Management; Firm and customer motivations for relationships; Customer Profiling and Total Customer Experience; Data base marketing; Customer life cycle and customer lifetime value; Customer acquisition, retention and development; Customer Satisfaction; Customer Loyalty- Customer loyalty management, Campaign Management.	8/25%
Unit 2:	Customer lifecycle management; CRM strategy and planning; CRM implementation process; Data mining and customer analytics; Challenges in CRM implementation.	7/25%
Unit 3:	CRM Technology and Applications: Role of IT in CRM; Integrating CRM with other systems (ERP, SCM, etc.); Social CRM and mobile CRM; CRM in e-commerce and digital platforms	7/25%
Unit 4:	CRM in service industries: banking, retail, hospitality, healthcare; Measuring CRM performance: KPIs and metrics; Customer satisfaction, loyalty, and retention; Ethics and privacy in CRM; Case studies on successful CRM practices.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the fundamental concepts, types, and benefits of CRM.	2
CO2	Applying	Apply CRM processes and tools in managing customer relationships across industries.	3
CO3	Analyzing	Analyze customer data and identify strategies to improve customer satisfaction and loyalty.	4
CO4	Evaluating	Evaluate CRM implementation challenges and suggest improvements using appropriate metrics.	5
CO5	Creating	Design a basic CRM strategy for a business using technology integration and customer lifecycle principles.	6

SUGGESTED READINGS

Text Books

1. Alok Kumar Rai – *Customer Relationship Management: Concepts and Cases*, Prentice Hall India, 2016
2. S. Shanmugasundaram – *Customer Relationship Management*, Prentice Hall India, Latest Edition
3. Francis Buttle & Stan Maklan – *Customer Relationship Management: Concepts and Technologies*, Routledge, 4th Ed., 2019

Reference Books

1. V. Kumar & Werner Reinartz – *Customer Relationship Management: Strategy, Process, and Metrics*, Springer, 2018
2. Kaushik Mukerjee – *Customer Relationship Management: A Strategic Approach to Marketing*, PHI Learning, Latest Edition

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SKILL ENHANCEMENT COURSES 12

Semester VI

BSEC601: Cyber Laws and Security

Course objective: - The objective of the course is to familiarize the student with the various types of cyber-attacks and cyber-crimes, threats and risks within context of the cyber security and constitute defensive techniques against these attacks.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Cyber Security: Basic Cyber Security Concepts, layers of security, Vulnerability, threat, Harmful acts, Internet Governance – Challenges and Constraints, Computer Criminals, CIA Triad, Assets and Threat, motive of attackers, active attacks, passive attacks, Software attacks, hardware attacks, Cyber Threats-Cyber Warfare, Cyber Crime, Cyber terrorism, Cyber Espionage, etc., Comprehensive Cyber Security Policy.	8/25%
Unit 2:	Cybercrime: Mobile and Wireless Devices: Introduction, Proliferation of Mobile and Wireless Devices, Trends in Mobility, Credit card Frauds in Mobile and Wireless Computing Era, Security Challenges Posed by Mobile Devices, Registry Settings for Mobile Devices, Authentication service Security, Attacks on Mobile/Cell Phones, Organizational security Policies and Measures in Mobile Computing Era, Laptops.	7/25%
Unit 3:	Cyberspace and the Law & Cyber Forensics: Introduction, Cyber Security Regulations, Roles of International Law. The INDIAN Cyberspace, National Cyber Security Policy. Introduction, Historical background of Cyber forensics, Digital Forensics Science, The Need for Computer Forensics, Cyber Forensics and Digital evidence, Forensics Analysis of Email, Digital Forensics Lifecycle, Forensics Investigation, Challenges in Computer Forensics	7/25%
Unit 4:	Definitions: Digital Signature and Electronic Signature, Digital Certificate i.[Section 43] Penalty and compensation for damage to computer etc. ii.[Section 65] Tampering with computer source documents iii.[Section 66A] Punishment for sending offensive messages through communication service etc. iv.[Section 66B] Punishment for dishonestly receiving stolen computer resource or communication device v.[Section 66C] Punishment for identity theft vi.[Section 66D] Punishment for cheating by impersonation by using computer resource vii.[Section 66E] Punishment for violation of privacy viii.[Section 66F] Punishment for cyber terrorism.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the cyber-attacks, types of cybercrimes.	2
CO2	Analyzing	Analyze cyber-attacks, types of cybercrimes, cyber laws and also how to protect them self and ultimately the entire Internet community from such attacks.	2
CO3	Applying	Interpret and forensically investigate security incidents	3
CO4	Applying	Apply policies and procedures to manage Privacy issues	3
CO5	Creating	Design and develop secure software modules	6

SUGGESTED READINGS

Text Books

[1] Markow, M. & Breitbunt, I (2005) Information Security Principles and Practices, 5th

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edition. Prentice Hall.

[2]. Snyder, G.F. (2010). Network Security, Cengage Learning.

[3]. Whitman, M. E. & Mattord, H. J. (2017) Principles of Information Security. 6th edition. Cengage Learning.

Reference Books:

1. Basta, A., & Halton, W., (2010) Computer Security: Concepts, Issues and Implementation, Cengage Learning India.
2. Charles P. Pfleeger, Shari Lawrence Pfleeger, Security in Computing, 4th Edition,
3. Sushila Madan, Cyber Crimes and Laws, Scholar Tech Press (MKM Publishers Pvt. Ltd) Second Revised Edition, 2017

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SKILL ENHANCEMENT COURSES 13

Semester VI

BSEC602: Advance Excel

Course objective: - The objective of this course is to provide students understanding and modifying Excel options

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Basics of Excel - Data Formatting in Excel like colors, fonts, Bullets etc, Basic Sorting and Filtering, Basic Formulae like SUM, AVERAGE, COUNT, MAX, MIN etc. Spreadsheet Basics, Creating, Editing, saving and Printing spreadsheets.	7/25%
Unit 2:	Getting Advance in excel - Sorting Data by values, color, etc. Filtering by numbers, text, values, logical functions, colors. Using Filters to Sort Data, Using Auto filter, Creating a custom AutoFilter, advance Filtering Options.	8/25%
Unit 3:	Custom and Conditional Formats - Creating a custom format, Create a custom number format, Conditional Formatting, Creating Conditional Formatting, Editing Conditional Formatting, Adding Conditional Formatting, Deleting Conditional Formatting from the selected range	8/25%
Unit 4:	Data Validation - Specifying a valid range of value of a cell, specifying a valid value for a cell, Specifying custom validation based on formula for a cell	7/25%

List of Practical

1. Data Formatting in Excel like colors, fonts, Bullets.
2. Use formulae like SUM, AVERAGE, COUNT, MAX, MIN.
3. Sort data by values.
4. Sort data by colors.
5. Filtering by numbers, text, values.
6. Filtering by logical functions, colors.
7. Use filters to Sort data.
8. Create a custom AutoFilter.
9. Create a custom number format.
10. Create Conditional Formatting.

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand basics of MS excel.	2
CO2	Applying	Apply basic formulae of MS excel.	3
CO3	Applying	Apply sorting and filtering options.	3
CO4	Applying	Apply custom and conditional formats.	3
CO5	Applying	Apply data validation.	3

SUGGESTED READINGS

Text Books

1. Excel 2010 Bible by John Walkenbach, John Wiley
2. Excel 2007 & 2010 for Dummies by Greg Harvey, Wiley.

Reference Books

1. Software: Microsoft Excel 2018 Latest Version of excel software.
2. New perspective on Microsoft Office Excel 2007 & 2010.



SKILL ENHANCEMENT COURSES 14

Semester VII

BSEC701: Artificial Intelligence in Business

Course objective: - This course aims to teach students about AI's fundamental concepts and methods in business, showcasing their potential and limitations through various applications.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Artificial Intelligence: Concept, benefits, and scope of Artificial Intelligence (AI); Differences between AI, Machine Learning (ML), and Deep Learning (DL); AI applications, capabilities, and competitive advantage; Industry drivers for AI adoption; Considerations for developing an AI strategy for the enterprise; Introduction to Internet of Things (IoT), mobile computing, and Cloud computing	8/25%
Unit 2:	AI-led Strategic Interventions: Algorithmic decision-making and its role in strategic decision-making; Real-time analytics and its impact on accelerated decision-making; AI in operational models and its organizational implications; Future of AI in HR and talent management; AI's role in transforming Finance & Accounting functions; Changing role of Chief Information Officer (CIO) in the era of Industry 4.0	7/25%
Unit 3:	AI in Industry Verticals: Banking, Insurance, and Retail: AI's impact on the banking industry, including analytics adoption and AI-powered financial services; Fraud mitigation in banks using AI; AI's role in customer retention and risk management in banking; AI-driven transformation in the insurance sector; AI's impact on consumer packaged goods and supply chain transformation	8/25%
Unit 4:	Exponential Technologies: Using analytics to combat cyber-attacks; AI's role in the automotive industry, including driverless cars and drones; IoT analytics and its value extraction in business transformation; Real-time streaming analytics and its applications; Analytics in cryptocurrency and AI for customer service data analysis	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Analyzing	Examine how the AI is being leveraged by start-ups as a success tool.	4
CO2	Analyzing	Analyze and interpret the applicability of AI in HR functions.	4
CO3	Analyzing	Analyze how algorithms are changing the board room landscape.	4
CO4	Understanding	Describe the customer services provided by various banks using AI.	2
CO5	Applying	Demonstrate the role of AI in transforming the retail sector.	3

SUGGESTED READINGS

Text Books

1. Akerkar, R. (2018). Artificial Intelligence for Business. Basingstoke: Springer Nature.
2. Dhanrajani, S. (2018). AI & Analytics: Accelerating Business Decisions. New Jersey: Wiley

Reference Books

1. Russell, S. J., & Norvig, P. (2019). Artificial Intelligence: A Modern Approach, 3rd Edition. New Jersey: Prentice Hall.
2. Boddy (2005). Artificial Intelligence and Intelligent systems. Oxford University Press

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SKILL ENHANCEMENT COURSES 15

Semester VII

BSEC702: Operation Research

Course objective: - The objective of the course is to introduce the basic concepts of Operations Research and its decision models to the students.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Operations Research: History and evolution of Operations Research (OR); Characteristics of OR problems; Models and modeling in OR; General methodology to solve OR problems; Applications of OR in various fields.	7/25%
Unit 2:	Transportation Problem: Mathematical model of Transportation problem; Transportation Algorithm; Methods for finding initial solution: North-West corner method, Least cost method, Vogel's approximation method; Test for optimality; Steps of MODI method; Variations in transportation problems: Unbalanced supply and demand, Degeneracy and its resolution; Alternative optimal solution; Maximization of transportation problem. Assignment problems	8/25%
Unit 3:	Sequencing Problem: Processing of n jobs through two-machines, three machines, m-machines; Processing two jobs through m machines. Project Management: PERT & CPM; Network construction; Critical path analysis; Program evaluation and review technique (PERT); Project Time Cost Trade-Off; Project-crashing	8/25%
Unit 4:	Inventory Models: Inventory cost components; EOQ; Deterministic inventory cost models; Inventory model with constant demand & Instantaneous supply, EOQ model with different rates of demand, EOQ model with gradual replenishment,	7/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively.	2
CO2	Applying	Apply mathematical models for formulation of managerial problems in industry.	3
CO3	Applying	Apply Operations Research approaches in solving real problems in industry.	3
CO4	Analyzing	Analyze the results and propose recommendations to the decision-making processes to Management.	4
CO5	Evaluating	Evaluate solution to real problems with the help in Operations Research models.	5

SUGGESTED READINGS

Text Books

1. Sharma J.K., Operations Research, SK Kataria & sons
2. Sharma S.D., Operations Research, Kedar Nath Ram Nath & Co.

Reference Books

1. Russell, S. J., & Norvig, P. (2019). Artificial Intelligence: A Modern Approach, 3rd Edition. New Jersey: Prentice Hall.
2. Padhy (2005). Artificial Intelligence and Intelligent system. Oxford University Press

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SKILL ENHANCEMENT COURSES 16
Semester VIII
BSEC801: EMOTIONAL INTELLIGENCE

Course objective: - The course aims to develop a positive mindset in future leaders, preparing them to face challenges and develop emotional intelligence.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction: The nature and characteristics of emotions; Types/kinds of emotions, mood, and feelings; Factors affecting emotions; Difference between thoughts, emotions, and actions; Meaning and components of emotional intelligence; Evolution from IQ to EQ	7/25%
Unit 2:	Self-Awareness & Self-Management: Meaning of self-awareness; Role of consciousness in self-awareness; Self-motivation; Knowing your strengths and weaknesses; Meaning of self-management; Appreciative inquiry; Time management; Self-control and assertiveness.	7/25%
Unit 3:	Social Awareness & Relationship Management: Elements of social skills such as empathy; Social connect; Body language; Listening actively; Law of energy & positive vibrations; Gratitude; Celebrate life: spending quality time with family, friends, and colleagues; Building trust and team spirit.	8/25%
Unit 4:	Application and Improvement of Emotional Intelligence: Techniques and strategies to improve emotional intelligence; Show you care; Keep your word; Law of patience; Role of emotional intelligence in success and happiness; Strategies to improve emotional intelligence; Application of emotional intelligence: At work and personal life with the help of case studies and role plays; Emotional intelligence and mental wellbeing of human beings; Role of emotional intelligence in conflict management.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Explain the significance of emotional intelligence and its meaning.	1
CO2	Understanding	Understand one-self and manage your emotions.	2
CO3	Analyzing	Analyze your own and others' feelings to maintain positive interpersonal relationships.	4
CO4	Applying	Apply techniques to enhance emotional intelligence.	3
CO5	Understanding	Understand and utilize the components of emotional intelligence.	2

SUGGESTED READINGS

Text Books

1. Singh, D. (2015). Emotional intelligence at work. New Delhi: Response Books
2. Mastering Emotional Intelligence: Making Emotions Work "For" you and not "Against" you.

Reference Books

1. Mangal, S.K., Mangal, S. (2015). Emotional intelligence: Managing emotions to win in life. PHI Learning Private Limited.
2. Ciarrochi, J., Mayer, J.D. (2007). Applying Emotional Intelligence: A practitioner's guide. Psychology Press.

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SKILL ENHANCEMENT COURSES 17

Semester VIII

BSEC802: Social Media Analytics

Course objective: - The course's objectives are to impart to students the basic ideas and methods of using social media and analytics, as well as to explain their applications and show how to utilize them using a variety of software tools.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Understanding Social Media: Introduction to social media; Characteristics of social media; Relevance and applications of social media platforms in business; Types of social media; General social media terminologies and concepts: Call to Action, Cost Per Click, Impressions, Conversion, Engagement Rate, Reach, etc.; Types of social media data	7/25%
Unit 2:	Fundamentals of Social Media Analytics: Meaning and purpose of social media analytics; Social media monitoring; Social media intelligence; Social media engagement; Social media analytics vs. traditional business analytics; Layers of social media analytics; Types of social media analytics: Descriptive, Predictive, and Prescriptive; Social media analytics cycle; Challenges of social media analytics	7/25%
Unit 3:	Data Extraction & Preparation: Concept of APIs; Types of APIs; Advantages of social media APIs; Data extraction from social media platforms; Exploring APIs for social media platforms (Twitter, Facebook, YouTube, etc.); Noise in data; Data pull; Basic data cleaning techniques: data type and encoding, structure of data, pre-processing and text normalization, duplicate removal; Introduction to MongoDB.	8/25%
Unit 4:	Getting Started with Python & Data Analysis: Introduction to Python; Installation of Python; Python environment: Anaconda, Pandas, Jupyter notebook; Interface of Python; Python keywords; Execution modes; Identifiers, variables, data types, operators, expressions, type conversion, debugging, compilers; Content analysis: keywords, hashtags, parts of speech; Sentiment analysis; Data visualization; Dashboard creation; Key Google Analytics metrics; Social reports.	8/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explore the applications of social media platforms.	2
CO2	Analyzing	Analyze the fundamentals of social media analytics.	4
CO3	Understanding	Understand the basics of Python.	2
CO4	Evaluating	Examine and process social media data.	5
CO5	Analyzing	Analyze and visualize data effectively.	4

SUGGESTED READINGS

Text Books

1. Chatterjee, S., & Krystyanczuk, M. (2017). Python Social Media Analytics (1st ed.). Packt Publishing.
2. Gowrishankar, S., & Veena, A. (2018). Introduction to Python Programming. CRC Press.

Reference Books

1. Kumar, S., & Qiu, L. (2022). Social Media Analytics and Practical Applications: The Change to the Competition Landscape. CRC Press

VALUE ADDITION COURSE

Valuing

Part 1

Part 2

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Value addition Course 01

Semester I

BVAC 001N: Basics of Indian Knowledge System

Course objective: - To understand importance of Indian Knowledge System which encompasses all of the systematized disciplines of Knowledge developed in India from ancient times and traditions and practices that the various communities of India have evolved, refined and preserved over generations

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to IKS, Vedas and key Messages in Vedas, Introduction to Vedāṅgas, Prologue on Śikṣā and Vyākaraṇa , Basics of Nirukta and Chandas, Introduction to Kalpa and Jyotiṣa, Purāṇas, Introduction to Itihāsas & Key messages in Itihāsas	10/25%
Unit 2:	Nine philosophical systems of Indian origin: the Charvaka, Jaina, Bauddha, Nyaya, Vaisesika, Sankhya, Yoga, Mimamsa and Vedanta. Common features of Indian philosophical systems	10/25%
Unit 3:	Historical evidence of Number system in India, Introduction to Indian Mathematics, Indian Mathematicians and their Contributions. Introduction to Indian astronomy, Indian contributions in astronomy.	10/25%
Unit 4:	Āyurveda approach to health, Dinacaryā: daily regimen for health & wellness. Introduction to Linguistics, Aṣṭādhyāyī, Phonetics, Word generation, Computational aspects, Mnemonics, Role of Sanskrit in natural language processing	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand foundations of Indian Knowledge System	2
CO2	Understanding	Understand Indian system of philosophy	2
CO3	Understanding	Understand contribution of Indian Mathematics	2
CO4	Understanding	Understand Indian contributions in astronomy	2
CO5	Understanding	Understand approach of Ayurveda for health	2

Suggested Readings:

Text Books:

1. Introduction To Indian Knowledge System : Concepts And Applications. Mahadevan, B., Bhat, Vinayak Rajat, Nagendra Pavana R.N., Phi Learning
2. Indian Knowledge System. Dr. Makarand Pralhad Pimputkar, Dr. Nilesh Shridhar Chavan, Mr. Sagar Shivaji Kumbhar, Mrs. Vaishalee Suryahas Chaudhari. Himalya Publishing House
3. Indian Knowledge systems. Kapil Kapoor & Avdhesh Kumar Singh, D.K. Printworld

Reference Books:

1. An Introduction to Indian Philosophy. Satischandra Chatterjee,
2. Dhirendramohan Datta. Rupa Publications India Pvt Ltd.

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Value addition Course 02

Semester II

BVAC 002: Office Management And Secretarial Practice

Course objective: - This course aims to educate students on modern office activities, focusing on the organization's smooth functioning, staff facilities, working environment, and tools and equipment used.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Office and Office Management: Meaning of office; Functions of office: primary and administrative management functions; importance of office; duties of the office manager; qualities and essential qualifications. Filing and Indexing: Meaning and importance; essentials of good filing; centralized vs. decentralized filing; system of classification; methods of filing and filing equipment; weeding of old records; meaning and need for indexing; various types of indexing.	10/25%
Unit 2:	Communication System and Role of Secretary: Mail and Mailing Procedures; Forms and Stationery; Role of Secretary: Definition, appointment, duties and responsibilities of a Personal Secretary; qualifications for appointment as Personal Secretary; modern technology and office communication: email, voicemail, internet, multimedia, scanner, videoconferencing, webcasting; agenda and minutes of meeting; drafting: fax messages, email; maintenance of appointment diary.	10/25%
Unit 3:	Modern Office Equipment: Introduction, meaning and importance of office automation, objectives of office mechanization, advantages and disadvantages, factors determining office mechanization; kinds of office machines: personal computers, photocopier, fax, telephone, telephone answering machine, dictating machines, audio-visual aids. Budget; Audit: Audit process: vouching, verification, and valuation (in brief); consumables/stock register and asset register; procedure for disposal of records and assets.	10/25%
Unit 4:	Banking and Payment System: Banking Facilities: Types of accounts; passbook and cheque book; other forms used in banks; ATM and money transfer. Abbreviations/Terms Used in Offices: Explanation of abbreviations/terms used in offices in day-to-day work; Modes of Payment: Types of payments, such as postal orders, cheques (crossed/uncrossed), post-dated and pre-dated cheques, stale cheque, dishonored cheque.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamental principles of office management, including effective filing and indexing systems.	2
CO2	Analyzing	Analyze the importance of drafting effective mails and establish efficient systems for managing office forms and stationery.	4
CO3	Evaluating	Examine the significance of office automation and mechanization, and develop a basic understanding of budgeting and auditing processes.	5
CO4	Analyzing	Analyze various banking facilities and payment methods commonly used in office operations.	4

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CO5	Evaluating	Assess the role and responsibilities of a secretary, including the necessary qualifications, and understand modern office communication technologies	5
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SUGGESTED READINGS

Text Books

1. Bhatia, R.C. Principles of Office Management, Lotus Press, New Delhi.
2. Sharma, R.D. Office Management and Secretarial Practice. Galgotia Publishing Company.

Reference Books

1. Duggal, B. Office Management and Commercial Correspondence. Kitab Mahal Publications.
2. Leffingwell and Robinson: Textbook of Office Management, Tata McGraw-Hill.

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Value addition Course 03

Semester III

BVAC 003: Human Values And Professional Ethics

Course objective: To understand the importance of value education and concept of human values and professional ethics.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Course Introduction -Need, Basic Guidelines, Content and Process for Value Education Understanding the need, basic guidelines, content and process for Value Education. Self-Exploration-what is it? -its content and process; 'Natural Acceptance' and Experiential Validation-as the mechanism for self-exploration. Continuous Happiness and Prosperity-A look at basic Human Aspirations. Right understanding, Relationship and Physical Facilities-the basic requirements for fulfillment of aspirations of every human being with their correct priority.	10/25%
Unit 2:	Understanding Harmony in the Human Being -Harmony in Myself. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'. Understanding the needs of Self ('I') and 'Body' -Sukh and Suvidha. Understanding the Body as an instrument of 'I'. Sanyamand Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail. Programs to ensure Sanyamand Swasthya.	10/25%
Unit 3:	Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship Understanding Harmony in the family -the basic unit of human interaction. Understanding values in human-human relationship; meaning of Nyayaand program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas)and Respect (Samman)as the foundational values of relationship Understanding the meaning of Vishwas; Difference between intention and competence. Understanding the meaning of Samman. Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals. Visualizing a universal harmonious order in society-Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)	10/25%
Unit 4:	Implications of the above Holistic Understanding of Harmony on Professional Ethics. Natural acceptance of human values Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: a) Ability to utilize the professional competence for augmenting universal human order. b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the importance of values and ethics in professional and personal life.	2
CO2	Understanding	Understand the relationship between right understanding, relationships and physical facilities.	2
CO3	Understanding	Understand the need of harmony in self, family and society.	2
CO4	Understanding	Understand the concept of Self-Exploration.	2
CO5	Applying	Apply ethical decisions in situations with ethical dilemma.	3

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SUGGESTED READINGS

Text Books

1. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
2. R R Gaur, R Sangal, G P Bagaria, A Foundation Course in Value Education.

Reference Books

1. PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
2. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991.

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Value addition Course 04

Semester IV

BVAC 004: Indian Knowledge System

Course objective: The course aims to familiarize the students with astonishing breadth and depth of the Indian scientific and knowledge tradition.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs/ Weightage
Unit 1:	Indian Knowledge System (Bhartiya Gyan Parampara): Importance of Ancient Knowledge: Understanding the significance of ancient knowledge; Defining Indian Knowledge System: An overview of what constitutes the Indian Knowledge System; The Indian Knowledge System Corpus: A classification framework; Unique Aspects of Indian Knowledge System: Nuances of an oral tradition.	10/25%
Unit 2:	Knowledge: Framework and Classification; Tarka: The Indian art of debate and the knowledge triangle. Prameya: A Vaisesikan approach to physical reality, including Dravyas, attributes, and actions; Vaisesikan Worldview: Understanding the concept of 'existence'. Pramana: Methods of acquiring valid knowledge. Samasya: Framework for establishing valid knowledge, including deductive and inductive logic frameworks, potential fallacies in reasoning, and established tenets in various fields of study.	10/25%
Unit 3:	Health, Wellness, and Psychology: Yoga and Emotional Intelligence: The impact of a yogic lifestyle on the emotional intelligence of managers; Ayurveda: Definition of health and the concept of Tri-dosas and their relationship to health; Body-Mind-Intellect-Consciousness Complex: Understanding the interconnectedness of the body, mind, intellect, and consciousness; Consciousness: The true nature of an individual and the five-layered consciousness (Panchkoshas); Chakra System: Understanding the energy centers in the body.	10/25%
Unit 4:	Governance and Public Administration: Ramayana: Lessons on the attributes, dos, and don'ts of a king; Arthasastra: Principles of governance and administration, the relevance of Arthasastra, and the Kautilyan state; Vidura-niti: Advice to a king on various aspects including the Amatya (minister), settlements and land use (Janapada), fortified capital city (Durga), treasury and state economy (Kosa), law and order and security (Danda), and foreign policy and allies (Mitra); Public Administration: Perspectives from the epics on governance and public administration.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explore the experience and principles of the Gurukul system of education in Indian culture.	2
CO2	Understanding	Describe the concept of oneness (Ekatma Bhav).	2
CO3	Applying	Enhance productivity through meditation on Panchkoshas and Chakras.	3
CO4	Applying	Apply management principles from the epics and compare them with the policies and schemes of the Government of India.	3

SUGGESTED READINGS

Text Books

1. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
2. R R Gaur, R Sangal, G P Bagaria, A Foundation Course in Value Education.

Reference Books

1. PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.

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Value addition Course 04

Semester IV

BVAC 004: Life Skills & Personality Development

Course objective: - This course aims to equip learners with essential career skills, positive attitude, stress management, personal capabilities, and personality development, focusing on communication, teamwork, digital literacy, and health management.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Career and Professional Skills: Career and Professional Skills: Listening Skills, Reading Skills, Writing Skills, Effective Resume Preparation, Interview Skills, Group Discussion Skills, Exploring Career Opportunities, Psychometric Analysis, Mock Interview Sessions; Team Skills: Cognitive and Non-Cognitive Skills, Presentation Skills, Trust and Collaboration, Listening as a Team Skill, Brainstorming, Social and Cultural Etiquettes; Digital Skills: Computer Skills, Digital Literacy and Social Media, Digital Ethics and Cyber Security	10/25%
Unit 2:	Attitude, Motivation, and Stress Management: Attitude: Concept, Significance, Factors Affecting Attitudes, Positive Attitude (Advantages), Negative Attitude (Disadvantages), Ways to Develop Positive Attitude, Difference Between Personalities Having Positive and Negative Attitudes; Motivation: Concept, Significance, Internal and External Motives, Importance of Self-Motivation, Factors Leading to De-Motivation, Maslow's Need Hierarchy Theory of Motivation; Stress Management: Meaning, Causes, and Effects of Stress in Life Management, Stress: Psycho-Physical Mechanism, Management of Stress Through Yoga	10/25%
Unit 3:	Development of Capabilities and Health: Development of Capabilities: Development of Will Power and Imagination Through Yogic Lifestyle, Development of Thinking, Emotion Control, and Discipline of Mind Through Pranayama, Improvement of Memory Through Meditation; Health and Hygiene: Meaning and Significance for Healthy Life, Exercise, Nutrition, and Immunity, Obesity (Meaning, Types, and Hazards), Physical Fitness and Health-Related Physical Fitness (Concept, Components, and Tests), Adventure Sports	10/25%
Unit 4:	Personal Development Skills: Body Language, Problem-Solving, Conflict and Stress Management, Decision-Making Skills, Leadership and Qualities of a Successful Leader, Character-Building, Teamwork, Time Management, Work Ethics, Good Manners and Etiquette	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Applying	Demonstrate enhanced listening, reading, writing, and presentation skills essential for professional success, including the ability to prepare effective resumes and perform well in interviews and group discussions.	3
CO2	Applying	Apply cognitive and non-cognitive skills in team settings, fostering trust, collaboration, and effective brainstorming, while adhering to social and cultural etiquettes.	3
CO3	Applying	Utilize essential computer skills, understand digital literacy and social media usage, and practice digital ethics and cyber security.	3
CO4	Applying	Demonstrate enhanced listening, reading, writing, and presentation skills essential for professional success, including the ability to prepare effective resumes and	3

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		perform well in interviews and group discussions.	
CO5	Applying	Utilize stress management techniques like yoga and meditation to improve mental and physical health, and develop personal skills like problem-solving, decision-making, leadership, and time management for holistic growth.	3

SUGGESTED READINGS

Text Books

1. Barun K. Mitra, "Personality Development & Soft Skills", Oxford Publishers, Third impression, 2017.
2. R.D. Sharma (1979), "Health and Physical Education" Gupta Prakashan, New Delhi

Reference Books

1. Larry James, "The First Book of Life Skills"; First Edition, Embassy Books, 2016

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COMPULSORY QUALIFYING COURSE

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Compulsory Qualifying Course

Semester I

SAGA 001: Saga of Great Men and Freedom Fighters

Course objective: The course explores India's freedom struggle, focusing on key figures like Mahatma Gandhi, Sardar Vallabhbhai Patel, Netaji Subhash Chandra Bose, Sardar Bhagat Singh, and Rani Lakshmi Bai.

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Mahatma Gandhi: Philosophy of non-violence, Satyagraha, and truth. Contribution to the freedom of India. Sardar Vallabhbhai Patel: Contribution to the Peasant Movement; Role in the integration of India into a united country; Overview of socio-political and economic conditions in India before and during the freedom struggle.	10/25%
Unit 2:	Netaji Subhash Chandra Bose: Formation of the Indian National Army (INA); Radical philosophy of nationalism; Study of different freedom fighters' philosophies, strategies, and impacts; Analysis of primary sources such as letters, speeches, and writings.	10/25%
Unit 3:	Sardar Bhagat Singh: Reasons for becoming a revolutionary, Contributions to the freedom of the nation. Rani Lakshmi Bai: Contribution to the freedom struggle of India; Legacy and Influence: How their philosophies and actions influenced post-independence India; Lasting impact on contemporary Indian society, politics, and governance.	10/25%
Unit 4:	Comparative analysis of the contributions of Mahatma Gandhi, Sardar Vallabhbhai Patel, Netaji Subhash Chandra Bose, Sardar Bhagat Singh, and Rani Lakshmi Bai. Impact of their philosophies and actions on India's freedom movement. Role of Women: Contributions of women in the freedom struggle; Focus on leaders like Rani Lakshmi Bai and others. Global Perspective: Impact of international events on India's freedom movement.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the various thought processes that drove India to freedom.	2
CO2	Understanding	Understand the intricacies involved in Uniting India as one nation.	2
CO3	Understanding	Understand as to how difficult it was to attain freedom and why we must make efforts to preserve it.	2
CO4	Understanding	Understand the philosophy of different freedom fighters.	2
CO5	Understanding	Understand the role of women in India's independence movement and its global context	3

SUGGESTED READINGS

Text Books

1. Guha, Ramachandra (2007). *India After Gandhi: The History of the World's Largest Democracy*. Picador India.
2. Mehta, Ved (1997). *Mahatma Gandhi and His Apostles*. Yale University Press.
3. Verma, R. C. (1995). *Women in the Freedom Struggle in India*. Publications Division, Government of India
4. Noorani, A.G. (2009). *The Trial of Bhagat Singh: Politics of Justice*. Oxford University Press.
5. Chandra, Bipan (2016). *India's Struggle for Independence: 1857-1947*. Penguin Books India.
6. Mohan, V. (2017). *Sardar Vallabhbhai Patel: Life, Work and Legacy*. Publications Division, Govt. of India.

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Discipline Specific Elective Courses

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Discipline Specific Elective Courses 01

Semester III

BBDE 301: Consumer Behaviour

Course objective: -The objective of this program is to make students understand the concepts and models of consumer behavior.

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Syllabus and detailed content

Unit	Content	Hours/ Weightage
Unit 1:	Introduction: Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Total product concept.	11/25%
Unit 2:	Environmental Influences on Consumer Behavior: Cultural Influence, Cross Cultural and Sub cultural Segmentation, Social Class and Reference Group Influences, Families and Households, Personal Influences.	12/25%
Unit 3:	Psychological Influences: Lifestyles and Psychographics – Time Research Memory, Learning and Perception, Motivation & Mood.	10/25%
Unit 4:	Decision Process and Consumer Behavior Models: Decision Process, Problem Recognition, Search and Evaluation, Purchasing Processes, Post Purchase Behavior, Consumer Behavior Models.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts and theories of consumer behavior, consumer behaviour models.	2
CO2	Understanding	Understand the individual and group influences on consumer behavior and consumer decision making process.	2
CO3	Applying	Apply knowledge of consumer behaviour to business.	3
CO4	Analyzing	Analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.	4
CO5	Evaluating	Evaluate the marketing strategies based on fundamentals of consumer buying behaviour.	5

SUGGESTED READINGS

Text Books

1. Del L Hawkins, Consumer Behavior Building Marketing Strategy, New Delhi: Mcgraw Hill Education.
2. Blackwell et al, Consumer Behavior, New Delhi: Vikas Publication.
3. Schiffman and Wisenblit, Consumer Behavior, New Delhi : Pearson

Reference Books

1. Leon G Schiffman, Consumer Behavior, New Delhi :Mcgraw Hill Education.

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Discipline Specific Elective Courses 02

Semester III

BBDE 302: Retail Marketing

Course objective: - To provide students with a comprehensive understanding of retail marketing concepts, strategies, and trends, enabling them to analyze, plan, and manage retail business operations effectively.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hours/ Weightage
Unit 1:	Introduction to Retailing: Meaning, nature, and scope of retailing; Evolution and trends in retail; Retail formats: store and non-store based; Retail environment and consumer behavior in retail	12/25%
Unit 2:	Retail Marketing and Strategies : Retail marketing mix (4Ps + people, process, physical evidence); Retail market segmentation, targeting and positioning; Retail branding and private labels; Store location, design, and layout planning	11/25%
Unit 3:	Retail Operations and Technology: Merchandise planning and category management; Supply chain and logistics in retail; Retail pricing and promotions; Role of technology: POS systems, RFID, AI, and omnichannel retail	11/25%
Unit 4:	Customer Relationship and Future Trends: Customer Relationship Management (CRM) in retail: Retail service quality and customer satisfaction; Ethics in retailing and legal aspects; E-retailing, emerging trends, and global retail practices	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Describe the fundamentals of retailing and types of retail formats.	1
CO2	Analyzing	Compare and analyze various retail location strategies and store layouts.	4
CO3	Applying	Apply retail marketing mix and segmentation strategies to real-world cases.	3
CO4	Evaluating	Evaluate the role of customer relationship management and supply chain in retail.	5
CO5	Creating	Design promotional strategies for retail stores using modern retail technologies.	6

SUGGESTED READINGS

Text Books

1. Berman, B. & Evans, J.R. (2018). *Retail Management: A Strategic Approach*. Pearson Education..
2. Levy, M. & Weitz, B. (2021). *Retailing Management*. McGraw-Hill Education..
3. Pradhan, S. (2022). *Retailing Management*. Tata McGraw-Hill Education.

Reference Books

1. Piyush Kumar Sinha & Dwarka Prasad Uniyal (2012). *Managing Retailing*. Oxford University Press.
2. Fernie, J., & Sparks, L. (2018). *Logistics and Retail Management*. Kogan Page.

Discipline Specific Elective Courses 03

Semester IV

BBDE 401 Video Advertising

Course objective: -The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Video Advertising.

L	T	P	CR
3	0	0	3

Syllabus and detailed contents:

Unit	Content	Hours/ Weightage
Unit1:	Introduction to Video Advertising, Benefits of Video Advertising, Audience Engagement with video advertising, True-view Ad Formats, Channel Management, YouTube Video Editor.	11/25%
Unit2:	Reaching potential customers, Language targeting, Location targeting, YouTube Ad Formats, Average View Frequency, View Rate, Companion Banner, Frequency Capping, Remarketing to YouTube viewers, Best practices of video remarketing, Your	11/25%
Unit3:	Campaign creation and management, Create a True View video campaign, True View video ad formats, Targeting your video ads, Remarketing to YouTube viewers with AdWords, the ad approval process, reserved media placements on YouTube.	11/25%
Unit4:	Performance measurement and optimization, Tips for optimizing your video campaign, Optimization strategies & best practices for video content on YouTube, Measuring image and video ad performance, Measuring brand awareness, Tips for creating effective video ads, YouTube Analytics basics, Measuring your	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concepts and benefits of video advertising.	2
CO2	Applying	Apply practices of video remarketing.	3
CO3	Analyzing	Analyze optimization strategies & best practices for video content on YouTube.	4
CO4	Evaluating	Evaluate image and video ad performance	5
CO5	Creating	Create a True View video campaign	6

SUGGESTED READINGS

TextBooks

1. Jounce media, the little black book of video advertising.
2. The Video That Sell Anything: Create Video Ads for Social Media Using Psychology by Gemm Aragon.
3. Video Advertising on Social Media: Facebook and YouTube, **by** Mark A. Jansen

Reference Books

1. The Rise And Rise Of Online Video Advertising: The Must Read Book For Any Business Who Wants To Seriously Stay Ahead With Their Online Presence Kindle Edition, by N.A De Silva (Author)

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Discipline Specific Elective Courses 04

Semester IV

BBDE 402 Web Technologies

Course objective: -The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Video Advertising.

L	T	P	CR
2	0	2	3

Syllabus and detailed contents:

Unit	Content	Hours/ Weightage
Unit1:	Introduction to WWW : Protocols and programs, secure connections, application and development tools, the web browser, What is server, choices, setting up UNIX and Linux web servers, Logging users, dynamic IP Web Design: Web site design principles, planning the site and navigation, Introduction to HTML : The development process, Html tags and simple HTML forms, web site structure Introduction to XHTML : XML, Move to XHTML, Meta tags, Character entities, frames and frame sets, inside browser.	12/25%
Unit2:	Style sheets: Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2. Javascript : Client side scripting, What is Javascript, How to develop Javascript, simple Javascript, variables, functions, conditions, loops and repetition	10/25%
Unit3:	Advance script, Javascript and objects, Javascript own objects, the DOM and web browser environments, forms and validations DHTML : Combining HTML, CSS and Javascript, events and buttons, controlling your browser, Ajax: Introduction, advantages & disadvantages ,Purpose of it ,ajax based web application, alternatives of ajax. XML : Introduction to XML, uses of XML, simple XML, XML key components, DTD and Schemas, Well formed, using XML with application.XML, XSL and XSLT. Introduction to XSL, XML transformed simple example, XSL elements, transforming with XSLT	12/25%
Unit4:	PHP : Starting to script on server side, Arrays, function and forms, advance PHP Databases : Basic command with PHP examples, Connection to server, creating database, selecting a database, listing database, listing table names creating a table, inserting data, altering tables, queries, deleting database, deleting data and tables, PHP myadmin and database bugs.	11/25%

Sr.	Name of Experiment
1	Design web pages for your college containing a description of the courses, departments, faculties, library etc, use href, list tags
2	Create your class timetable using table tag.
3	Create user Student feedback form (use textbox, text area , checkbox, radio button, select box etc.)
4	Create a web page using frame. Divide the page into two parts with

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	Navigation links on left hand side of page (width=20%) and content page on right hand side of page (width = 80%). On clicking the navigation Links corresponding content must be shown on the right hand side.
5	Write html code to develop a webpage having two frames that divide the webpage into two equal rows and then divide the row into equal columns fill each frame with a different background color.
6	Create HTML Page with JavaScript which takes Integer number as input and tells whether the number is ODD or EVEN.

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the fundamentals of web development, including HTML, XHTML, web servers, and browsers.	2
CO2	Applying	Apply CSS and JavaScript to enhance the layout, styling, and interactivity of web pages.	3
CO3	Applying	Develop dynamic web pages using advanced JavaScript techniques, DHTML, and AJAX.	3
CO4	Analyzing	Analyze XML data structures and use XSLT to transform XML documents for web applications.	4
CO5	Creating	Create interactive and data-driven websites using PHP and MySQL database integration.	6

SUGGESTED READINGS

Text Books

1. Achyut Godbole & Atul Kahate – *Web Technologies: TCP/IP to Internet Application Architectures*, McGraw Hill Education, 2013
2. Ivan Bayross – *Web Enabled Commercial Application Development Using HTML, DHTML, JavaScript, Perl CGI*, BPB Publications, Latest Edition

Reference Books

1. Robin Nixon – *Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5*, O'Reilly Media, 5th Edition, 2018.
2. Deitel & Deitel – *Internet and World Wide Web: How to Program*, Pearson Education, 5th Edition, 2011.
3. Thomas A. Powell – *HTML & CSS: The Complete Reference*, McGraw Hill, 5th Edition.
4. Jon Duckett – *JavaScript and jQuery: Interactive Front-End Web Development*, Wiley, 1st Edition, 2014.

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Discipline Specific Elective Courses 05

Semester V

BBDE 501: Search Advertising

Course objective: The course aims to expose the students to the concepts, tools and techniques applicable in the field of Search Advertising

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3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Search Fundamentals, organizing campaigns and ads, using keyword matching, using broad match, ad group performance, ad position and ad rank, actual CPC. Ad Formats: Text Ad, what makes up a text ad, shopping campaign, dynamic search ads. Ad Extensions, enhancing your ad, location extensions, seller ratings, display additional site links.	10/25%
Unit 2:	Ad & Site Quality: Quality score, landing page, create an effective mobile site, about invalid traffic. AdWords Tools: Overview, account history, Keyword tools, Targeting Tools, Bidding and Budget Tools, About AdWords Editor.	10/25%
Unit 3:	Performance monitoring and reporting: Intro to AdWords reporting, Interpreting AdWords reports, additional performance insights. Optimizing Performance: The Opportunities Tab, Campaign Experiments, Using Custom Ad scheduling, Keyword insertion.	10/25%
Unit 4:	Performance, profitability and growth: Budget growth, Bidding for performance, Profitability and Lifetime Value. AdWords API: AdWords Application Programming Interface (API), Benefits and languages.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand fundamentals of search advertising..	2
CO2	Understanding	Understand various types of ad formats	2
CO3	Understanding	Understand Performance monitoring and reporting procedure.	2
CO4	Analyzing	Analyze AdWords API	4
CO5	Creating	Create Web pages designed to be easily crawled and optimally indexed by search engines.	6

SUGGESTED READINGS

Text books

1. Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns.
2. Lovelady, Larisa, 2011, The Complete Guide to Google AdWords: Secrets, Techniques, and Strategies You Can Learn to Make Millions.

Reference Books

1. Marshall, Perry; Rhodes, Mike; Todd, Bryan; 2012; Ultimate Guide to Google AdWords: How to Access 1 Billion.

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Discipline Specific Elective Courses 06

Semester V

BBDE 502: Content Advertising

Course objective: This course will teach students the knowledge and skills to be content marketers.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Forming a Mission Statement • Deciding How You'll Use Content Marketing • Selecting a Niche • Identifying Students' Unique Propositions • Identifying a Target Audience	11/25%
Unit 2:	Naming Primary and Lower-Level Goals • Forming a Core Message and Secondary Messages • Establishing an Online Footprint, Starting with a Blog • Writing for the Web • Performing a Competitive Analysis	11/25%
Unit 3:	Using an Editorial Calendar • Understanding the Importance of Images, Audio, and Video • Collecting Content Ideas • Setting Up Google Alerts • Setting Up an RSS Feed	11/25%
Unit 4:	Brainstorming and Mind Mapping • Generating Ideas Using Social Media • Generating Ideas by Newsjacking • Building Your Brand • Using Professional Profile Photos • How to Manage Clients	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the elements of a successful content marketing strategy.	2
CO2	Understanding	Understand the process of forming mission statement.	2
CO3	Applying	Apply procedure for Naming Primary and Lower-Level Goals.	3
CO4	Applying	Apply editorial calendar.	3
CO5	Applying	Apply brainstorming and mind mapping techniques.	3

Text Books

1. Content Marketing: Think Like a Publisher – How to Use Content to Market Online and in Social Media by Rebecca Lieb.

Reference Books

2. The Marketing Agency Blueprint: The Handbook for Building Hybrid PR, Seo, Content, Advertising, and Web Firms by Paul Roetzer.

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Discipline Specific Elective Courses 07

Semester VI

BBDE 601: Display Advertising

Course Objective: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various technique of display advertising.

Syllabus and detailed content

L	T	P	CR
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Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Google Display Advertising, Matching ads to websites, Types of Ads on Display Network, Measuring effectiveness of Ads in Display Network, Where Ads appear in Display Network, Contextual Targeting, Display Network Ad Auction, Search Network with Display Select, Creating an effective mobile site.	10/25%
Unit 2:	Setting up Display Network Campaign; Creating AdWords Campaign; Ad Groups; Structuring AdWords Account; Using AdWords Ad Gallery; Bidding features on Display Network; Choosing bid for Display Network Campaign; Viewable Impressions and Viewable CPM; Enhanced Cost Per Click (ECPC), Conversion Optimizer, Types of bid adjustments, Using bid adjustments with ECPC, Flexible bid strategies, Enhancing ad with extensions, Types of Ad extensions, Creating dynamic display ads, Lightbox Ads.	11/25%
Unit 3:	Showing ads on the Display Network, Targeting settings on Display Network, Target and bid, Bid only, Advanced targeting combinations, Direct sales campaigns, Brand campaigns, Managed placements, Targeting specific topics, Adding negative keywords, Language targeting, Custom Ad Scheduling, Using Display Planner, Types of targeting methods and exclusions.	11/25%
Unit 4:	Reaching Audience on display network, Types of audiences: Affinity audiences, Custom Affinity audiences, In-market audiences, How Audiences work, Reaching people on similar audiences, Reaching people of specific demographics, Use of Remarketing in Display Networks, Creating feed for dynamic display ads. Measuring and optimizing performance on Display Network, how to measure effectiveness, Measuring sales and conversions, Evaluating ad performance on display network, Basic insights, Report editor. Performance and demographic stats; Account, campaign and Group performance, Campaigns tab, Optimizing display network and campaigns, Adjusting bids, Creating ideal display ad. Building Ad with ad Gallery, Building customized images, Display targeting optimization.	13/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concept of display advertising.	2
CO2	Applying	Apply Remarketing in Display Networks.	3
CO3	Analyzing	Analyze dynamic display ads.	4
CO4	Evaluating	Evaluate ad performance on display network.	5
CO5	Creating	Create Display Network Campaign.	6

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SUGGESTED READINGS

Text Books:

1. The Definitive Guide to Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns.
2. Lovelady, Larisa, 2011, The Complete Guide to Google AdWords: Secrets, Techniques, and Strategies. You Can Learn to Make Millions.

Reference Books:

1. Rabazinski, Corey, 2015, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.

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Discipline Specific Elective Courses 08

Semester VI

BBDE 602: E- Mail & Mobile Marketing

Course Objective: Students will learn to define various types of indirect taxes like, excise duty, customs duty (import and export), production linked tax, and Value Added Tax (VAT).

Syllabus and detailed content

				L	T	P	CR
				3	0	0	3
Unit	Content						Hrs./ Weightage
Unit 1:	Introduction to Digital Communication & Email Marketing: Fundamentals of digital and direct marketing; Role and relevance of email marketing in the digital mix; Building an email list: opt-in and opt-out strategies; Designing effective email campaigns: subject lines, content, CTA; Tools and platforms for email marketing						12/25%
Unit 2:	Email Campaign Management & Performance Analytics: Segmentation, personalization, and automation in emails; A/B testing and performance measurement; Email deliverability and spam compliance; GDPR and legal aspects in email marketing; Case studies: successful email campaigns						11/25%
Unit 3:	Mobile Marketing : Evolution and growth of mobile marketing; SMS and MMS marketing; Push notifications and in-app messaging; Mobile apps and mobile-friendly websites; Geo-targeting and location-based services						12/25%
Unit 4:	Integrating Email & Mobile Strategies: Cross-channel campaign integration; Creating omnichannel user experiences; Customer lifecycle communication; Mobile email design and optimization; Trends in email & mobile marketing (AI, chatbots, WhatsApp marketing)						10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Explain core concepts of email and mobile marketing.	1
CO2	Applying	Design personalized email and mobile campaigns using digital tools.	3
CO3	Analyzing	Analyze performance metrics of email/mobile campaigns to improve outcomes.	4
CO4	Evaluating	Demonstrate compliance with legal and ethical standards in digital marketing.	5
CO5	Creating	Integrate email and mobile strategies into a unified marketing plan.	6

Suggested readings

Text Books

1. Chaffey, D. & Ellis-Chadwick, F. – *Digital Marketing*, Pearson Education, 7th Edition, 2022.
- Ryan, D. – *Understanding Digital Marketing*, Kogan Page, 5th Edition, 2020.

Reference Books

1. Kotler, P., Kartajaya, H., & Setiawan, I. – *Marketing 5.0: Technology for Humanity*, Wiley, 2021.
2. Pulizzi, J. – *Epic Content Marketing*, McGraw Hill Education, 2013

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Discipline Specific Elective Courses 09
Semester VII
BBDE 701: Marketing of Services

Course Objective: The course aims to provide the students knowledge of the nature and scope of services marketing.

Syllabus and detailed content

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Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services Marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's, Strategies for Services Marketing: Segmentation, Targeting & Positioning, Differentiation	11/25%
Unit 2:	Understanding Consumer Behavior: Services vis-à-vis goods, Consumer Behavior in Services, Customer Expectations and Perceptions of Services – Evaluation of services. Service Development Design & Standards: New Service Development Process – Basic service to potential service, Customer Defined Service Standards, Demand and Capacity Management	12/25%
Unit 3:	Delivering Services: Role of Employees and Customers in service delivery; Role of Intermediaries, Service process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies, Revenue Management. Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relation	11/25%
Unit 4:	Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Recovery management, Service Guarantees. Role of CRM, The Gaps Model of Service Quality	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand and explain the nature and scope of services marketing.	2
CO2	Understanding	Understand the difference between products and services.	2
CO3	Applying	Apply strategies of service marketing.	3
CO4	Analyzing	Analyze service design with reference to issues like customer service experience, expectations, perceptions and outcomes.	4
CO5	Analyzing	Analyze service quality and gap model of service quality.	4

Suggested readings

Text Books

1. Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler & Pandit, Tata McGraw Hill

Reference Books

1. Services Marketing, Lovelock, Christopher. PrenticeHall.
2. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
3. The Essence of Services Marketing, Adrian Payne. PHI.
4. Services Marketing, Ravi Shankar. Excel Publishing.

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Discipline Specific Elective Courses 10

B. Com Semester VII

BBDE 703: Digital Marketing Strategy and Planning

Course Objective: To enable students to understand, design, and implement digital marketing strategies that align with business objectives and leverage digital tools for effective planning and performance optimization.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Digital Marketing Strategy: Role of strategy in digital marketing; Differences between tactics and strategy; Understanding the digital marketing funnel; Consumer journey and digital touch points; Aligning digital strategy with business goals	12/25%
Unit 2:	Planning Digital Campaigns: Setting SMART goals and KPIs; Situation analysis (SWOT, 5C's, Competitor Analysis); Target audience identification and buyer personas; Budgeting and resource planning; Campaign planning tools and calendars	11/25%
Unit 3:	Strategy across Digital Channels: Content marketing strategy; Social media strategy; SEO and SEM strategy planning; Email marketing and automation planning; Mobile marketing and influencer strategy	12/25%
Unit 4:	Execution, Measurement & Optimization: Campaign execution and monitoring; Tools for analytics -Google Analytics, social media insights-; Conversion Rate Optimization (CRO); Reporting and dashboard creation; Continuous improvement and strategy iteration	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define key components of a digital marketing strategy.	1
CO2	Applying	Develop strategic plans using marketing frameworks and models.	3
CO3	Creating	Create and align digital campaigns with business goals and audience needs.	6
CO4	Analyzing	Measure and interpret key performance indicators to assess campaign success.	4
CO5	Evaluating	Recommend improvements to digital strategies based on analytics insights.	5

Suggested readings

Textbooks:

1. Chaffey, Dave & Ellis-Chadwick, Fiona – *Digital Marketing*, Pearson, 7th Edition, 2022
2. Ryan, Damian – *Understanding Digital Marketing*, Kogan Page, 5th Edition, 2020

Reference Books:

1. Kotler, Philip et al. – *Marketing 5.0: Technology for Humanity*, Wiley, 2021
2. Kingsnorth, Simon – *Digital Marketing Strategy*, Kogan Page, 2nd Edition, 2019
3. Stokes, Rob – *eMarketing: The Essential Guide to Digital Marketing*, Quirk Education, 6th Ed.

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Discipline Specific Elective Courses 11

Semester VII

BBDE 703: E- Retailing and Store Management

Course Objective: The primary objective of this course is to familiarize the students with concepts and practices in E Retailing and stores management.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Concept of retailing, Retail Management Process, Functions of retailing, Retail types, Retailing Channels, The E-Retail Mix; E-Retail Product Categories, Integration of e-retailing into an organization - Strategies for Integration; Risks and Benefits of E-Retailing	11/25%
Unit 2:	The concepts of E-Commerce, E Business and E Marketing. Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. Online Interactive Retailing, E Commerce-Business Models: B2B, B2C, C2C, B2 Government, Government to Government	11/25%
Unit 3:	Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location, Strategy for effective market segmentation, Retail value chain.	11/25%
Unit 4:	Space Management, Store layout and Design, Concept, meaning of Visual Merchandising , E-Store Design - Meaning of E-Store Design, Purpose and Scope of E-Store Design, Importance of Store Design for E-Retailers, Components of E-Store Design, Role of Objectives and Strategy in Guiding E-Store Design	12/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concepts of retailing and e retailing	2
CO2	Understanding	Understand concepts of E-Commerce.	2
CO3	Applying	Apply online Interactive Retailing	3
CO4	Applying	Apply techniques for retail location decisions.	3
CO5	Analyzing	Analyze e store designs.	4

Suggested readings

Text Books:

1. Halpeth, Booma & Prasad, Veena (2017). Retail Management (First Edition). Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Dennis, C., Fenech, T. & Merrilees, B. (2004). E-Retailing (1st edition). Abingdon: Routledge.
3. Heinemann, Gerri & Schwarzl, Christoph (2010). New Online Retailing: Innovation and Transformation (1st edition). Wiesbaden: Gabler.

Reference Books:

1. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
2. Agarwal, Bansal, Yadav, Kumar- Retail Management, Pragati Prakashan, Meerut
3. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006

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Discipline Specific Elective Courses 12
Semester VII

BBDE 704: Performance Marketing

Course Objective: To equip students with the knowledge and skills to plan, implement, and optimize data-driven, result-oriented digital marketing campaigns focused on measurable outcomes.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Performance Marketing: Meaning and scope of performance marketing; Difference between brand and performance marketing; Key performance indicators (KPIs): CPC, CTR, CPA, ROI, ROAS; Digital platforms for performance marketing: Google, Meta, LinkedIn; Importance of conversion tracking and attribution models	12/25%
Unit 2:	Paid Advertising Channels: Search Engine Marketing (Google Ads – Search & Display); Social Media Advertising (Facebook, Instagram, LinkedIn, YouTube); Native ads and affiliate marketing basics; Programmatic advertising and real-time bidding; Budgeting, bidding strategies, and A/B testing	10/25%
Unit 3:	Campaign Planning and Execution: Goal setting and audience targeting; Landing page optimization and lead magnets; Creative assets: Ad copy, visuals, call to action; Campaign setup and tracking with UTM parameters; Integration with CRM tools and email marketing platforms	12/25%
Unit 4:	Performance Measurement and Optimization: Analytics tools (Google Analytics, Facebook Ads Manager); Understanding and improving funnel metrics; Conversion Rate Optimization (CRO) techniques; Retargeting and lookalike audiences; Reporting and dashboard building	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals and metrics of performance marketing.	2
CO2	Applying	Plan and structure performance-driven digital ad campaigns.	3
CO3	Creating	Execute campaigns across different platforms using proper tools and tracking.	6
CO4	Analyzing	Analyze ad performance using metrics and dashboards.	4
CO5	Evaluating	Optimize campaigns based on data insights for better results.	5

Suggested readings

Textbooks:

1. Smailhodzic, Elvin & Brand, Kees – *Performance Marketing with Google Ads*, 2nd Ed., Independently Published, 2021
2. Malhotra, Shubham – *The Ultimate Guide to Performance Marketing*, Notion Press, 2022

Reference Books:

1. Kingsnorth, Simon – *Digital Marketing Strategy*, Kogan Page, 2nd Edition, 2019
2. Cutroni, Justin – *Google Analytics*, O'Reilly Media, 2010
3. Chaffey, Dave & Ellis-Chadwick, Fiona – *Digital Marketing*, Pearson, 7th Edition, 2022

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Discipline Specific Elective Courses 13

Semester VIII

BBDE 801: Digital Branding and Story Telling

Course Objective: To enable students to understand the role of digital branding and storytelling in building brand identity, creating emotional connections, and enhancing customer engagement in the digital age.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Fundamentals of Digital Branding: Meaning and evolution of branding in the digital age; Key elements of digital branding: identity, voice, values; Branding across digital platforms: website, social media, email; Brand positioning and value proposition in online environments	12/25%
Unit 2:	Basics of Storytelling for Brands: What is storytelling? Components of a good story; Psychology and science behind storytelling in marketing; Creating brand narratives: character, conflict, resolution; Emotional branding and consumer connection	11/25%
Unit 3:	Digital Storytelling Tools and Platforms: Multimedia storytelling: text, video, visuals, audio; Storytelling through social media, blogs, podcasts; User-generated content and brand communities; Tools: Canva, InVideo, Adobe Spark, Instagram Reels, YouTube Shorts	11/25%
Unit 4:	Strategy, Implementation, and Measurement: Developing a brand storytelling strategy; Case studies: Successful digital storytelling campaigns; Measuring engagement and ROI; Challenges and ethical considerations in storytelling	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts of digital branding and storytelling.	2
CO2	Understanding	Identify key elements that contribute to a compelling brand story.	2
CO3	Applying	Develop digital storytelling strategies for different platforms.	3
CO4	Analyzing	Analyze the effectiveness of storytelling techniques in digital branding.	4
CO5	Creating	Design a digital brand story using multimedia tools and narrative structures.	6

Suggested readings

Textbooks:

1. Seth Godin – *All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*, Portfolio, 2012
2. Bernadette Jiwa – *Story Driven: You Don't Need to Compete When You Know Who You Are*, Perceptive Press, 2018

Reference Books:

1. Donald Miller – *Building a StoryBrand: Clarify Your Message So Customers Will Listen*, HarperCollins, 2017
2. Marc Gobe – *Emotional Branding: The New Paradigm for Connecting Brands to People*, Allworth Press, 2010
3. Paul Smith – *Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire*, AMACOM, 2012

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Discipline Specific Elective Courses 14

Semester VIII

BBDE 802: Affiliate and Referral Marketing

Course Objective: To equip students with the knowledge and skills to plan, implement, and optimize affiliate and referral marketing programs for customer acquisition and business growth.

L	T	P	CR
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Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Affiliate and Referral Marketing: Definition, scope, and importance; Evolution of affiliate marketing; Key concepts: cookies, tracking links, commissions; Difference between affiliate and referral marketing; Benefits and limitations for businesses and marketers	12/25%
Unit 2:	Affiliate Marketing Ecosystem: Stakeholders: merchants, affiliates, networks, customers: Types of affiliates: content creators, influencers, coupon/deal sites; Affiliate program models: CPS, CPA, CPL, CPM; Affiliate network platforms: ShareASale, CJ Affiliate, Amazon associates; Legal and ethical issues in affiliate marketing	11/25%
Unit 3:	Referral Marketing Strategies: Building a successful referral program: Types of referral rewards: cash, discounts, loyalty points: Psychology of referrals and trust-based marketing: Tools and platforms for referral campaigns; Case studies of successful referral marketing	11/25%
Unit 4:	Planning, Executing, and Measuring Campaigns: Setting goals and KPIs for affiliate/referral campaigns; Content creation and promotional tactics; Measuring ROI and using analytics; Fraud prevention and compliance; Optimizing performance through testing and feedback	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals and terminology of affiliate and referral marketing.	2
CO2	Understanding	Differentiate between affiliate and referral models and their business applications.	2
CO3	Applying	Develop a basic affiliate or referral campaign using appropriate tools.	3
CO4	Analyzing	Analyze the performance of marketing campaigns using key metrics.	4
CO5	Creating	Design ethical, scalable and result driven marketing strategies	6

Suggested readings

Textbooks:

1. Chad Tennant – *Affiliate Marketing: Secrets*, 2018
2. Evan Bailyn – *Outsmarting Google: SEO & Affiliate Marketing*, Pearson, 2011

Reference Books:

1. Shawn Collins & Missy Ward – *Affiliate Program Management: An Hour a Day*, Wiley, 2011
2. Pat Flynn – *Superfans: The Easy Way to Stand Out, Grow Your Tribe*, SPI Media, 2019
3. HubSpot Academy – *Referral Marketing Certification Course* (Free Online Resource)
4. Neil Patel Blog – Articles and guides on affiliate marketing strategies

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Discipline Specific Elective Courses 15

Semester VIII

BBDE 803: B2B Digital Marketing

Course Objective: To provide students with an understanding of how digital marketing strategies are used in the B2B context to generate leads, build relationships, and drive business growth.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Fundamentals of B2B Marketing in the Digital Era; Key differences between B2B and B2C marketing; Understanding the B2B buyer journey; B2B customer personas and segmentation; Digital touchpoints and decision-making processes; Importance of relationship building and account-based marketing (ABM)	12/25%
Unit 2:	B2B Digital Marketing Channels and Tools: Content marketing for B2B (white papers, case studies, webinars); Email marketing automation and CRM integration; LinkedIn and other platforms for B2B outreach; SEO and PPC for B2B lead generation; Introduction to MarTech tools - HubSpot, Salesforce, Marketo	11/25%
Unit 3:	B2B Lead Generation and Conversion Strategies: Lead magnets and funnel building; Lead scoring and nurturing strategies; Landing pages and conversion optimization; Measuring and improving campaign ROI; Retargeting and remarketing strategies	11/25%
Unit 4:	Data Analytics, Trends & Ethical Considerations in B2B Marketing: Google Analytics and LinkedIn Campaign Manager; AI and personalization in B2B marketing; Regulatory frameworks: GDPR, CAN-SPAM; Case studies and industry best practices	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals and terminology of affiliate and referral marketing.	2
CO2	Understanding	Differentiate between affiliate and referral models and their business applications.	2
CO3	Applying	Develop a basic affiliate or referral campaign using appropriate tools.	3
CO4	Analyzing	Analyze the performance of marketing campaigns using key metrics.	4
CO5	Creating	Design ethical, scalable and result driven marketing strategies	6

Suggested readings

Textbooks:

1. Karthik Chakkarapani – *Digital Marketing for B2B*, Notion Press, 2020
2. Michael Miller – *B2B Digital Marketing: Using the Web to Market Directly to Businesses*, Que Publishing, 2012

Reference Books

1. Dayle Hall – *The CMO's Guide to B2B Marketing*, Oracle, 2018
2. Russell Glass & Sean Callahan – *The Big Data-Driven Business*, Wiley, 2014
3. HubSpot Academy – *B2B Digital Marketing Course* (Free Online Resource)
4. LinkedIn Learning – *B2B Marketing Strategy Courses*

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Discipline Specific Elective Courses 16

Semester VIII

BBDE 804: Digital PR and Media Relations

Course Objective: To equip students with the knowledge and skills to manage public relations in the digital age, focusing on digital tools, online reputation, media engagement, and influencer collaboration.

Syllabus and detailed content

L	T	P	CR
4	0	0	4

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Digital PR: Evolution of PR in the digital era; Differences between traditional and digital PR; Key components of a digital PR strategy; Role of online media and blogs; Importance of storytelling and brand voice	12/25%
Unit 2:	Online Reputation Management (ORM): Understanding brand reputation in the digital space; Crisis communication and damage control online; monitoring tools -Google Alerts, Brand24, etc.; Managing customer reviews and feedback; Case studies of ORM success/failures	11/25%
Unit 3:	Media Relations in the Digital World: Building relationships with digital journalists and bloggers; Writing effective online press releases; Leveraging social media for media outreach; Email pitching and follow-ups; Integrating PR with SEO and content marketing	11/25%
Unit 4:	Influencer & Content-driven PR Strategies: Identifying and engaging with influencers; Collaborative content creation; Measuring digital PR success- KPIs, impressions, backlinks; Ethics in digital PR; Digital PR campaign planning and execution	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the evolution and core concepts of digital PR.	2
CO2	Applying	Apply strategies for managing online brand reputation.	3
CO3	Creating	Develop media content for digital platforms and press outreach.	6
CO4	Applying	Engage effectively with digital media and influencers.	3
CO5	Analyzing	Analyze and evaluate the performance of digital PR campaigns.	4

Suggested readings

Text Books

1. Soumendra, Narain Bagchi (2013), Performance Management. Delhi: Cengage Learning India Pvt. Ltd.
2. Shrinivas R. Kandula (2006), Performance Management: Strategies, Intervention & Drivers. Pearson.

Reference Books

1. Armstrong, M. & Baron, A. (2005), Performance management and development. Mumbai: Jaico Publishing House.
2. Bhattacharyya, D. K. (2011), Performance management systems and strategies. India: Pearson Education

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Compulsory Qualifying Course

Semester I

SAGA 001: Saga of Great Men and Freedom Fighters

Course objective: The course explores India's freedom struggle, focusing on key figures like Mahatma Gandhi, Sardar Vallabhbhai Patel, Netaji Subhash Chandra Bose, Sardar Bhagat Singh, and Rani Lakshmi Bai.

Syllabus and detailed content

Unit	Content	Hrs/ Weightage
Unit 1:	Mahatma Gandhi: Philosophy of non-violence, Satyagraha, and truth. Contribution to the freedom of India. Sardar Vallabhbhai Patel: Contribution to the Peasant Movement; Role in the integration of India into a united country; Overview of socio-political and economic conditions in India before and during the freedom struggle.	10/25%
Unit 2:	Netaji Subhash Chandra Bose: Formation of the Indian National Army (INA); Radical philosophy of nationalism; Study of different freedom fighters' philosophies, strategies, and impacts; Analysis of primary sources such as letters, speeches, and writings.	10/25%
Unit 3:	Sardar Bhagat Singh: Reasons for becoming a revolutionary, Contributions to the freedom of the nation. Rani Lakshmi Bai: Contribution to the freedom struggle of India; Legacy and Influence: How their philosophies and actions influenced post-independence India; Lasting impact on contemporary Indian society, politics, and governance.	10/25%
Unit 4:	Comparative analysis of the contributions of Mahatma Gandhi, Sardar Vallabhbhai Patel, Netaji Subhash Chandra Bose, Sardar Bhagat Singh, and Rani Lakshmi Bai. Impact of their philosophies and actions on India's freedom movement. Role of Women: Contributions of women in the freedom struggle; Focus on leaders like Rani Lakshmi Bai and others. Global Perspective: Impact of international events on India's freedom movement.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the various thought processes that drove India to freedom.	2
CO2	Understanding	Understand the intricacies involved in Uniting India as one nation.	2
CO3	Understanding	Understand as to how difficult it was to attain freedom and why we must make efforts to preserve it.	2
CO4	Understanding	Understand the philosophy of different freedom fighters.	2
CO5	Understanding	Understand the role of women in India's independence movement and its global context	3

SUGGESTED READINGS

Text Books

1. Guha, Ramachandra (2007). *India After Gandhi: The History of the World's Largest Democracy*. Picador India.
2. Mehta, Ved (1997). *Mahatma Gandhi and His Apostles*. Yale University Press.
3. Verma, R. C. (1995). *Women in the Freedom Struggle in India*. Publications Division, Government of India
4. Noorani, A.G. (2009). *The Trial of Bhagat Singh: Politics of Justice*. Oxford University Press.
5. Chandra, Bipan (2016). *India's Struggle for Independence: 1857-1947*. Penguin Books India.
6. Mohan, V. (2017). *Sardar Vallabhbhai Patel: Life, Work and Legacy*. Publications Division, Govt. of India.

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Discipline Specific Elective Courses

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Discipline Specific Elective Courses 01

Semester III

BBDE 301: Consumer Behaviour

Course objective: -The objective of this program is to make students understand the concepts and models of consumer behavior.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hours/ Weightage
Unit 1:	Introduction: Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Total product concept.	11/25%
Unit 2:	Environmental Influences on Consumer Behavior: Cultural Influence, Cross Cultural and Sub cultural Segmentation, Social Class and Reference Group Influences, Families and Households, Personal Influences.	12/25%
Unit 3:	Psychological Influences: Lifestyles and Psychographics – Time Research Memory, Learning and Perception, Motivation & Mood.	10/25%
Unit 4:	Decision Process and Consumer Behavior Models: Decision Process, Problem Recognition, Search and Evaluation, Purchasing Processes, Post Purchase Behavior, Consumer Behavior Models.	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts and theories of consumer behavior, consumer behaviour models.	2
CO2	Understanding	Understand the individual and group influences on consumer behavior and consumer decision making process.	2
CO3	Applying	Apply knowledge of consumer behaviour to business.	3
CO4	Analyzing	Analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.	4
CO5	Evaluating	Evaluate the marketing strategies based on fundamentals of consumer buying behaviour.	5

SUGGESTED READINGS

Text Books

- 1Del L Hawkins, Consumer Behavior Building Marketing Strategy, New Delhi: Mcgraw Hill Education.
2. Blackwell et al, Consumer Behavior, New Delhi: Vikas Publication.
3. Schiffman and Wisenblit, Consumer Behavior, New Delhi : Pearson

Reference Books

1. Leon G Schiffman, Consumer Behavior, New Delhi :Mcgraw Hill Education.

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Discipline Specific Elective Courses 02

Semester III

BBDE 302: Retail Marketing

Course objective: - To provide students with a comprehensive understanding of retail marketing concepts, strategies, and trends, enabling them to analyze, plan, and manage retail business operations effectively.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hours/ Weightage
Unit 1:	Introduction to Retailing: Meaning, nature, and scope of retailing; Evolution and trends in retail; Retail formats: store and non-store based; Retail environment and consumer behavior in retail	12/25%
Unit 2:	Retail Marketing and Strategies : Retail marketing mix (4Ps + people, process, physical evidence); Retail market segmentation, targeting and positioning; Retail branding and private labels; Store location, design, and layout planning	11/25%
Unit 3:	Retail Operations and Technology: Merchandise planning and category management; Supply chain and logistics in retail; Retail pricing and promotions; Role of technology: POS systems, RFID, AI, and omnichannel retail	11/25%
Unit 4:	Customer Relationship and Future Trends: Customer Relationship Management (CRM) in retail; Retail service quality and customer satisfaction; Ethics in retailing and legal aspects; E-retailing, emerging trends, and global retail practices	11/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Describe the fundamentals of retailing and types of retail formats.	1
CO2	Analyzing	Compare and analyze various retail location strategies and store layouts.	4
CO3	Applying	Apply retail marketing mix and segmentation strategies to real-world cases.	3
CO4	Evaluating	Evaluate the role of customer relationship management and supply chain in retail.	5
CO5	Creating	Design promotional strategies for retail stores using modern retail technologies.	6

SUGGESTED READINGS

Text Books

1. Berman, B. & Evans, J.R. (2018). *Retail Management: A Strategic Approach*. Pearson Education..
2. Levy, M. & Weitz, B. (2021). *Retailing Management*. McGraw-Hill Education..
3. Pradhan, S. (2022). *Retailing Management*. Tata McGraw-Hill Education.

Reference Books

1. Piyush Kumar Sinha & Dwarika Prasad Uniyal (2012). *Managing Retailing*. Oxford University Press.
2. Fernie, J., & Sparks, L. (2018). *Logistics and Retail Management*. Kogan Page.

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Discipline Specific Elective Courses 03

Semester IV

BBDE 401 Video Advertising

Course objective: -The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Video Advertising.

L	T	P	CR
3	0	0	3

Syllabus and detailed contents:

Unit	Content	Hours/ Weightage
Unit1:	Introduction to Video Advertising, Benefits of Video Advertising, Audience Engagement with video advertising, True-view Ad Formats, Channel Management, YouTube Video Editor.	11/25%
Unit2:	Reaching potential customers, Language targeting, Location targeting, YouTube Ad Formats, Average View Frequency, View Rate, Companion Banner, Frequency Capping, Remarketing to YouTube viewers, Best practices of video remarketing, Your	11/25%
Unit3:	Campaign creation and management, Create a True View video campaign, True View video ad formats, Targeting your video ads, Remarketing to YouTube viewers with AdWords, the ad approval process, reserved media placements on YouTube.	11/25%
Unit4:	Performance measurement and optimization, Tips for optimizing your video campaign, Optimization strategies & best practices for video content on YouTube, Measuring image and video ad performance, Measuring brand awareness, Tips for creating effective video ads, YouTube Analytics basics, Measuring your	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concepts and benefits of video advertising.	2
CO2	Applying	Apply practices of video remarketing.	3
CO3	Analyzing	Analyze optimization strategies & best practices for video content on YouTube.	4
CO4	Evaluating	Evaluate image and video ad performance	5
CO5	Creating	Create a True View video campaign	6

SUGGESTED READINGS

TextBooks

1. Jounce media, the little black book of video advertising.
2. The Video That Sell Anything: Create Video Ads for Social Media Using Psychology by Gemm Aragon.
3. Video Advertising on Social Media: Facebook and YouTube, **by** Mark A. Jansen

Reference Books

1. The Rise And Rise Of Online Video Advertising: The Must Read Book For Any Business Who Wants To Seriously Stay Ahead With Their Online Presence Kindle Edition, by N.A De Silva (Author)

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Discipline Specific Elective Courses 04

Semester IV

BBDE 402 Web Technologies

Course objective: -The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of Video Advertising.

L	T	P	CR
2	0	2	3

Syllabus and detailed contents:

Unit	Content	Hours/ Weightage
Unit1:	Introduction to WWW : Protocols and programs, secure connections, application and development tools, the web browser, What is server, choices, setting up UNIX and Linux web servers, Logging users, dynamic IP Web Design: Web site design principles, planning the site and navigation, Introduction to HTML : The development process, Html tags and simple HTML forms, web site structure Introduction to XHTML : XML, Move to XHTML, Meta tags, Character entities, frames and frame sets, inside browser.	12/25%
Unit2:	Style sheets: Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2. Javascript : Client side scripting, What is Javascript, How to develop Javascript, simple Javascript, variables, functions, conditions, loops and repetition	10/25%
Unit3:	Advance script, Javascript and objects, Javascript own objects, the DOM and web browser environments, forms and validations DHTML : Combining HTML, CSS and Javascript, events and buttons, controlling your browser, Ajax: Introduction, advantages & disadvantages ,Purpose of it ,ajax based web application, alternatives of ajax. XML : Introduction to XML, uses of XML, simple XML, XML key components, DTD and Schemas, Well formed, using XML with application.XML, XSL and XSLT. Introduction to XSL, XML transformed simple example, XSL elements, transforming with XSLT	12/25%
Unit4:	PHP : Starting to script on server side, Arrays, function and forms, advance PHP Databases : Basic command with PHP examples, Connection to server, creating database, selecting a database, listing database, listing table names creating a table, inserting data, altering tables, queries, deleting database, deleting data and tables, PHP myadmin and database bugs.	11/25%

Sr.	Name of Experiment
1	Design web pages for your college containing a description of the courses, departments, faculties, library etc, use href, list tags
2	Create your class timetable using table tag.
3	Create user Student feedback form (use textbox, text area , checkbox, radio button, select box etc.)
4	Create a web page using frame. Divide the page into two parts with

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	Navigation links on left hand side of page (width=20%) and content page on right hand side of page (width = 80%). On clicking the navigation Links corresponding content must be shown on the right hand side.
5	Write html code to develop a webpage having two frames that divide the webpage into two equal rows and then divide the row into equal columns fill each frame with a different background color.
6	Create HTML Page with JavaScript which takes Integer number as input and tells whether the number is ODD or EVEN.

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the fundamentals of web development, including HTML, XHTML, web servers, and browsers.	2
CO2	Applying	Apply CSS and JavaScript to enhance the layout, styling, and interactivity of web pages.	3
CO3	Applying	Develop dynamic web pages using advanced JavaScript techniques, DHTML, and AJAX.	3
CO4	Analyzing	Analyze XML data structures and use XSLT to transform XML documents for web applications.	4
CO5	Creating	Create interactive and data-driven websites using PHP and MySQL database integration.	6

SUGGESTED READINGS

Text Books

1. Achyut Godbole & Atul Kahate – *Web Technologies: TCP/IP to Internet Application Architectures*, McGraw Hill Education, 2013
2. Ivan Bayross – *Web Enabled Commercial Application Development Using HTML, DHTML, JavaScript, Perl CGI*, BPB Publications, Latest Edition

Reference Books

1. Robin Nixon – *Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5*, O'Reilly Media, 5th Edition, 2018.
2. Deitel & Deitel – *Internet and World Wide Web: How to Program*, Pearson Education, 5th Edition, 2011.
3. Thomas A. Powell – *HTML & CSS: The Complete Reference*, McGraw Hill, 5th Edition.
4. Jon Duckett – *JavaScript and jQuery: Interactive Front-End Web Development*, Wiley, 1st Edition, 2014.

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Discipline Specific Elective Courses 05

Semester V

BBDE 501: Search Advertising

Course objective: The course aims to expose the students to the concepts, tools and techniques applicable in the field of Search Advertising

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Search Fundamentals, organizing campaigns and ads, using keyword matching, using broad match, ad group performance, ad position and ad rank, actual CPC. Ad Formats: Text Ad, what makes up a text ad, shopping campaign, dynamic search ads. Ad Extensions, enhancing your ad, location extensions, seller ratings, display additional site links.	10/25%
Unit 2:	Ad & Site Quality: Quality score, landing page, create an effective mobile site, about invalid traffic. AdWords Tools: Overview, account history, Keyword tools, Targeting Tools, Bidding and Budget Tools, About AdWords Editor.	10/25%
Unit 3:	Performance monitoring and reporting: Intro to AdWords reporting, Interpreting AdWords reports, additional performance insights. Optimizing Performance: The Opportunities Tab, Campaign Experiments, Using Custom Ad scheduling, Keyword insertion.	10/25%
Unit 4:	Performance, profitability and growth: Budget growth, Bidding for performance, Profitability and Lifetime Value. AdWords API: AdWords Application Programming Interface (API), Benefits and languages.	10/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand fundamentals of search advertising..	2
CO2	Understanding	Understand various types of ad formats	2
CO3	Understanding	Understand Performance monitoring and reporting procedure.	2
CO4	Analyzing	Analyze AdWords API	4
CO5	Creating	Create Web pages designed to be easily crawled and optimally indexed by search engines.	6

SUGGESTED READINGS

Text books

1. Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns.
2. Lovelady, Larisa, 2011, The Complete Guide to Google AdWords: Secrets, Techniques, and Strategies You Can Learn to Make Millions.

Reference Books

1. Marshall, Perry; Rhodes, Mike; Todd, Bryan; 2012; Ultimate Guide to Google AdWords: How to Access 1 Billion.

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Discipline Specific Elective Courses 06

Semester V

BBDE 502: Content Advertising

Course objective: This course will teach students the knowledge and skills to be content marketers.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs/ Weightage
Unit 1:	Forming a Mission Statement • Deciding How You'll Use Content Marketing • Selecting a Niche • Identifying Students' Unique Propositions • Identifying a Target Audience	11/25%
Unit 2:	Naming Primary and Lower-Level Goals • Forming a Core Message and Secondary Messages • Establishing an Online Footprint, Starting with a Blog • Writing for the Web • Performing a Competitive Analysis	11/25%
Unit 3:	Using an Editorial Calendar • Understanding the Importance of Images, Audio, and Video • Collecting Content Ideas • Setting Up Google Alerts • Setting Up an RSS Feed	11/25%
Unit 4:	Brainstorming and Mind Mapping • Generating Ideas Using Social Media • Generating Ideas by Newsjacking • Building Your Brand • Using Professional Profile Photos • How to Manage Clients	12/25%

Course Learning Outcomes (CLO)

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

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the elements of a successful content marketing strategy.	2
CO2	Understanding	Understand the process of forming mission statement.	2
CO3	Applying	Apply procedure for Naming Primary and Lower-Level Goals.	3
CO4	Applying	Apply editorial calendar.	3
CO5	Applying	Apply brainstorming and mind mapping techniques.	3

Text Books

1. Content Marketing: Think Like a Publisher – How to Use Content to Market Online and in Social Media by Rebecca Lieb.

Reference Books

2. The Marketing Agency Blueprint: The Handbook for Building Hybrid PR, Seo, Content, Advertising, and Web Firms by Paul Roetzer.

Discipline Specific Elective Courses 07

Semester VI

BBDE 601: Display Advertising

Course Objective: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various technique of display advertising.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Google Display Advertising, Matching ads to websites, Types of Ads on Display Network, Measuring effectiveness of Ads in Display Network, Where Ads appear in Display Network, Contextual Targeting, Display Network Ad Auction, Search Network with Display Select, Creating an effective mobile site.	10/25%
Unit 2:	Setting up Display Network Campaign; Creating AdWords Campaign; Ad Groups; Structuring AdWords Account; Using AdWords Ad Gallery; Bidding features on Display Network; Choosing bid for Display Network Campaign; Viewable Impressions and Viewable CPM; Enhanced Cost Per Click (ECPC), Conversion Optimizer, Types of bid adjustments, Using bid adjustments with ECPC, Flexible bid strategies, Enhancing ad with extensions, Types of Ad extensions, Creating dynamic display ads, Lightbox Ads.	11/25%
Unit 3:	Showing ads on the Display Network, Targeting settings on Display Network, Target and bid, Bid only, Advanced targeting combinations, Direct sales campaigns, Brand campaigns, Managed placements, Targeting specific topics, Adding negative keywords, Language targeting, Custom Ad Scheduling, Using Display Planner, Types of targeting methods and exclusions.	11/25%
Unit 4:	Reaching Audience on display network, Types of audiences: Affinity audiences, Custom Affinity audiences, In-market audiences, How Audiences work, Reaching people on similar audiences, Reaching people of specific demographics, Use of Remarketing in Display Networks, Creating feed for dynamic display ads. Measuring and optimizing performance on Display Network, how to measure effectiveness, Measuring sales and conversions, Evaluating ad performance on display network, Basic insights, Report editor. Performance and demographic stats, Account, campaign and Group performance, Campaigns tab, Optimizing display network and campaigns, Adjusting bids, Creating ideal display ad. Building Ad with ad Gallery, Building customized images, Display targeting optimization.	13/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concept of display advertising.	2
CO2	Applying	Apply Remarketing in Display Networks.	3
CO3	Analyzing	Analyze dynamic display ads.	4
CO4	Evaluating	Evaluate ad performance on display network.	5
CO5	Creating	Create Display Network Campaign.	6

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SUGGESTED READINGS

Text Books:

1. The Definitive Guide to Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns.
2. Lovelady, Larisa, 2011, The Complete Guide to Google AdWords: Secrets, Techniques, and Strategies. You Can Learn to Make Millions.

Reference Books:

1. Rabazinski, Corey, 2015, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.

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Discipline Specific Elective Courses 08
Semester VI
BBDE 602: E- Mail & Mobile Marketing

Course Objective: Students will learn to define various types of indirect taxes like, excise duty, customs duty (import and export), production linked tax, and Value Added Tax (VAT).

Syllabus and detailed content

				L	T	P	CR
				3	0	0	3
Unit	Content						Hrs./ Weightage
Unit 1:	Introduction to Digital Communication & Email Marketing: Fundamentals of digital and direct marketing; Role and relevance of email marketing in the digital mix; Building an email list: opt-in and opt-out strategies; Designing effective email campaigns: subject lines, content, CTA; Tools and platforms for email marketing						12/25%
Unit 2:	Email Campaign Management & Performance Analytics: Segmentation, personalization, and automation in emails; A/B testing and performance measurement; Email deliverability and spam compliance; GDPR and legal aspects in email marketing; Case studies: successful email campaigns						11/25%
Unit 3:	Mobile Marketing : Evolution and growth of mobile marketing; SMS and MMS marketing; Push notifications and in-app messaging; Mobile apps and mobile-friendly websites; Geo-targeting and location-based services						12/25%
Unit 4:	Integrating Email & Mobile Strategies: Cross-channel campaign integration; Creating omnichannel user experiences; Customer lifecycle communication; Mobile email design and optimization; Trends in email & mobile marketing (AI, chatbots, WhatsApp marketing)						10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Explain core concepts of email and mobile marketing.	1
CO2	Applying	Design personalized email and mobile campaigns using digital tools.	3
CO3	Analyzing	Analyze performance metrics of email/mobile campaigns to improve outcomes.	4
CO4	Evaluating	Demonstrate compliance with legal and ethical standards in digital marketing.	5
CO5	Creating	Integrate email and mobile strategies into a unified marketing plan.	6

Suggested readings

Text Books

1. Chaffey, D. & Ellis-Chadwick, F. – *Digital Marketing*, Pearson Education, 7th Edition, 2022.
- Ryan, D. – *Understanding Digital Marketing*, Kogan Page, 5th Edition, 2020.

Reference Books

1. Kotler, P., Kartajaya, H., & Setiawan, I. – *Marketing 5.0: Technology for Humanity*, Wiley, 2021.
2. Pulizzi, J. – *Epic Content Marketing*, McGraw Hill Education, 2013

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Discipline Specific Elective Courses 09

Semester VII

BBDE 701: Marketing of Services

Course Objective: The course aims to provide the students knowledge of the nature and scope of services marketing.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services Marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's, Strategies for Services Marketing: Segmentation, Targeting & Positioning, Differentiation	11/25%
Unit 2:	Understanding Consumer Behavior: Services vis-à-vis goods, Consumer Behavior in Services, Customer Expectations and Perceptions of Services – Evaluation of services. Service Development Design & Standards: New Service Development Process – Basic service to potential service, Customer Defined Service Standards, Demand and Capacity Management	12/25%
Unit 3:	Delivering Services: Role of Employees and Customers in service delivery; Role of Intermediaries, Service process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies, Revenue Management. Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relation	11/25%
Unit 4:	Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Recovery management, Service Guarantees. Role of CRM, The Gaps Model of Service Quality	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand and explain the nature and scope of services marketing.	2
CO2	Understanding	Understand the difference between products and services.	2
CO3	Applying	Apply strategies of service marketing.	3
CO4	Analyzing	Analyze service design with reference to issues like customer service experience, expectations, perceptions and outcomes.	4
CO5	Analyzing	Analyze service quality and gap model of service quality.	4

Suggested readings

Text Books

1. Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler & Pandit, Tata McGraw Hill

Reference Books

1. Services Marketing, Lovelock, Christopher. PrenticeHall.
2. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
3. The Essence of Services Marketing, Adrian Payne. PHI.
4. Services Marketing, Ravi Shankar. Excel Publishing.

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Discipline Specific Elective Courses 10

B. Com Semester VII

BBDE 703: Digital Marketing Strategy and Planning

Course Objective: To enable students to understand, design, and implement digital marketing strategies that align with business objectives and leverage digital tools for effective planning and performance optimization.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Digital Marketing Strategy: Role of strategy in digital marketing; Differences between tactics and strategy; Understanding the digital marketing funnel; Consumer journey and digital touch points; Aligning digital strategy with business goals	12/25%
Unit 2:	Planning Digital Campaigns: Setting SMART goals and KPIs; Situation analysis (SWOT, 5C's, Competitor Analysis); Target audience identification and buyer personas; Budgeting and resource planning; Campaign planning tools and calendars	11/25%
Unit 3:	Strategy across Digital Channels: Content marketing strategy; Social media strategy; SEO and SEM strategy planning; Email marketing and automation planning; Mobile marketing and influencer strategy	12/25%
Unit 4:	Execution, Measurement & Optimization: Campaign execution and monitoring; Tools for analytics -Google Analytics, social media insights-; Conversion Rate Optimization (CRO); Reporting and dashboard creation; Continuous improvement and strategy iteration	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Define key components of a digital marketing strategy.	1
CO2	Applying	Develop strategic plans using marketing frameworks and models.	3
CO3	Creating	Create and align digital campaigns with business goals and audience needs.	6
CO4	Analyzing	Measure and interpret key performance indicators to assess campaign success.	4
CO5	Evaluating	Recommend improvements to digital strategies based on analytics insights.	5

Suggested readings

Textbooks:

1. Chaffey, Dave & Ellis-Chadwick, Fiona – *Digital Marketing*, Pearson, 7th Edition, 2022
2. Ryan, Damian – *Understanding Digital Marketing*, Kogan Page, 5th Edition, 2020

Reference Books:

1. Kotler, Philip et al. – *Marketing 5.0: Technology for Humanity*, Wiley, 2021
2. Kingsnorth, Simon – *Digital Marketing Strategy*, Kogan Page, 2nd Edition, 2019
3. Stokes, Rob – *eMarketing: The Essential Guide to Digital Marketing*, Quirk Education, 6th Ed.

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Discipline Specific Elective Courses 11

Semester VII

BBDE 703: E- Retailing and Store Management

Course Objective: The primary objective of this course is to familiarize the students with concepts and practices in E Retailing and stores management.

Syllabus and detailed content

L	T	P	CR
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Unit	Content	Hrs./ Weightage
Unit 1:	Concept of retailing, Retail Management Process, Functions of retailing, Retail types, Retailing Channels, The E-Retail Mix; E-Retail Product Categories, Integration of e-retailing into an organization - Strategies for Integration; Risks and Benefits of E-Retailing	11/25%
Unit 2:	The concepts of E-Commerce, E Business and E Marketing. Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. Online Interactive Retailing, E Commerce-Business Models: B2B, B2C, C2C, B2 Government, Government to Government	11/25%
Unit 3:	Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location, Strategy for effective market segmentation, Retail value chain.	11/25%
Unit 4:	Space Management, Store layout and Design, Concept, meaning of Visual Merchandising , E-Store Design - Meaning of E-Store Design, Purpose and Scope of E-Store Design, Importance of Store Design for E-Retailers, Components of E-Store Design, Role of Objectives and Strategy in Guiding E-Store Design	12/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand concepts of retailing and e retailing	2
CO2	Understanding	Understand concepts of E-Commerce.	2
CO3	Applying	Apply online Interactive Retailing	3
CO4	Applying	Apply techniques for retail location decisions.	3
CO5	Analyzing	Analyze e store designs.	4

Suggested readings

Text Books:

1. Halpeth, Booma & Prasad, Veena (2017). Retail Management (First Edition). Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Dennis, C., Fenech, T. & Merrilees, B. (2004). E-Retailing (1st edition). Abingdon: Routledge.
3. Heinemann, Gerri & Schwarzl, Christoph (2010). New Online Retailing: Innovation and Transformation (1st edition). Wiesbaden: Gabler.

Reference Books:

1. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
2. Agarwal, Bansal, Yadav, Kumar- Retail Management, Pragati Prakashan, Meerut
3. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006

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Discipline Specific Elective Courses 12
Semester VII

BBDE 704: Performance Marketing

Course Objective: To equip students with the knowledge and skills to plan, implement, and optimize data-driven, result-oriented digital marketing campaigns focused on measurable outcomes.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Performance Marketing: Meaning and scope of performance marketing; Difference between brand and performance marketing; Key performance indicators (KPIs): CPC, CTR, CPA, ROI, ROAS; Digital platforms for performance marketing: Google, Meta, LinkedIn; Importance of conversion tracking and attribution models	12/25%
Unit 2:	Paid Advertising Channels: Search Engine Marketing (Google Ads – Search & Display); Social Media Advertising (Facebook, Instagram, LinkedIn, YouTube); Native ads and affiliate marketing basics; Programmatic advertising and real-time bidding; Budgeting, bidding strategies, and A/B testing	10/25%
Unit 3:	Campaign Planning and Execution: Goal setting and audience targeting; Landing page optimization and lead magnets; Creative assets: Ad copy, visuals, call to action; Campaign setup and tracking with UTM parameters; Integration with CRM tools and email marketing platforms	12/25%
Unit 4:	Performance Measurement and Optimization: Analytics tools (Google Analytics, Facebook Ads Manager); Understanding and improving funnel metrics; Conversion Rate Optimization (CRO) techniques; Retargeting and lookalike audiences; Reporting and dashboard building	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals and metrics of performance marketing.	2
CO2	Applying	Plan and structure performance-driven digital ad campaigns.	3
CO3	Creating	Execute campaigns across different platforms using proper tools and tracking.	6
CO4	Analyzing	Analyze ad performance using metrics and dashboards.	4
CO5	Evaluating	Optimize campaigns based on data insights for better results.	5

Suggested readings

Textbooks:

1. Smailhodzic, Elvin & Brand, Kees – *Performance Marketing with Google Ads*, 2nd Ed., Independently Published, 2021
2. Malhotra, Shubham – *The Ultimate Guide to Performance Marketing*, Notion Press, 2022

Reference Books:

1. Kingsnorth, Simon – *Digital Marketing Strategy*, Kogan Page, 2nd Edition, 2019
2. Cutroni, Justin – *Google Analytics*, O'Reilly Media, 2010
3. Chaffey, Dave & Ellis-Chadwick, Fiona – *Digital Marketing*, Pearson, 7th Edition, 2022

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Discipline Specific Elective Courses 13

Semester VIII

BBDE 801: Digital Branding and Story Telling

Course Objective: To enable students to understand the role of digital branding and storytelling in building brand identity, creating emotional connections, and enhancing customer engagement in the digital age.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Fundamentals of Digital Branding: Meaning and evolution of branding in the digital age; Key elements of digital branding: identity, voice, values; Branding across digital platforms: website, social media, email; Brand positioning and value proposition in online environments	12/25%
Unit 2:	Basics of Storytelling for Brands: What is storytelling? Components of a good story; Psychology and science behind storytelling in marketing; Creating brand narratives: character, conflict, resolution; Emotional branding and consumer connection	11/25%
Unit 3:	Digital Storytelling Tools and Platforms: Multimedia storytelling: text, video, visuals, audio; Storytelling through social media, blogs, podcasts; User-generated content and brand communities; Tools: Canva, InVideo, Adobe Spark, Instagram Reels, YouTube Shorts	11/25%
Unit 4:	Strategy, Implementation, and Measurement: Developing a brand storytelling strategy; Case studies: Successful digital storytelling campaigns; Measuring engagement and ROI; Challenges and ethical considerations in storytelling	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts of digital branding and storytelling.	2
CO2	Understanding	Identify key elements that contribute to a compelling brand story.	2
CO3	Applying	Develop digital storytelling strategies for different platforms.	3
CO4	Analyzing	Analyze the effectiveness of storytelling techniques in digital branding.	4
CO5	Creating	Design a digital brand story using multimedia tools and narrative structures.	6

Suggested readings

Textbooks:

1. Seth Godin – *All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*, Portfolio, 2012
2. Bernadette Jiwa – *Story Driven: You Don't Need to Compete When You Know Who You Are*, Perceptive Press, 2018

Reference Books:

1. Donald Miller – *Building a StoryBrand: Clarify Your Message So Customers Will Listen*, HarperCollins, 2017
2. Marc Gobe – *Emotional Branding: The New Paradigm for Connecting Brands to People*, Allworth Press, 2010
3. Paul Smith – *Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire*, AMACOM, 2012

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Discipline Specific Elective Courses 14

Semester VIII

BBDE 802: Affiliate and Referral Marketing

Course Objective: To equip students with the knowledge and skills to plan, implement, and optimize affiliate and referral marketing programs for customer acquisition and business growth.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Affiliate and Referral Marketing: Definition, scope, and importance; Evolution of affiliate marketing; Key concepts: cookies, tracking links, commissions; Difference between affiliate and referral marketing; Benefits and limitations for businesses and marketers	12/25%
Unit 2:	Affiliate Marketing Ecosystem: Stakeholders: merchants, affiliates, networks, customers: Types of affiliates: content creators, influencers, coupon/deal sites; Affiliate program models: CPS, CPA, CPL, CPM; Affiliate network platforms: ShareASale, CJ Affiliate, Amazon associates; Legal and ethical issues in affiliate marketing	11/25%
Unit 3:	Referral Marketing Strategies: Building a successful referral program: Types of referral rewards: cash, discounts, loyalty points: Psychology of referrals and trust-based marketing: Tools and platforms for referral campaigns; Case studies of successful referral marketing	11/25%
Unit 4:	Planning, Executing, and Measuring Campaigns: Setting goals and KPIs for affiliate/referral campaigns; Content creation and promotional tactics; Measuring ROI and using analytics; Fraud prevention and compliance; Optimizing performance through testing and feedback	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals and terminology of affiliate and referral marketing.	2
CO2	Understanding	Differentiate between affiliate and referral models and their business applications.	2
CO3	Applying	Develop a basic affiliate or referral campaign using appropriate tools.	3
CO4	Analyzing	Analyze the performance of marketing campaigns using key metrics.	4
CO5	Creating	Design ethical, scalable and result driven marketing strategies	6

Suggested readings

Textbooks:

1. Chad Tennant – *Affiliate Marketing: Secrets*, 2018
2. Evan Bailyn – *Outsmarting Google: SEO & Affiliate Marketing*, Pearson, 2011

Reference Books:

1. Shawn Collins & Missy Ward – *Affiliate Program Management: An Hour a Day*, Wiley, 2011
2. Pat Flynn – *Superfans: The Easy Way to Stand Out, Grow Your Tribe*, SPI Media, 2019
3. HubSpot Academy – *Referral Marketing Certification Course* (Free Online Resource)
4. Neil Patel Blog – Articles and guides on affiliate marketing strategies

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Discipline Specific Elective Courses 15
Semester VIII
BBDE 803: B2B Digital Marketing

Course Objective: To provide students with an understanding of how digital marketing strategies are used in the B2B context to generate leads, build relationships, and drive business growth.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Fundamentals of B2B Marketing in the Digital Era; Key differences between B2B and B2C marketing; Understanding the B2B buyer journey; B2B customer personas and segmentation; Digital touchpoints and decision-making processes; Importance of relationship building and account-based marketing (ABM)	12/25%
Unit 2:	B2B Digital Marketing Channels and Tools: Content marketing for B2B (white papers, case studies, webinars); Email marketing automation and CRM integration; LinkedIn and other platforms for B2B outreach; SEO and PPC for B2B lead generation; Introduction to MarTech tools - HubSpot, Salesforce, Marketo	11/25%
Unit 3:	B2B Lead Generation and Conversion Strategies: Lead magnets and funnel building; Lead scoring and nurturing strategies; Landing pages and conversion optimization; Measuring and improving campaign ROI; Retargeting and remarketing strategies	11/25%
Unit 4:	Data Analytics, Trends & Ethical Considerations in B2B Marketing: Google Analytics and LinkedIn Campaign Manager; AI and personalization in B2B marketing; Regulatory frameworks: GDPR, CAN-SPAM; Case studies and industry best practices	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamentals and terminology of affiliate and referral marketing.	2
CO2	Understanding	Differentiate between affiliate and referral models and their business applications.	2
CO3	Applying	Develop a basic affiliate or referral campaign using appropriate tools.	3
CO4	Analyzing	Analyze the performance of marketing campaigns using key metrics.	4
CO5	Creating	Design ethical, scalable and result driven marketing strategies	6

Suggested readings

Textbooks:

1. Karthik Chakkarapani – *Digital Marketing for B2B*, Notion Press, 2020
2. Michael Miller – *B2B Digital Marketing: Using the Web to Market Directly to Businesses*, Que Publishing, 2012

Reference Books

1. Dayle Hall – *The CMO's Guide to B2B Marketing*, Oracle, 2018
2. Russell Glass & Sean Callahan – *The Big Data-Driven Business*, Wiley, 2014
3. HubSpot Academy – *B2B Digital Marketing Course* (Free Online Resource)
4. LinkedIn Learning – *B2B Marketing Strategy Courses*

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Discipline Specific Elective Courses 16

Semester VIII

BBDE 804: Digital PR and Media Relations

Course Objective: To equip students with the knowledge and skills to manage public relations in the digital age, focusing on digital tools, online reputation, media engagement, and influencer collaboration.

Syllabus and detailed content

L	T	P	CR
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Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Digital PR: Evolution of PR in the digital era; Differences between traditional and digital PR; Key components of a digital PR strategy; Role of online media and blogs; Importance of storytelling and brand voice	12/25%
Unit 2:	Online Reputation Management (ORM): Understanding brand reputation in the digital space; Crisis communication and damage control online; monitoring tools -Google Alerts, Brand24, etc.; Managing customer reviews and feedback; Case studies of ORM success/failures	11/25%
Unit 3:	Media Relations in the Digital World: Building relationships with digital journalists and bloggers; Writing effective online press releases; Leveraging social media for media outreach; Email pitching and follow-ups; Integrating PR with SEO and content marketing	11/25%
Unit 4:	Influencer & Content-driven PR Strategies: Identifying and engaging with influencers; Collaborative content creation; Measuring digital PR success- KPIs, impressions, backlinks; Ethics in digital PR; Digital PR campaign planning and execution	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the evolution and core concepts of digital PR.	2
CO2	Applying	Apply strategies for managing online brand reputation.	3
CO3	Creating	Develop media content for digital platforms and press outreach.	6
CO4	Applying	Engage effectively with digital media and influencers.	3
CO5	Analyzing	Analyze and evaluate the performance of digital PR campaigns.	4

Suggested readings

Text Books

1. Soumendra, Narain Bagchi (2013), Performance Management. Delhi: Cengage Learning India Pvt. Ltd.
2. Shrinivas R. Kandula (2006), Performance Management: Strategies, Intervention & Drivers. Pearson.

Reference Books

1. Armstrong, M. & Baron, A. (2005), Performance management and development. Mumbai: Jaico Publishing House.
2. Bhattacharyya, D. K. (2011), Performance management systems and strategies. India: Pearson Education

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RESEARCH BASED COURSES

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Research Based Courses 01

Semester VII

BRBC 701: BASIC RESEARCH METHODS

Course Objective: The course aims to develop research aptitude among learners and equip them with the knowledge and skills necessary to successfully navigate the various steps of the research process.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Meaning and Scope of Research; Application of research in Business; Types of Research- qualitative, quantitative, longitudinal, cross-sectional, fundamental, applied, conceptual and empirical; Characteristics of Good Research; Steps in Research Process; Terminologies of research- Concept, Construct, Variables, Proposition and Hypothesis. Theory and Model; Literature Review and Formulation of Research Question; Philosophies of Research; Induction and Deduction Approach.	10/25%
Unit 2:	Research Design- Meaning and Characteristics; Types of Research Design Exploratory, Descriptive and Experimental. Meaning, Examples and Characteristics of Exploratory Research Design. Methods of Exploratory Research Design. Steps in Exploratory Research. Meaning, Characteristics and Methods of Descriptive Research Design with examples. Meaning and Types of Experimental Research Design.	10/25%
Unit 3:	Measurement and Scaling; Primary scales of Measurement (Nominal, Ordinal, Interval and Ratio). Scales for Measurements of Constructs- Likert, Semantic Differential Scale and Staple; Reliability and Validity; Meaning and Sources of Primary and Secondary Data; Questionnaire Design; Census and Survey Method; Probability and Non Probability Sampling Techniques; Sample Size Determination.	10/25%
Unit 4:	Data Preparation and Cleaning; Graphical Presentation of Data; Frequency Distribution, Descriptive Statistics; Steps in Hypothesis Testing; Hypothesis Testing- parametric (z test and t test) and non-parametric (chi- square test) Correlation, Regression, ANOVA, Factor Analysis. Types of Reports; Steps in Report Writing; Format and Presentation of Report, Referencing (APA, Chicago manual etc.), Ethics in Business Research.	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Analyzing	Analyze research concepts, including various types and the steps involved in the research process	4
CO2	Applying	Formulate a research problem and understand different types of research designs.	3
CO3	Creating	Develop scales, sampling techniques, and design data collection tools	6
CO4	Applying	Become familiar with various techniques for data analysis and interpretation.	3
CO5	Analyzing	Prepare a comprehensive research report in the appropriate format.	4

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Suggested readings

Text Books

1. Zikmund, Babin, B.J., Carr, J.C. & Griffin, M. (2013). Business research methods (9th Edition). South Western: Cengage Learning.
2. Bryman(2020). Business research Methods.Oxford University Press.

Reference Books

1. Bryman, A., Bell, E. and Harley, B. (n.d.). Business research methods, Oxford University Press.
2. Dangi, H., Dewan, S., Business research methods, Cengage Learning India Pvt. Ltd

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Research Based Courses
B. Com Semester VII
BRBC 702: DISSERTATION

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The students of BBA(Digital marketing) Honors with Research will be required to conduct dissertation project under a faculty supervisor. The research problem will be identified in an emerging area of business management. The dissertation will be divided into two parts. Part I of the dissertation would focus on problem formulation and literature review. Part II would include data collection, analysis, results and discussion.

The student at the end of the VII semester will present his/her dissertation report before a committee constituted by the Dean of the College which would comprise of at least three members comprising of the Department: HOD, Class Coordinator and a nominee of the Dean. The student's faculty supervisor would be a special invitee to the presentation. The seminar session shall be an open house session. The internal marks by committee would be the average of the marks given by each member of the committee. Internal marks will also be evaluated by faculty guide/supervisor. The marks by the external examiner appointed by the University would be based on the report submitted by the student which shall be evaluated by the external examiner and viva voce conducted of the student concerned.

The marking shall be as follows:

Internal: 50 marks	By the Faculty Supervisor – 25 marks. By Committee appointed by the Dean – 25 marks.
External: 50 marks	By External examiner appointed by the University - 50 marks

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Research Based Courses 03

B. Com Semester VIII

BRBC 801: ADVANCED RESEARCH METHODS

Course Objective: The course aims to enhance students' understanding of multivariate research methods and psychological measurement concepts through practical experience using statistical packages and open-source software.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Univariate and Bivariate Analysis: Investigation of two variables Hypothesis testing; steps in hypothesis testing, Type I and Type II errors. Parametric Tests of differences, t-test for two independent samples, paired sample, F - test ANOVA. Non-parametric statistics for tests of differences: Mann-Whitney Test, Wilcoxon Signed Rank Test and Kruskal-Wallis test, Chi-square test (expected frequency)	10/25%
Unit 2:	Simple correlation coefficient, Bivariate linear regression, Least -square method of regression analysis, drawing a regression line, testing the statistical significance of a least-square regression, calculation of intercept and slope coefficients.	10/25%
Unit 3:	Distinguish between univariate, Bivariate and multivariate analysis. Methods of multivariate analysis: Dependent methods and interdependence methods. Concept of multiple regression analysis and multivariate analysis of variance (MANOVA).	10/25%
Unit 4:	Reliability, validity, measurement errors, concept of factor analysis, procedure for conducting factor analysis, construction of the correlation matrix, determination of the number of factors, rotation and interpretation of factors, factor loadings and Eigen value	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Analyzing	Compare univariate and bivariate statistics for conducting tests of differences	4
CO2	Analyzing	Analyze association between two variables.	4
CO3	Applying	Apply statistical methods that allow the simultaneous investigation of more than two variables.	3
CO4	Analyzing	Summarize the procedure for conducting factor analysis.	4

Suggested readings

Text Books

1. Zikmund, Babin, B.J., Carr, J.C. & Griffin, M. (2013). Business research methods (9th Edition). South Western: Cengage Learning.
2. Hair, Black, Babin, Anderson and Tatham (2017). Multivariate Data Analysis, 7e Pearson education India. ISBN – 13 9789332536500

Reference Books

1. Bryman, A., Bell, E. and Harley, B. (n.d.). Business research methods, Oxford University Press.
2. Dangi, H., Dewan, S., Business research methods, Cengage Learning India Pvt. Ltd

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Research Based Courses 04
Semester VIII
BRBC 802: DISSERTATION

L	T	P	CR
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The students of BBA (Digital marketing) Honors with Research will be required to conduct dissertation project under a faculty supervisor. The research problem will be identified in an emerging area of business management. The dissertation will be divided into two parts. Part I of the dissertation would focus on problem formulation and literature review. Part II would include data collection, analysis, results and discussion.

The student at the end of the VIII semester will present his/her dissertation report before a committee constituted by the Dean of the College which would comprise of at least three members comprising of the Department: HOD, Class Coordinator and a nominee of the Dean. The student's faculty supervisor would be a special invitee to the presentation. The seminar session shall be an open house session. The internal marks by committee would be the average of the marks given by each member of the committee. Internal marks will also be evaluated by faculty guide/supervisor. The marks by the external examiner appointed by the University would be based on the report submitted by the student which shall be evaluated by the external examiner and viva voce conducted of the student concerned.

The marking shall be as follows:

Internal: 50 marks	By the Faculty Supervisor – 25 marks. By Committee appointed by the Dean – 25 marks.
External: 50 marks	By External examiner appointed by the University - 50 marks

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MINOR COURSES

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Minor Courses 01 (For BBA-Digital Marketing-H)

Semester VII

BMCB 701: Design Thinking and Creativity for Innovation

Course Objective: To develop students' creative problem-solving abilities through design thinking frameworks and tools to foster innovation and user-centered solutions.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Fundamentals of Design Thinking: Introduction to design thinking; Principles and mindset of design thinking; Human-centered design; 5-stage process: Empathize, Define, Ideate, Prototype, Test; Applications in business and innovation	12/25%
Unit 2:	Empathy and Problem Definition: Techniques for empathy and user research; Journey mapping and user personas; Identifying pain points and insights; Framing and reframing the problem; Design challenge statements	11/25%
Unit 3:	Ideation and Prototyping: Brainstorming techniques; SCAMPER method, mind mapping; Building low-fidelity prototypes; Storyboarding and rapid prototyping; Collaborative innovation tools	11/25%
Unit 4:	Testing, Feedback, and Innovation Strategy: User testing methods; Gathering feedback and iteration; Design thinking in organizations; Linking creativity with business innovation; Case studies and real-world applications	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the principles and stages of design thinking.	2
CO2	Applying	Apply empathy tools to define user-centric problems.	3
CO3	Creating	Generate creative ideas using structured ideation techniques.	6
CO4	Creating	Develop and test prototypes based on user feedback.	6
CO5	Evaluating	Evaluate innovation strategies using design thinking frameworks.	5

Suggested readings

Text Books

1. Cherunilam, F. International Business: Text and Cases, 6th ed. PHI learning
2. Chaturvedi, D. D., Jindal, D. & Kaur R. International Business. Scholar Tech Press, Delhi

Reference Books

1. Joshi RM,(2009). International Business.Oxford University Press.
2. Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

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Minor Courses 02 (For BBA-Digital Marketing-H)

Semester VII

BMCB 702: E-CRM

Course Objective: The primary objective of this course is to acquaint students with E- CRM tools and techniques which are key to the modern enterprise.

L	T	P	CR
3	0	0	3

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Conceptual Foundations: Customer Relationship Management, Benefits of CRM, Objectives of CRM, Significance of CRM, Relationship between CRM and technology, Evolution of CRM,	11/25%
Unit 2:	Concept of e- Customer Relationship Management: E-CRM Different Levels of E-CRM, Evolution of E-CRM, Difference between CRM and E-CRM, e-Customer Relationship Management Fundamentals; People, Process and Technology	11/25%
Unit 3:	Customer Management (People): Lead Generation, Sales Pipelines and Sales Practice, Customer Segmentation, Social CRM (CRM through social media), Reputation Management	11/25%
Unit 4:	Process and Project Management (Process): Process Mapping, Process Re-engineering and Optimization, Project Management for e-CRM; ECRM Tools, Introduction: ERP-An Overview - Benefits of ERP - ERP and Related Technologies.	12/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand basic concepts of CRM and e CRM	2
CO2	Understanding	Understand Customer Management.	2
CO3	Applying	Apply eCRM concepts to business.	3
CO4	Analyzing	Analyze the implementation of eCRM concepts and strategy to firms.	4
CO5	Analyzing	Analyze organizational goals using eCRM techniques	4

Suggested readings

Text Books

1. CRM Customer Relationship Management By, Dr. K Govinda Bhat, Himalaya Publishing House
2. CRM-At the speed of Light by Paul Greenbeng ,Tata McGraw Hill
3. e-CRM by M.P .Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
4. Customer Relationship Management – Emerging Concepts, Tools and Applications by Jagdish Seth, Atul Parvatiyar and G. Shainesh

Reference Books:

1. Fjermestad J and Romano N (eds.), 2006. Electronic Customer Relationship Management. Armonk, NY and London, UK: M.E. Sharp. ISBN: 0765613271.
2. Robert D (2011). The Basics of Process Mapping. New York, NY: CRC/Productivity Press. ISBN-13: 978-1563273766
3. Zikmund WG, McLeod Jr. R and Gilbert FW (2003). Customer Relationship Management: Integrating marketing strategy and information technology. Hoboken, NJ: Wiley. ISBN: 0471271373.

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Minor Courses 03 (For BBA-Digital Marketing-H)
Semester VIII
BMCB 801: Integrated Marketing Communication

Course Objective: The primary objective of this course is to familiarize the students with concepts and practices in integrated marketing communications.

Syllabus and detailed content

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Evolution of Integrated Marketing Communication; Meaning and role of IMC in the Marketing process, Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship	11/25%
Unit 2:	Communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model	12/25%
Unit 3:	Planning for Marketing Communication (Marcom): Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, Budgeting for marcom-Factors influencing budget	11/25%
Unit 4:	Developing the Integrated Marketing Communication Programme: Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.; measuring the effectiveness of other promotional tools and IMC.	11/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand Integrated Marketing Communications concepts, principles and terminology.	2
CO2	Understanding	Understand Communication process.	2
CO3	Applying	Apply the implementation of planning for Marketing Communication	3
CO4	Applying	Apply Integrated Marketing Communication Programme.	3
CO5	Analyzing	Analyze the effectiveness of IMC and other promotional tools.	4

SUGGESTED READINGS

Text Books

1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill, 2013
2. Kenneth Clow and Donald Baack. Integrated Advertising, Promotion, and Marketing Communication, Pearson, 2014

Reference Books:

1. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning
2. Kruti Shah and Alan D'Souza, Advertising & Promotions: An IMC perspective, TATA McGraw Hill, 2008
3. Terence A. Shimp Pub, Advertising & Promotion: An IMC approach, Cengage Learning, 2008

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Minor Courses 04 (For BBA-Digital Marketing-H)

Semester VIII

BMCB 802: RESEARCH PROJECT REPORT & VIVA

L	T	P	CR
3	0	0	3

During the eighth semester, each student shall undertake a project to be pursued by him / her under the supervision of a guide / supervisor. The guide/supervisor shall be appointed by the Dean, Faculty of Commerce & Management at the end of seventh semester. The subject/title of RP shall be approved by supervisor and Dean, Faculty of Commerce & Management. The project report, in triplicate, along with one soft copy on a CD shall be submitted at least two weeks prior to the commencement of the End Term Examination of the Eighth Semester. The project report and viva voce shall be evaluated by a Board of Internal Examiners, appointed by the Dean. The Board shall consist of a minimum of two Internal Faculty Members. The internal marks would be the average of the marks given by each member of the committee. Internal marks will also be evaluated by Project guide/supervisor. The marks by the external examiner appointed by the University would be based on the report submitted by the student which shall be evaluated by the external examiner and viva voce conducted of the student concerned.

The marking shall be as follows:

Internal: 50 marks	By the Faculty Supervisor – 25 marks. By Committee appointed by the Dean – 25 marks.
External: 50 marks	By External examiner appointed by the University - 50 marks

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JOB ORIENTED TRAINING
BBA
INTERNSHIP REPORT EVALUATION

L	T	P	C
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Students will have to undergo industrial training of four to six weeks in any industry or reputed organization after the II semester examination, III semester examination, IV semester examination, V semester examination. The evaluation of this training shall be included in the III semester evaluation.

The student will be assigned a faculty guide who would be the supervisor of the student. The faculty would be identified before the end of the II semester and shall be the nodal officer for coordination of the training.

Students will prepare an exhaustive report of the training during the III semester, IV semester, V semester & VI semester which will be duly signed by the officer under whom training was undertaken in the industry/ organization and faculty guide. Student shall bring the certificate from the industry/organization duly signed by competent authority of the industry/organization.

The student at the end of the above mentioned semesters will present his report about the training before a committee constituted by the Dean of the College which would comprise of at least three members comprising of the Department: HOD, Class Coordinator and a nominee of the Dean. The student's faculty guide would be a special invitee to the presentation. The seminar session shall be an open house session. The internal marks would be the average of the marks given by each member of the committee. Internal marks will also be evaluated by faculty guide/supervisor.

The marks by the external examiner appointed by the University would be based on the report submitted by the student which shall be evaluated by the external examiner and viva voce conducted of the student concerned.

The marking shall be as follows:

Internal: 50 marks	By the Faculty Guide – 25 marks. By Committee appointed by the Dean – 25 marks.
External: 50 marks	By External examiner appointed by the University- 50 marks

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For Exit after First Year or Second Year or Third year
Compulsory Skill Enhancement Courses (SEC- Group)-01
BSECE 001: E-Commerce

Course Objective: The course aims to enhance skills for effective and contemporary applications of Ecommerce.

Syllabus and detailed content

L	T	P	CR
2	0	0	2

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to E-Commerce Concepts and significance of E-Commerce; E-Commerce business models; design and launch of E-Commerce website; functions of E-Commerce; types of E-Commerce. E-Commerce Applications: Internet Banking, Insurance, payment of utility bills and Online Shopping	10/25%
Unit 2:	Website Designing and Publishing Pre-requisites: URLs and Internet-Protocols, Internet Service Protocols (ISP), World Wide Web (www); Domain Name System (DNS). Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets.	10/25%
Unit 3:	E-Payment System E- payment Methods- debit card, credit card, smart cards, E-Wallets; payment gateways; Electronic Fund Transfer; Emerging modes and systems of E-payment (M-Paisa, PayPal and other digital currency), UPI Apps, Aadhar-Enabled Payment Systems, BHIM App.	10/25%
Unit 4:	Security and Operational Aspects of E-Commerce E-Commerce security: meaning and Issues; technology solutions- encryption, security channels of communication, protecting networks, servers and clients. Operational Issues: complaints handling and building customer relationships.	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Describe the challenging needs of the society in the field of e-commerce.	2
CO2	Evaluating	Evaluate various applications in the context of online transactions.	5
CO3	Applying	Construct the steps in designing of website.	3
CO4	Analyzing	Compare various e-payment systems.	4
CO5	Analyzing	Analyze security and operational issues in e-commerce.	4

SUGGESTED READINGS

Text Books

1. Gupta, P., ed. E-Commerce In India: Economic And Legal Perspectives. New Delhi: Sage Publications.
2. Madan, S. E-Commerce. India: Scholar Tech Press.
3. Mathur, S., ed. E-Commerce. New Delhi: Pinnacle Learning.

Reference Books

1. Arora, S. E-Commerce. New Delhi: Taxmann.
2. Loudon, K. C. and Traver, C. G. E-commerce: Business, Technology and Society. Noida, India: Pearson Education.

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For Exit after First Year or Second Year or Third year
Compulsory Skill Enhancement Courses (SEC- Group)-02
BSECE 002: BASICS OF STOCK MARKET

Course Objective: The course aims to equip students with the necessary skills to operate in the stock market, enabling them to comprehend and engage with the trading mechanisms of stock exchanges.

L	T	P	CR
2	0	0	2

Syllabus and detailed content

Unit	Content	Hrs./ Weightage
Unit 1:	Basics of Investing Basics of investment & investment environment. Concept of risk and return, Risk and return trade-off, Types of investing and investors. Avenues of investments - Equity shares, Preference shares, Bonds & Debentures, Insurance schemes, Mutual funds, Index funds, ETF. Security markets - primary Market, secondary Market and derivative market. Responsible Investment.	10/25%
Unit 2:	Top-down and bottom-up approaches, Analysis of international & domestic economic scenario, industry analysis, company analysis (quality of management, financial analysis: both annual and quarterly, income statement analysis, position statement analysis including key ratios, cash flow statement analysis, EBIT, capital gearing ratio, return on investment, return on equity, EPS and DPS analysis, Industry market ratios: operating profit ratio, net profit ratio, PE, PEG, price over sales, price over book value, dividend yield, earning yield, debt- equity ratio, eva). Understanding the shareholding pattern of the company.	10/25%
Unit 3:	Technical Analysis Trading rules (credit balance theory, confidence index, filter rules, market breadth, advances vs declines) and charting (use of historic prices, simple moving average and MACD, basic and advanced interactive charts). Do's & Don'ts of investing in markets.	10/25%
Unit 4:	Primary Markets (IPO, FPO, Private placement, OFS), Secondary Markets (cash market and derivative market: Futures and Options), Market Participants: stock broker, investor, depositories, clearing house, stock exchanges. role of stock exchange, stock exchanges in indiaBSE, NSE and MCX. Security market indices: Nifty, Sensex and sectoral indices, Sources of financial information. Trading in securities: Demat trading, types of orders, using brokerage and analyst recommendations.	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Explain the basics of investing in the stock market, including the investment environment and the concepts of risk and return.	1
CO2	Analyzing	Analyze the Indian securities market, including the derivatives market	4
CO3	Evaluating	Examine the EIC (Economic, Industry, and Company) framework.	5
CO4	Applying	Conduct fundamental analysis of stocks	3
CO5	Analyzing	Perform technical analysis of stocks.	4

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SUGGESTED READINGS

Text Books

1. Chandra, P. —Investment Analysis and Portfolio Management| Tata McGraw Hill Education, New Delhi.
2. Ranganatham, M., & Madhumathi, R. —Security Analysis and Portfolio Management| Pearson Education, India

Reference Books

1. Pandian, P. —Security Analysis and Portfolio Management| Vikas Publishing House, New Delhi.
2. Tripath V. & Pawar N. —Investing in Stock Markets| Taxmann Publications.

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