

KONERU LAKSHMAIAH EDUCATION FOUNDATION

MASTER OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

**PROGRAMME
CURRICULUM
2025-2026**

MBA(DM) I YEAR ODD SEM (1st SEM)

Code	Course Title	L	T	P	S	Credits
22MB5101O	APPLIED QUANTITATIVE METHODS FOR BUSINESS MANAGEMENT	2	1	0	0	3
22MB5102O	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	3	0	0	0	3
22MB5103O	BUSINESS ECONOMICS	3	0	0	0	3
22MB5104O	FINANCIAL AND MANAGEMENT ACCOUNTING	2	1	0	0	3
22MB5105O	MARKETING MANAGEMENT	3	0	0	0	3
24MB5106O	BUSINESS ENVIRONMENT AND LAW	3	0	0	0	3
22SDMB01O	LOGIC BUILDING AND REASONING SKILLS FOR MANAGERS	0	0	0	8	2
24SDMB02O	IT SKILLS FOR MANAGERS	0	0	2	4	2
Total Credits						22

MBA(DM) I YEAR EVEN SEM (2nd SEM)

Code	Course Title	L	T	P	S	Credits
22MB5208O	BUSINESS ANALYTICS FOR DECISION MAKING	2	0	2	0	3
22MB5209O	BUSINESS RESEARCH METHODOLOGY	3	0	0	0	3
22MB5210O	HUMAN RESOURCE MANAGEMENT	3	0	0	0	3
22MB5211O	FINANCIAL MANAGEMENT	2	1	0	0	3
22MB5212O	OPERATIONS MANAGEMENT	2	1	0	0	3
22MB5214O	PROJECT MANAGEMENT	2	0	0	0	2
24SDMB03O	ENTERPRISE RESOURCE PLANNING	2	0	0	4	3
24UC1203O	DESIGN THINKING AND INNOVATION	2	0	2	0	3
22UC2107O	PROFESSIONAL SKILLS FOR MANAGERS	0	0	4	0	2
Total Credits						25

24IE50N0O	SUMMER INTERNSHIP PROGRAM	0	0	0		9
-----------	---------------------------	---	---	---	--	---

MBA(DM) II YEAR ODD SEM (3rd SEM)

Code	Course Title	L	T	P	S	Credits
22MB6115O	STRATEGIC MANAGEMENT	3	0	0	0	3
24MB6116O	INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP	2	0	0	0	2
24MB6117O	BUSINESS ETHICS AND CORPORATE GOVERNANCE	3	0	0	0	3
22MB61K0O	MEDIA PLANNING	3	0	0	0	3
22MB61K1O	SEARCH ENGINE OPTIMIZATION	3	0	0	0	3
22MB61K2O	AFFILIATE MARKETING	3	0	0	0	3
22MB61K3O	SOCIAL MEDIA MARKETING & ANALYTICS	3	0	0	0	3
22MB61XX	SECTORAL SPECIALIZATION I	3	0	0	0	3
24IE61E1O	MANAGEMENT RESEARCH-TERM PAPER	0	0	4	0	2
Total Credits						25

MBA(DM) II YEAR EVEN SEM (4th SEM)

Code	Course Title	L	T	P	S	Credits
24MB6218O	LEADERSHIP IN ORGANISATIONS	3	0	0	0	3
22MB62K4O	MOBILE MARKETING	3	0	0	0	3
22MB62K5O	EMAIL & CONTENT MARKETING	3	0	0	0	3
22MB62K6O	E-COMMERCE	2	0	2	0	3
22MB62K7O	DIGITAL PR & CORPORATE COMMUNICATION	3	0	0	0	3
22MB62XX	SECTORAL SPECIALIZATION II	3	0	0	0	3
24IE62E2O	MANAGEMENT RESEARCH PROJECT	0	0	12	0	6
Total Credits						24

SECTORAL ELECTIVES

BANKING

Code	Course Title	L	T	P	S	Credits
22MB61B0	OVERVIEW OF BANKING	3	0	0	0	3
22MB62B1	BANKING SERVICE OPERATIONS	3	0	0	0	3

RETAIL MANAGEMENT

Code	Course Title	L	T	P	S	Credits
22MB61R0	OVERVIEW OF RETAILING	3	0	0	0	3
22MB62R1	MANAGEMENT OF RETAIL OPERATIONS	3	0	0	0	3

Semester-I

22MB5101O - APPLIED QUANTITATIVE METHODS FOR BUSINESS MANAGEMENT

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB5101O	APPLIED QUANTITATIVE METHODS FOR BUSINESS MANAGEMENT	AQM	R	2	1	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Application of Probability, Probability Distributions and R- Programming in managerial Decision Making	3	PO1, PO6, PS01
CO2	Analysing the sample data by applying sampling and hypothesis testing in solving various managerial Problems	4	PO1, PO6
CO3	Analysing data using Correlation and Regression Concepts	4	PO1, PO6, PS02
CO4	Analysing different managerial data sets using Time series and Index Numbers	4	PO1, PO6

Syllabus

Probability and Sampling, Definitions and rules for probability, conditional probability independence of events, Bayes theorem, and random variables. Probability distributions, Binomial, Poisson and Normal distributions. Introduction to R Programming

Sampling, Introduction to sampling, Basic Concepts, Types of Sampling. Sampling distributions, sampling distribution of mean and proportion, application of Central Limit Theorem. Determining the sample size. Estimation Point and Interval estimates for population parameters of large sample and small samples. Hypothesis testing, one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way. Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test and Rank Test

Correlation and Regression: Meaning, Types of Correlation, measurement, graphic and algebraic, Scatter Plot, Pearson Correlation Coefficient, and Rank Correlation, Spearman's Rank Correlation. Testing the significance of correlation coefficient. Regression, Meaning, Types. Estimating the regression coefficients. Testing the significance of regression coefficients.

Index Numbers and Time Series Analysis, Time series analysis, Meaning and Components of Time Series. Variations in time series, Smoothing Methods, trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers, Unweight and Weighted Index numbers

Reference Books

- 1 Statistics for Management, Levin R.I. and Rubin D.S, 8, Pearson Education.
- 2 Business Statistics for Contemporary Decision Making, Ken Black, 6, Wiley Publishers.
- 3 Statistics for Business and Economics., Anderson, Sweeny, Williams, 2005, South-Western Pub.
- 4 Introduction to R Programming, Venables, W.N, 2015, CRAN.

22MB5102O - PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB5102O	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	PMOB	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the concepts, principles and functions of management and planning process to develop plans and improve organizational performance, apply organizing concepts in designing organizational structures	3	PO1
CO2	Apply the knowledge of Personality, Perceptions and Values to manage the individuals in the organizations.	3	PO2
CO3	Apply the knowledge of Learning, Motivation and Attitudes to manage the individuals in the organizations.	3	PO6
CO4	Apply the knowledge of group/organizational behavior of the people to manage the teams in the organization.	3	PO5

Syllabus

Introduction to Management: Importance of Management, Evolution of Management Thought, Principles of Management, Management Process/Functions. Planning: Types, Steps in Planning, Organizing and Staffing: Introduction, Organizational Division and Span of Control, Types of Departmentation, Staffing function, Controlling: Types of Control and Process.

Organizational Behaviour: Introduction, Importance of Organizational Behaviour, Evolution of OB, Interpersonal Relations, Transactional Analysis, Johari Window, Foundations of Individual Behaviour, Personality: Concept, Personality determinants, Personality theories, Personality traits, MBTI, The Big Five Model, Values: Concept, Types of Values, Perception: Concept, Perceptual process, Factors influencing Perception, Perceptual distortion.

Motivation: Concept, Theories of Motivation: Hierarchy Needs Theory: Two-Factor Theory, Applications of Motivation, Attitudes: Concept, Source of attitudes, Types of Attitudes, Learning: Concept, Theories of learning, Principles of learning.

Foundations of Group Behaviour: Definition of Groups, Nature of groups, Types of groups, Stages of Group Development, Group Cohesiveness, Leadership: Definitions, Nature, Leadership Styles, Leadership theories: Trait theory, Behavioural and Situational theories. Conflict Management: Definition, Techniques, Organizational Change Management: Definition, Forces for change, Resistance to change, Approaches to Managing Organizational Change; Organizational Development: Definition, Techniques of organizational development.

Reference Books

- 1 Essentials of Management, Harold Koontz, Heinz Weihrich, Mark V. Cannice, 11th Edition, 2020, Mc Graw Hill.
- 2 Organizational Behaviour, Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, 18th Edition, 2022, Pearson.
- 3 PRINCIPLES AND PRACTICE OF MANAGEMENT, Prasad L M, Edition, 2019, SULTAN CHAND & SONS-NEW DELHI.
- 4 Organisational Behaviour, K. Aswathappa, 2nd Edition, 2010, HPH.

22MB51030 - BUSINESS ECONOMICS

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB51030	BUSINESS ECONOMICS	BE	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the intuition for analyzing economic problems from a Managerial perspective in an organizational & business context. use the basic tools that structure the microeconomic problems for optimal decision making.	3	PO2
CO2	Analyze the theory of demand, forecast and estimation of demand for managerial decision-making.	4	PO3
CO3	Analyze different types of competition that existing external Environment.	4	PO4
CO4	Analyze the Macro Economic Environment of the Organization	4	PO4

Syllabus

Introduction: Economics and managerial decision making; Managerial Economics, nature and scope of Managerial Economics; Tools of Managerial Economics; Risk, Uncertainty and Probability Analysis. Optimization techniques: Firm Theory: Objectives of the firm; Theory of the growth of the firm : Marris and Penrose; Role of a Managerial Economist.

Demand and Advertisement Analysis: Concept of demand; Determinants of demand, Law of Demand; Elasticity of demand; Demand estimation and demand forecasting, Demand forecasting for consumer durables and capital goods.

Production and Cost Analysis: Production functions, Long Run and Short Run Production Functions, The Cobb- Douglas Production function, Optimum input combination; Cost concepts, Short- run and Long- run cost functions, Cost curves, Economies of Scale; Introduction to pricing and pricing practices. Market analysis: Markets, Kinds of Competition; Features of different types of market structures, Price & Output determination under Perfect competition,

Macro economic concepts: National Income, Measurement of National Income, Uses of National Income Statistics; Business Cycles, Stages of business cycles; Inflation, Types of Inflation, Impact of inflation, Measures to overcome Inflation.

Reference Books

- 1 Managerial Economics, Dominick Salvatore, 2007, Oxford publications.
- 2 Managerial Economics, H.L.Ahuja, 2008, McGraw Hill.
- 3 Managerial Economics, Paul G. Keat, Philip K.Y. Young and Sreejata Banerjee, 2009, Pearson education.
- 4 Managerial Economics, P.L. Mehta, 2007, S.Chand & Sons.

22MB5104O - FINANCIAL AND MANAGEMENT ACCOUNTING

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB5104O	FINANCIAL AND MANAGEMENT ACCOUNTING	FMA	R	2	1	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.	2	PO1, PSO1
CO2	Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities.	3	PO7, PSO1
CO3	Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice.	3	PO6, PSO2
CO4	Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice.	3	PO7, PSO2

Syllabus

Financial Accounting, Accounting Book keeping, Users of Accounting information, Classification of Accounting, Accounting concepts and conventions, Accounting standards , GAAP and IFRS

Double entry system, Journal, Ledger. Trial Balance, Subsidiary Books, Cash Book. Trading and Profit & Loss Account, Balance Sheet with Adjustments (Problems).

Methods of Depreciation; Issue of shares (entries) Companies Financial Accounts as per schedule 6 part I & Part II Management Accounting, Ratio Analysis (problems) & Financial Distress

Budgeting, Types of Budgets Marginal Costing (Problems), Break-even Analysis (Problems)

Reference Books

- 1 Accounting for Management, S N Maheshwari, 2012, Vikas Publishing House.
- 2 Financial and Managerial -Accounting, Horngren / Harrison / Oliver, 2018, PHI.
- 3 Cost and Management Accounting, Colin Drury, 2017, Cengage Publishing.
- 4 Accounting For Management, M Sakthivel Murugan and N P Srinivasan, 2011, S. Chand.

22MB51050 - MARKETING MANAGEMENT

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB51050	MARKETING MANAGEMENT	MKM	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understanding the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing. Marketing Environment and analyzing the impact of marketing. environment on the firm\'s growth and development	2	PO2, PSO2
CO2	Apply the knowledge of marketing concepts to strategize the marketing programs about product and price and evaluating the impact of strategic decisions on product and pricing policies	3	PO4, PO5
CO3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution	3	PO2
CO4	Analyze the marketing strategies and analyze the role of social, green and digital marketing strategies on firm\'s performance	4	PO4, PO5, PSO2

Syllabus

Overview of Marketing Core concepts of Marketing; Marketing Orientations & Philosophies Marketing Environment Buyer Behavior Marketing Planning Process Consumer value and satisfaction Identification and Analysis of Competitors. Market Segmentation, Targeting and Positioning strategies

Marketing Mix The product New Product Development Product Life Cycle Product Mix decisions Branding Packaging and Labeling. Brand Management Process Brand Hierarchy Brand personality, Brand image Brand Identity, Brand loyalty, Brand equity

Pricing Decisions Factors influencing Price. five Cs. Pricing Techniques, Tactics & Strategies, Distribution Decisions Channel alternatives Choice of Channel Channel Management, Channel Dynamics, Managing promotion Mix

Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication Marketing Control techniques Marketing Audit Social Marketing Green Marketing Web Marketing, Digital Marketing, Viral Marketing, Neuroscience Marketing

Reference Books

- 1 Marketing Management,, V. S. Ramaswamy and S. Namakumari, 2018, Prentice Hall.
- 2 Marketing: Concepts and Cases, Etzel, walker, Stanton and Pandit, 2017, TMH.
- 3 Marketing Management, Philip Kotler & Gary Armstrong, 2021, Prentice Hall.
- 4 . Case Studies in Marketing - Indian context, R. Srinivas, 2018, PHI Learning Pvt. Ltd..

24MB51060 - BUSINESS ENVIRONMENT AND LAW

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
24MB51060	BUSINESS ENVIRONMENT AND LAW	BEL	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understand the concepts, significance, and nature of the business environment.	2	PO1, PO4, PSO1
CO2	Illustrate the significance of the economic environment of business.	3	PO1, PO4, PSO1
CO3	Understand the key legal requirements that applies to commercial organisations.	2	PO1, PO7, PSO2
CO4	Outline the resolution for the legal challenges.	2	PO4, PO7, PSO2

Syllabus

Business Environment Introduction: Concepts Significance and Nature of Business Environment Elements of business environment Internal and External. Influence of Socio Cultural, Political and Legal and Technological factors on business decisions Techniques for Environmental Scanning and Monitoring

Economic Environment of Business: Significance and Elements of Economic Environment Economic Systems Economic Planning in India NITI AYOJ and its importance Government Policies Industrial Policy Monetary Policy Fiscal Policy Foreign Trade Policy Demonetization

Law of Contract: Importance of Contract Act Meaning and kinds of Contract Essentials of a Contract Performance of contract Discharge of contract Quasi Contracts Special Contracts Indemnity and Guarantee Bailment and Pledge Agency Sale of Goods Act 1930: Sale and Agreement to Sell Conditions and Warranties Transfer of Property Rights of Unpaid Seller

Company Law Definition and characteristics of a company Kinds of companies Formation and advantages of incorporation of a company Memorandum of Association Articles of Association Prospects Directors powers and liabilities Kinds of meetings Winding up of a company

Reference Books

- 1 Business Environment Text and Cases, Justin Paul, 4th Edition, 2018, Mc Graw Hill.
- 2 Business Environment, Shaik Saleem, 1st Edition, 2008, Pearson.
- 3 Business Environment And Law, A Mustafa , 7th edition , 2008, A.I.T.B.S Publishers.
- 4 Business Law and the Legal Environment (The Dryden business law series), Jethro K. Lieberman ,George J. Siedel , 3rd edition, 1992, Excel Books.

22SDMB010 - LOGIC BUILDING AND REASONING SKILLS FOR MANAGERS

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22SDMB010	LOGIC BUILDING AND REASONING SKILLS FOR MANAGERS	LBRS	R	0	0	0	8	2

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the concepts of mathematical principles besides logic and basic mathematical formulae to solve word based situational challenges.	2	, PSO2
CO2	Formulate the particulars of commercial math with logical tricks.	2	PO3
CO3	Estimate inductive reasoning, to categorize the rules-set from agiven list of observations and relate them to predict the conclusions according to the given conditions.	2	PO3
CO4	Differentiate assumptions and arguments in critical reasoning.	2	PO2

Syllabus

Numbers- Divisibility Rules, Units Digit, Remainders, LCM & HCF, Simplification, Square roots & Cube Roots, Decimals & Fractions, Problems On Ages, Ratio & Proportion, Partnership, Problems on Averages & Alligations

Basic definition and utility of percentage, concept of percentage change, problems on percentages , Problems on Profit & Loss , Discounts, Problems on Simple & Compound Interest,, Problems on Time & work, Problems on Chain Rule Problems on Pipes, Speed, Distance & Time, Problems on Trains, Boats & Streams,

Problems on Clocks,, Problems on Calendars, Problems on same Calendar Year, Number & Letter Series and Analogy, Coding-Decoding, Odd Man Out, Blood Relations, Direction Sense, Puzzle Test. Syllogisms,

Problems on Logical Venn Diagrams, Problems , Number, ranking and time sequence test,, Problems on Data Sufficiency, Critical Reasoning - Statement & Conclusions, Statements & Assumption

Reference Books

- 1 Quantitative Aptitude , R S Aggarwal , 12TH (2023), SCHAND .
- 2 A Modern Approach to Verbal Reasoning , R S Aggarwal , 12TH (2023), SCHAND .
- 3 Quantitative Aptitude, Abhijit Guha, 8th(2022), Tata McGraw Hills.
- 4 LogicalReasoning, Arun Sharma, 7th (2021), Mc Graw Hill.
- 5 Analytical & Logical Reasoning, Peeyush Bhardwa, 6th (2020), Arihant Publications.

24SDMB02O - IT SKILLS FOR MANAGERS

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
24SDMB02O	IT SKILLS FOR MANAGERS	ITSM	R	0	0	2	4	2

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the options of word on data.	3	PO3
CO2	Apply different options of Power-Point in presenting the data	3	PO3
CO3	Analyze the data using Excel functions	4	PO4
CO4	Analyze the data using Advanced Excel functions in excel	4	PO4
CO5	Draft present and analyze data using suitable MS Office tools	4	PO4

Syllabus

Getting Started with Word: Navigating the Word interface, Creating new documents and opening existing ones, Saving and managing documents Creating and Formatting Documents: Working with text boxes, fonts, and styles, Paragraph formatting and alignment, Page layout and margins Working with Text and Styles: Editing and proofreading tools (spell check, grammar check), Applying character and paragraph styles, Creating and managing custom styles Inserting Images and Tables: Adding and formatting images, shapes, and clip art, Creating and modifying tables, Working with rows, columns, and cell formatting Printing and Sharing Documents: Setting up printing options (margins, orientation), Sharing documents electronically (email, cloud storage)

Module 2 Creating Effective Presentations: Planning and organizing presentations, Choosing presentation content and structure, Using templates and themes Using Slides and Layouts: Working with different slide layouts, Adding and arranging slides, Creating master slides Adding Text, Images, and Multimedia: Inserting and formatting text on slides, Adding and formatting images, graphics, and videos, Working with hyperlinks and action buttons Applying Design Themes and Animations: Choosing and customizing design themes, Applying animations and transitions to slides and objects. Delivering Powerful Presentations: Using the presenter tools (speaker notes, slideshow view), Delivering confident and engaging presentations.

Module 3 Introduction to Spreadsheets: Understanding spreadsheet concepts (rows, columns, cells), Entering and formatting data in cells, Working with data types (numbers, text, dates) Working with Formulas and Functions: Introduction to formulas and functions, Using basic arithmetic, logical, and text functions, Creating simple formulas and applying them to cells .Creating Charts and Graphs: Choosing appropriate chart types (bar, pie, line), Customizing charts and graphs with formatting options, Using charts to present data visually Managing and Analyzing Data: Sorting and filtering data Creating data tables and using what-if analysis, Using conditional formatting to highlight data.

Using Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX MATCH for retrieving data, Using relative and absolute cell references, Working with Logical and Text Functions: IF, AND, OR functions for making conditional decisions, Using text functions (CLEAN, CONCATENATE, LEFT, RIGHT) to manipulate text data. Financial and Statistical Functions: Using functions for common financial calculations (PMT, FV, IRR), Using statistical functions (AVERAGE, COUNT, SUMIF) to analyze data. Data Analysis Tools and PivotTables: Creating pivot tables to summarize and analyze large datasets, Using pivot tables to create charts and reports Automating Tasks with Macros: Recording and editing macros to automate repetitive tasks.

Reference Books

- 1 Microsoft Word 2021 Inside Out & Microsoft 365 Apps for Windows, Mary Foley, 2021 (Edition 1), Pearson Education.
- 2 Microsoft Excel 2021 Step by Step, Bryan Bates, 2021 (Edition 1), Microsoft Press.
- 3 PowerPoint 2019 for Dummies, Doug Lowe, 2019 (Edition 1), John Wiley & Sons.
- 4 Microsoft Office 2019 Step by Step, Joan Lambert and Curtis Frye, 2019 (Edition 1), Microsoft Press.

Semester-II

22MB52080 - BUSINESS ANALYTICS FOR DECISION MAKING

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB52080	BUSINESS ANALYTICS FOR DECISION MAKING	BADM	R	2	0	2	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	APPLIED QUANTITATIVE METHODS FOR BUSINESS MANAGEMENT	AQM	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the concept and types of Business analytics.	3	PO1, PSO1
CO2	Analyze the data using descriptive statistical tools and nominal tests.	4	PO6, PSO1
CO3	Analyze the data using ordinal and scale tests.	4	PO6, PSO2
CO4	Analyze the data using data visualization tools and understanding python too.	4	PO6, PSO2
CO5	Analyze real-time data using learned tools like R and Python.	4	PO6, PSO2

Syllabus

Understanding Business Analytics, Types of Business Analytics, Descriptive, Diagnostic, Predictive, Prescriptive and Cognitive Analytics, Overview of R and R Studio, Data Structures, Functions, Statements and Looping in R. Choose your Test for Data Analysis.

Descriptive Analytics, Introduction, Measures of Central Tendency, Measures of Dispersion, Measures of Skewness and Measures of Kurtosis Diagnostic Analytics, Parametric Vs NonParametric Tests, Nominal Tests, Binomial Test, Mc Nemars Test, Cochran's Q test, post.hoc test, Chi-square test, Phi Coefficient of Correlation.

Ordinal Tests, Wilcoxon Signed Rank Test, Mann-Whitney U Test, Kruskal-Wallis Test, Friedman Tests and related Post.hoc Tests, Spearman Rank Correlation Scale Tests, T tests, one Sample, Two Sample, Paired Sample, ANOVA, One way and Two Way with Posthoc tests, Repeated Measures ANOVA, Karl Pearson's Coefficient of Correlation.

Data Visualization, Types of Presentation of Data, Graphical Presentation, Scatter plot, Histogram, Diagrammatic Presentation, One Dimensional are Bar Charts including Simple, SubDivided and Multiple, Two Dimensional includes Pie charts 2D and 3D, Other Charts include Box plots, Line plots Using R Graphics and R Commander and R Deducer. Understanding python Data types, operators, numpy, pandas, scipy, Pingouin.

Reference Books

- 1 R in Action Data Analysis and Graphics with R, Robert Kabacoff, 2, Manning Publications.
- 2 Practical Business Analytics Using R and Python, Umesh R Hodeghatta, Umesh Nayak, 1, Apress.
- 3 Practical Statistics for Data Scientists, Peter Bruce, Andrew Bruce, and Peter Gedeck, 2, O'Reilly Media.
- 4 Numerical Python Scientific Computing and Data Science Applications with Numpy, SciPy and Matplotlib, Robert Johansson, 2, Apress.

22MB52090- BUSINESS RESEARCH METHODOLOGY

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB52090	BUSINESS RESEARCH METHODOLOGY	BRM	R	3	0	0	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	APPLIED QUANTITATIVE METHODS FOR BUSINESS MANAGEMENT 22MB5209	AQM	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understand Social science research processes to identify business problems.	2	PO1, PO4
CO2	Apply the research process to business problems.	3	PO4
CO3	Analyze the process of creating an appropriate research tool or instrument tailored for addressing the identified business problem.	4	PO4
CO4	Analyze the data systematically to derive relevant and actionable recommendations.	4	PO4, PSO1

Syllabus

Introduction: Definition and Objectives of Research of Business Research- Research Process-Defining research problem and Sources of Research Problem, review of the literature. Ethics in research

Identifying the variable, Developing the conceptual framework- hypothesis formulation, Research questions -Framing the objectives, Research Design-Types- Sampling designs: Concepts, types and their applicability. Sampling Process-

Scaling Methods and Scaling of Techniques: Turnstone, Likert, and semantic differentials. Methods of collection of Primary data and secondary data: Observation Method Interview method, Questionnaire design, periodicals and newspapers, Characteristics of good questionnaire/schedule-Pilot Study-Reliability and validity of data

Data processing Editing Coding and Tabulation of data Data analysis interpretation and forecasting meaning of data analysis and its types descriptive and inferential statistics And predictive statistics Report Writing Significance of report writing Types of reports Steps in report writing Layout of the research reports Mechanics of report writing precautions in research reporting

Reference Books

- 1 Business research methods, William Zikmund, Babincarr, 13th, Cengage.
- 2 Statistical Methods for Practice and Research: A Guide to Data Analysis Using SPSS (Response Books), Ajay S Gaur and Sanjaya Singh Gaur, 2009, Sage Publication.
- 3 Methodology and Techniques of Social Research,, Dipak Kumar. Bhattacharya, Himalaya, , 2004.
- 4 Research Methodology - Methods & Techniques, C.R Kothari, 2009, VishwaPrakashan, .

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB52110	FINANCIAL MANAGEMENT	FM	R	2	1	0	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	FINANCIAL AND MANAGEMENT ACCOUNTING	FMA	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.	2	PO1
CO2	To apply the long term and short term investment decisions,	3	PO2
CO3	To apply the financing decisions by using different techniques of valuation.	3	PO4
CO4	To apply the dividend Decisions in relation to wealth maximization.	3	PO2

Syllabus

Introduction to Finance: Nature and Scope of Financial Management, Goals& Objectives of Financial Management, Emerging Role of Financial Manager , organization of finance function, Sources of Finance, Long Term and Short Term Financing ,Time Value of Money.

Capital Budgeting Decisions: Payback Period, Average Rate of Return, Net Present value, Internal Rate of Return, Profitability Index and Discounted Payback Period.

Cost of Capital and Capital Structure: Capital Structure Theories, EBIT& EPS Analysis, Financial Leverage, Operating Leverage, Specific Cost of Capital and Weighted Average Cost of Capital.

Dividend Decisions: Dividend Theories, Forms of Dividend. Working Capital Management: Working Capital Management Determinants, Working Capital Financing approaches, Estimation of working Capital, Cash Management, Receivables Management, Inventory Management.

Reference Books

- 1 Corporate Finance, Jonathan Berk and Peter DeMarzo, 3, Pearson.
- 2 Principles of Corporate Finance, Richard A. Brealey, Stewart C. Myers, and Franklin Allen, 2, Pearson.
- 3 Financial Management: Principles and Practice, Timothy Gallagher, Joseph D. Andrew, and Anne Marie Ward, 4, Cengage Learning.
- 4 Financial Management: Theory & Practice, Eugene F. Brigham and Michael C. Ehrhardt, 2, Cengage Learning.

22MB52100 - HUMAN RESOURCE MANAGEMENT

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
------------	--------------	---------	------	---	---	---	---	----

22MB52100	HUMAN RESOURCE MANAGEMENT	HRM	R	3	0	0	0	3
-----------	---------------------------	-----	---	---	---	---	---	---

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply perspective role of HRM in modern business, Ability to plan human resources and implement techniques of job design	3	PO4, PO5, PSO2
CO2	Articulate competency levels for recruit, train, and appraise the performance of employees	3	PO3, PO5, PSO2
CO3	Analyse the rationality in designing compensation and ability to handle employee issues	4	PO4, PO5, PSO2
CO4	Analyse the matters of employee integration and separation and New Trends in HRM	4	PO4, PO5, PSO2

Syllabus

Introduction To HRM, Importance, Scope, and Functions Of HRM, Human Resource Management in a Changing Environment; Manpower Planning: Manpower Planning Process; Job Analysis, Job Description and Job Specification; Job Design and Techniques of Job Design.

HR Processes; Employee Selection and Development: Recruitment, Selection and Induction, Training and Development; Performance Appraisal.

Compensation Planning: Employee Compensation, Job evaluation; Employee Benefits and Welfare Compensation and Salary Administration; Employee Discipline.

Integration and Separation: Suspension, Dismissal and Retrenchment; Employee Grievance Handling; Trade Unionism, Collective Bargaining, Industrial Democracy; New Trends in HRM: HRM in India; HRM in International Firms; Talent management; HR Accounting; HR Audit; HRIS.

Reference Books

- 1 Human Resource Management, G Dessler, 13th edition (2023), Mc Graw Hill.
- 2 Human Resource Management: Gaining a Competitive Advantage, Raymond Noe, John Hollenbeck, Barry Gerhart and Patrick Wright, 9th edition (2020), Pearson Publications.
- 3 Managing Human Resources, Luis R. Gomez- Mejia, David B. Balkin, Kenneth P. Carson, 10th edition (2023), Mc Graw Hill.
- 4 Human Resource Management: Text and Cases, K Aswathappa, 1st edition (2019), Wiley.

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB52120	OPERATIONS MANAGEMENT	OM	R	2	1	0	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	APPLIED QUANTITATIVE METHODS FOR BUSINESS MANAGEMENT	AQM	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the concepts of Operations Strategy to real time	3	PO6, PSO1
CO2	Analyse the data using Project Management techniques	4	PO7, PSO2
CO3	Evaluate the production data by using statistical quality	4	PO7, PSO2
CO4	Analyse the operations data using OR Techniques	4	PO7, PSO1

Syllabus

Introduction and Overview: Historical Evolution of Operations Management- Operations Management Strategy framework: Product development: Operations strategy- Product Strategy and Integrated Product Development- Process Strategy.

Capacity Planning Decisions- Facilities Location Strategies. System Design- Facilities Layout and Material Handling Strategy- Group Technology- Flexible Manufacturing System. Project Management: Network Diagram, CPM vs PERT, CPM: Types of Floats, Critical Path, and Project Crashing. PERT: Types of Slack, Critical Path, Probability of Completion.

Productivity & Quality Tools: Productivity Concepts-Quality Circle - Kaizen-Value Analysis and Value Engineering, Statistical Quality Control- Work Study-Method Study & Work Measurement-Learning Curves-Work Sampling-control charts for Variables and Attributes. Planning and Managing Operations -Supply Chain Management-Purchasing - Demand forecasting

Job Sequencing-Transportation problems-Assignment problems, Advanced Operations Management-Constraint management (TOC-Theory of Constraints), Computer Integrated Manufacturing, Six Sigma

Reference Books

- 1 Production and Operations Management, O.P.Khanna, Work Study Chase et al, 2003, Dhanpat Rai Publications.
- 2 Production and Operations Management: Concepts, models and behavior, Everett Adam and Ronald Ebert, 5, Tata McGraw Hill Company, New Delhi.
- 3 Operations Management, William Stevenson Nigel Slack, Stuart Chambers, Tata McGraw Hill Company, New Delhi., 2018.
- 4 Operations Management, Norman Gaither and Greg Frazier, 2008, South Western, Thomson Learning Inc.

22MB52140 - PROJECT MANAGEMENT

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
------------	--------------	---------	------	---	---	---	---	----

22MB52140	PROJECT MANAGEMENT	PM	M	2	0	0	0	2
-----------	--------------------	----	---	---	---	---	---	---

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understand tools and considerations used in assessing and selecting suitable projects.	2	, PSO1
CO2	Understand the usefulness of planning, monitoring and control techniques as means of achieving business improvement and change	2	PO4, PSO2
CO3	Analyse a project to provide cost estimates and to plan the various activities	3	PO5
CO4	Analyse the issues and challenges in project execution	3	PO5

Syllabus

Project Management Concepts: Concept and characteristics of a project, types of projects, importance of project management, project organizational structure .Project life cycle,Statement of Work, Work Breakdown Structure. Project Planning: Project feasibility studies, Components of project feasibility studies

Project Planning and Scheduling techniques, project planning to project completion: Pre-investment phase, Investment Phase and operational phase Developing the project network using CPM/PERT, Crashing of Project Networks

Managing Project resources flow. Project Quality and Cost Management: Steps in Project appraisal process - Concept of project quality - TQM in projects Project control process - Monitor and assess project performance, schedule, and cost

Performance measurement:Methods to monitor, evaluate, and control planned cost, Cost and time overruns. Project Closure: Meaning of closure or termination, project audit process: termination steps, final closure. Managing Project Teams: Team development process

Reference Books

- 1 Project Management for Business and Technology, John M Nicholas & Herman Steyn, 2016, Elsevier.
- 2 Project Management, K Nagarajan, 2017, New Age International Publishers.
- 3 Project Management, R. Panneerselvam& P. Senthilkumar, 2009, PHI Learning Pvt. Ltd.
- 4 Project Management-The Managerial Process, Clifford F Gray, Erik W Larson, 2013, Tata Mcgraw-Hill Publishing Co Ltd.

24SDMB030 - ENTERPRISE RESOURCE PLANNING

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
------------	--------------	---------	------	---	---	---	---	----

24SDB030	ENTERPRISE RESOURCE PLANNING	ERP	R	2	0	0	4	3
----------	------------------------------	-----	---	---	---	---	---	---

Prerequisite

S#	Course Title	Acronym	Rule
1	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	PMOB	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understanding the Foundational concepts of ERP	2	PO2
CO2	Identify various modules within an ERP system	3	PO3
CO3	Apply the ERP Implementation Processes and Methodologies	3	PO4
CO4	Apply the ERP selection which suits business applications	3	PO4
CO5	Demonstrate the ERP system's user interface, navigation, and basic functionalities.	3	PO4

Syllabus

Introduction to ERP: - Definition, objectives and benefits of ERP- Evolution and growth of ERP- Role of ERP in an organization- ERP system architecture. Business modelling; Integrated data model: Benefits of ERP: Quantifiable, Intangible; Risks: People, process, Technology, Implementation, Operational and Managerial risks.

ERP Modules:- Finance and accounting- Sales and marketing- Materials management- Production planning and control- Human resource management.

ERP Implementation:- Planning and preparation for ERP implementation- Phases of ERP implementation - ERP implementation strategies- Risks and challenges of ERP implementation.

ERP Evaluation and Selection: - Evaluation criteria for ERP selection- Selection of ERP vendor and software- Request for proposal (RFP) and response management- ERP evaluation.

Reference Books

- 1 Introduction to Information Systems, R. Kelly Rainer Jr. and Casey G. Cegielski, 2011, John Wiley and Sons, Inc. 2011.
- 2 Enterprise Resource Planning, Alexis Leon, 2011, TMH publishing company.
- 3 Enterprise Resource Planning Systems, Enterprise Resource Planning Systems, 2002, Cambridge University Press..
- 4 Management Information Systems, Laudon&Laudon, 2011, Tata Mc-Graw Hill.

24UC12030 - DESIGN THINKING AND INNOVATION

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
------------	--------------	---------	------	---	---	---	---	----

24UC12030	DESIGN THINKING AND INNOVATION	DTI	R	2	0	2	0	3
-----------	--------------------------------	-----	---	---	---	---	---	---

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understand the importance of Design thinking mindset for identifying contextualized problems	2	PO3
CO2	Analyze the problem statement by empathizing with user	4	PO7
CO3	Develop ideation and test the prototypes made	3	PO6
CO4	Explore the fundamentals of entrepreneurship skills for transforming the challenge into an opportunity	2	, PSO1

Syllabus

Introduction to Design Thinking and Innovation: Introduction to design thinking and its principles, Design definitions and stories, desirability, feasibility, viability, mystery, heuristics, algorithm, requirements, patterns, connect, blind spots; Laws of Design Thinking: less is more, last 2% equals 200%, theory of prioritization; Design mind: definitions, 5 forces of growth (SEPIA), 5 frictional forces (DCAFE), 3 capacity levers (VAL), Design thinking for contextualized problem-solving, Incorporating sustainable development goals into design thinking,

Design Thinking Process: Overview of the design thinking process, Design framework (L0); Empathy research: understanding user needs and perspectives, Persona development: creating user profiles; Customer journey mapping: visualizing user experiences, Define phase: asking the right questions and problem statement formulation.

Ideation, Prototyping and Testing: Ideation techniques, brainstorming and generating creative ideas, Identifying patterns and anti-patterns in ideation, Evaluation of ideas using different criteria (10/100/1000 gm): Prototyping and testing: translating ideas into tangible prototypes.

Entrepreneurial Innovation: Introduction to innovation management, Basics of business models and their role in innovation, Financial estimation for innovation projects: Pitch decks: creating persuasive presentations for innovation, Considerations for intellectual property rights (IPR) in innovation.

Reference Books

- 1 Design Thinking in the Classroom, David Lee, Kindle, Ulysses Press.
- 2 The Art of Innovation: Lessons in Creativity from IDEO, America, Tom Kelley , Jonathan Littman , Tom Peters, 2001, Doubleday Broadway Publishing, USA.
- 3 Unmukt- Science and Art of Design Thinking, Arun Jain, 2019, School of Design Thinking.
- 4 The Design Thinking Play Book, Michael Lewrick, Patrick Link & Larry Leifer, 2018, Wiley Press.

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22UC21070	PROFESSIONAL SKILLS FOR MANAGERS	PSM	R	0	0	4	0	2

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Demonstrate the concepts of communication, syntax, and semantics while listening and speaking.	3	PO5, PSO2
CO2	Apply time management skills and demonstrate team spirit in various tasks and projects. Utilize techniques for managing stress and implement strategies to become an effective leader.	3	PO4, PSO1
CO3	Apply the principles of writing and preparing business documents, such as reports and emails, in practical scenarios.	3	PO6, PSO2
CO4	Apply the principles of empathy and assertiveness in real-life interactions. Prepare an effective CV using best practices and tailoring it to specific job opportunities.	3	PO2, PSO2

Syllabus

Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of Communication, Roles of a Manager, Communication Roadblocks and Overcoming them, Overcoming Communication Barriers, Effectiveness in Managerial Communication. Syntax and Semantics of Communication. Listening Skills: Definition, Types of Listening Skills, strategies, Barriers to Effective Listening. Speaking Skills: Clarity in speaking, Conversations, Role plays, 10 steps in Pitching, Elevator Pitching

Introduction of the course - The introduction of the course sets the stage by outlining its objectives, scope, and relevance. SWOT- stands for Strengths, Weaknesses, Opportunities, and Threats. Attitude - Attitude formation and theories. Character vs Personality, Assertiveness- styles of communication and techniques to develop Assertiveness. Building Confidence.

Paragraph Writing-Paragraph writing involves organizing ideas into coherent units of thought within a larger piece of writing. E-mail writing- Importance and the structure. Report writing - different types and its structure and Memo writing

Goal Setting- types of goals and action plan. Time management - importance and the rubrics of Eisenhower matrix and its application. Presentation skills - styles of presentation. Group Discussion- Dos and don'ts of GD. Leadership- traits and Theories. problem-solving, and decision-making

Reference Books

- 1 Business Communication Today , Bovee, Thill & Schatzman., 7th edition - 2022, Prentice Hall.
- 2 Effective Business Communication., Murphy, Hildebrandt & Thomas,, 7th edition - 2018, Tata McGraw-Hill.
- 3 Essentials of Business Communication., Mary Ellen Guffey, & Dana Loewy, 11th Edition 2021, South-Western .
- 4 Personality Development and Soft skills tomorrow, Shikha Kapoor, 1st Jan 2020, Dreamtech Press.

22MB61150 - STRATEGIC MANAGEMENT

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB61150	STRATEGIC MANAGEMENT	SMG	R	3	0	0	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	BUSINESS ENVIRONMENT AND LAW	BEL	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the concepts Strategic Management to changing business landscape	3	PO1, PSO1
CO2	Analyse the internal and external tools in executing a strategic decision.	4	PO3, PSO1
CO3	Analyse the various forms of strategies and corporate restructuring in strategic evaluation	4	PO3, PSO1
CO4	Analyse the strategies in implementing and evaluating strategies and strategic control.	4	PO3, PSO1

Syllabus

Introduction to Strategic Management, Evolution of the concept of strategic management Components of strategic management, The three levels of strategic planning, making strategic decisions. Strategic Management Process, Benefits and limitations of Strategic Management. Company Vision, Mission statements

External Analysis: The Identification of Opportunities and Threats, the five forces framework, industry dynamics and forces driving the change, strategic group analysis, competitor analysis and the SOAR framework. Internal Analysis: Evaluating company resources, capabilities and competitiveness, SWOT analysis, Types of company resources, Four tests for competitive power.

Building Competitive Advantage: Functional Level Strategy, Building Competitive Advantage Through Business-Level Strategy, Cost leadership, differentiation, focus; other strategic issues -Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing, Corporate-Level Strategy: Related and Unrelated Diversification Corporate Restructuring: Forms of Corporate Restructuring: Expansion, Sell offs, Turnaround Management, Joint Ventures and Strategic Alliances, Mergers & Acquisitions, Divestitures and Spin Offs. Takeover Strategies and Defenses: Kinds of Takeovers.

Implementing strategy: corporate Performance, Governance, and Business Ethics, implementing Strategy in Companies that Compete in a Single Industry, Implementing Strategy in Companies that Compete Across Industries and Countries- Strategy Evaluation and control, Establishing strategic controls for measuring performance, appropriate measures.

Reference Books

- 1 Strategic Management: A South Asian Perspective, Hitt & Ireland et al., 2013 (12e), Cengage Learning.
- 2 Strategic Management , Fred R. David, 2022 (18e), Pearson.
- 3 Strategic Management, Concepts and Cases, Thompson & Strickland, 2013(13e), Mc Graw Hill.
- 4 Strategic Management : An Integrated Approach, Charles Hill & Gareth Jones, 2020(12e), Cengage India Private Limited.

24MB61160 - INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
24MB61160	INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP	IBME	M	2	0	0	0	2

Prerequisite

S#	Course Title	Acronym	Rule
1	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	PMOB	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understand aspects of innovation, creativity, evolving business models, incubation and entrepreneurship	2	PO1, PSO1
CO2	Apply concept of the Blue Ocean Strategy in today's competitive scenario	3	PO2
CO3	Apply the concept of sustainability innovation and Entrepreneurship	3	PO3
CO4	Application of management practices for in innovation management	3	PO3

Syllabus

Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation. Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship

Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Prototyping to Incubation. What is a Business Model, Who is an Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy-I, Blue Ocean Strategy-II

Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting. Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SMEs strategic involvement in sustainable development, Exploration of business models for material efficiency services.

Management of Innovation, creation of IPR, Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India. Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators: Business Vs Technology, Managing Investor for Innovation, Future markets and Innovation needs for India.

Reference Books

1. Innovation and Entrepreneurship, Peter Drucker, 1 2002, Tata.
2. Entrepreneurship, Robert Hisrich, 2 2005, Himalaya.
2. HBS series on Innovation and Entrepreneurship, HBS, 3 2017, jaico.
4. The Business Model Book, Adam J Bock, 1 2021, Pearson.
5. On Business Model Innovation, Clayton M. Christensen, 1 2022, Harvard Business Review.

24MB61170 - BUSINESS ETHICS AND CORPORATE GOVERNANCE

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
24MB61170	BUSINESS ETHICS AND CORPORATE GOVERNANCE	BECG	R	3	0	0	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	PMOB	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the knowledge of the concept of ethics, its nature and importance to resolve the situations of ethical dilemma	3	PO1, PSO2
CO2	Apply the knowledge of ethical theories and indian ethos to examine the ethical practices and implement ethical processes in the corporates	3	PO3, PSO2
CO3	Apply the knowledge of CSR and Corporate Governance to assess the practices of corporates	3	PO6, PSO2
CO4	Apply the knowledge of ethical issues in Human Resource Management, Marketing and Advertising to assess the practices of corporates	3	PO5, PSO2

Syllabus

Introduction to Ethics: Definition of Ethics. Objectives, nature, and sources of ethics, Business Ethics, Nature, Importance and Factors influencing Business Ethics, Ethical Leadership and Courage

Values, Norms, Morals and Beliefs: Ethical theories; Teleological, Deontological, Natural and Kantian; Indian Ethos and Values for Managers; Ethical Codes; Ethical Dilemma

Corporate Social Responsibility: Ethical issues in Corporate Governance; The role of Insider Trading; The problem of whistle blowing, Recent case studies. Nature and significance; arguments for and against CSR; the conflicting interests of various stakeholders; Nestle India: Creating a New CSR Strategy

Employees and Business Ethics, Ethical issues in employer and employee relation, discrimination at workplace, Sexual and racial harassment, working conditions, employee privacy. Consumer and Business Ethics, the limits of doctrine of caveat emptor, Ethical issues in marketing, advertising, the ethical challenges under globalization.

Reference Books

- 1 Business Ethics, M.G. Velasquez, 8 (2021), Prentice Hall India Limited, New Delhi.
- 2 Business Ethics, Andrew Crane and Diark Matten, 4 (2016), Oxford Publication, New Delhi.
- 3 Corporate Governance in India: An Evaluation, DAS, SUBHASH CHANDRA, 5 (2009), PHI Learning Pvt. Ltd..
- 4 Ethics in Management- Vedantic Perspectives, S.K. Chakraborty, 12 (1999), Oxford India paper backs, New Delhi.

22MB61K00 - MEDIA PLANNING

Course Code	22MB61K00
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	NIL

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Demonstrate critical thinking in setting media objectives, considering budget constraints, and evaluating media values	4	3
2	Apply various models of Media Planning, such as Bill Harvey's Expansion Model and Recency Model	3	3
3	Analyse the shift of the Media Planning function from Advertising Agencies to independent Buying Agencies	2	4
4	Evaluate the media plan's presentation to a client considering global challenges	6	5

Syllabus

CO-1: An Overview of Indian Media Scenario: Defining Media Planning- The shift of Media Planning function from Advertising Agencies to Independent Buying Agencies - The Ramifications. Major Media Buying Agencies and Agency Affiliations- Sources of Media Information: Population, Census, Annual Economic Survey, India-Year Book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS)Handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, Data on Market Share.

CO-2: Media Characteristics: Media Brief- Marketing Information Checklist- Marketing Problem- Objectives- Product Category Information- Geography/Location- Seasonality/Timing- Target Audience. **Media Planning and its Application.** Defining Media Objectives, Target Audience- Objectives, Distribution Objectives, Media Terms- Media Weight Theories- Various Models of Media Planning : Bill Harvey's Expansion Model, Recency Model and Other Models Applications: Analysis, Techniques and Implication of a Media Plan - Information Needs for Making a Media Plan: Marketing and Copy Background, Marketing Objectives, Rationale, Media Strategy, Gross Impression Analysis, Media Rationale- Preparing a Media Brief: Marketing Information Checklist, the Objectives, Product Category information, geographic location, seasonality and target audience.

CO-3: Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan- Setting Media Objectives: Determining Media- Objectives, Budget Constraints, Creative-Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions within Media, Evaluating and Selecting Media Vehicles- Developing Media Strategy: Consideration in Strategy Planning, the Competitive Strategy, Formulating Strategy when Budget is too Small. Seasonal Effect of Media Effectiveness- Scheduling Strategy and Tactics: The Media Flowchart (Schedule), Pulsing, Fighting Continuous Media Plan- Developing a Media Plan

CO-4: Budgeting and Evaluation Plan - Budgeting- Setting and Allocating the Budget, Different Methods of Setting Budget- Competitive Spending, Objective and Task, Expenditure per Rate, Factors Affecting the Size of the Budget- Presentation of Media Plan to a Client and Evaluation of Media Plan- Media Matrix and Measurability and Global Challenges Differences between Brand Matrix and Media Matrix- Evaluation of Media Plan- Retrieval and Interpretation of Data- Audience Audit Techniques: People Meter, Single Source Data, Geo Demographic Measurement- Practical session on Media Information Retrieval **Media Buying** - Media Buying Process: Structure, Roles and Responsibilities- Steps in Buying Process and Objectives of a Media Buyer- New Trends in Media Buying, Problems in Media-Buying, Evaluating Media Buys, Media Negotiations and Strategies, Media Costs, Media Buying Problems, Considerations in Planning and Buying, Media Buying and Planning for Digital Media

Text Book:

1. [Roger Baron](#), [Jack Z. Sissors](#) (2010 Advertising Media Planning, Seventh Edition McGraw Hill Professional, 28 May 2010)

22MB61K1O SEARCH ENGINE OPTIMIZATION

Course Code	22MB61K1O
L-T-P	2-0-2
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Explain the importance of SEO in Internet marketing	3	2
2	Analysing SEO metrics to assess campaign effectiveness	2	4
3	Evaluating the ethical implications of certain SEO practices	4	4
4	Designing comprehensive SEO strategies for business sustainability	6	4
5	Apply SEO metrics and Strategies	7	3

Syllabus

CO-1: Introduction to SEO Internet and Search Engine Basics-Importance of Internet Marketing-Methods-Importance of Search Engines-SEO is an Art or Science-How the search engine works?-Understanding the SERP-Using Search Operators-Google Search Engine Architecture-Search Engine Algorithms-Google Algorithm Updates-Page Rank Technology-Latest Updates about SEO Algorithms-Google Web Masters Tools

CO-2: Keywords Research and Analysis ; Introduction to Keyword Research Analysis of Keywords-Keyword Research Methodology-Keywords Analysis Tools-Competition Analysis-Preparing a Keyword List for Project-Localized Keywords Research - Key PPC Concepts: Bidding & Budgets, Strengths of Pay per click, Scheduling, Display Networks, Google PPC, Ad Centre, Research Tools, Ad Groups; Campaign Management: Search Campaign Process, Conversion Tracking, Keyword Selection, Conversion Metrics: Quality Score, CPA, CTR, Ad Copy, Bidding, Landing Pages, Analytics, Targeting, Laws & Guidelines.

CO-3: On-Page Optimization (Onsite): Essentials of good website designing-Usability and User Experience in Website-Onsite Optimization Basics-Importance of Domain Names and Value-Domain Selection-Website Structure and Navigation Menu Optimization-Filename Optimization-Title Tag Optimization-Keywords-Keyword Density Analysis-Keywords Research in Various Search Engines-Meta Tags-Meta Tags Optimization-Headers Optimization-SEO Content Writing- Optimising SEO content-Page Speed Optimization Tool-Header and footer-Header optimisation with tag line or catch line-Footer Optimization-Google SEO Guidelines-Search Engines V/S directory-Major search engines and directories-Google Page Rank-Heat map of Home page-Description-Creating sitemaps-Image tag optimization-Anchor Text.

CO-4: Off Page Optimization: Submission to search engines-Introduction to Offsite Optimization-Local marketing of websites depending on locations-Promoting Subsequent pages of the website- Black Hat / White Hat / Grey Hat SEO-Submission to Relevant Directories-Linking Building Methodology-Types of Linking Methods- Free Links / Paid Links-Directory Submission-Blog Submission-Free Classifieds-Forums- Forum Signatures and Commenting-Press Releases-Video optimization-Link Building-How to promote home page. Directory Submissions for SEO-Social Bookmarking-Local Business Listing (Local SEO)-Classifieds Posting-Using Blogs for SEO-Blog Commenting-Press Release Submission-Article Submissions-Video Submissions-Social Media Optimization Techniques (Basics)-RSS Feeds Submissions-Tracking the Links and Page Rank-Preparing SEO Reports

Text Books :

1. Dixon Jones, (2020) Entity SEO moving Search from Strings to Things, Published by DHJ Ventures Ltd

22MB61K2O– AFFILIATE MARKETING

Course Code	22MB61K2O
L-T-P	3-0-0
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Demonstrate the ability to make informed decisions in dynamic domestic and international business scenarios.	3	3
2	Apply ethical considerations and social responsibility in affiliate marketing activities.	5	3
3	Evaluate and apply management skills acquired in the program to optimise affiliate marketing processes.	2	4
4	Develop the ability to use current techniques, skills, and analytical tools for managerial practice in affiliate marketing.	6	4

Syllabus

CO-1: Introduction to Affiliate Marketing

History of Affiliate Marketing-Frequently asked questions about Affiliate Marketing-The basis of Affiliate Marketing-How affiliate Marketing works-Affiliate Program payment methods- Cookies, Cookie Stuffing and Affiliates-Adsense-Email spam, search engine spam, Google slap, adware, trademark bidding- Tiered Affiliate Marketing-Cross selling and up selling-Multi tier marketing and commissions-List of affiliate marketing software

CO-2: Enrolling in an Affiliate Marketing Program Signing up as an Affiliate-Logging into your affiliate account-Integrating Affiliate Links into your websites-Monitoring affiliate performance and tracking sales Setting up an affiliate website: Web design and development, capturing visitor credentials, integrating social plugins, integrating third party tools, developing plugins, add-ons, apps and widgets.

CO-3: Types of Affiliate Marketing Search affiliates-Price comparison service website-Loyalty websites-Cause related and coupon websites Content and niche market website-Personal weblogs and website syndicates-Email marketing and shopping directories-Registration or co-registration affiliates-File sharing affiliates **Strategies to improve Affiliate Marketing** Affiliate Links and how to deal with them-Promoting your affiliate program-Overcoming the challenges of affiliate marketing-Performing market analysis and market research-Market strategies Establishment-Affiliate Marketing and organic Search Optimization

CO-4: Setting Up affiliate Marketing Program How to attract affiliates-Hosting and implementing an affiliate program- Growing your Affiliate Numbers Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns Merchants/publisher management-Affiliate program; promotion and content pages-Screen affiliates- Combating affiliate fraud.

TEXT BOOK

1. Nate McCallister (2019). **Evergreen Affiliate Marketing**, Kindle Store

22MB61K3O – SOCIAL MEDIA MARKETING & ANALYTICS

Course Code	22MB61K30
L-T-P	2-0-2
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Define and recall the fundamental concepts of social media.	5	2
2	Demonstrate critical thinking in analysing social media data for decision-making.	3	3
3	Apply statistical and analytical tools to measure social media performance.	4	3
4	Evaluate the legal considerations associated with influencers.	6	4
5	Apply Podcasting , web analytics	7	3

SYLLABUS

CO-1: Introduction to Social Media-What is Social Media?-How Social Media developed-Managing Information-Aggregators-Google Alerts-Blogs - Getting your company ready for Social Media- Content Management-Touchpoint analysis-Scheduling-Creating content-Managing content programs- Planning Worksheets

CO-2: The Legal side of Social Media-In-house guidelines-Copyright and Trademark Implications- Blogs-Blogger-Tumblr -Word press - a) Set-up b) Services-Influencers- Who are they?How to find them? How to use them to benefit your brand?

CO-3: Podcasting- What is it?-Where can you find it? How to create? a) Hardware b) Software- Face book- Creating groups and pages-Tips and Guides- Posts-Paid Promotion-Ads- Contests Google+-Set-up and usage-Company profile-Hangouts- Authorship-YouTube-Long-form video platforms Setting up a channel-Managing content- Twitter-Set-up and usage- Tips- Up and Coming Social Media .LinkedIn-Tips and Guides- Review of profiles-Pinterest- Major target audience-Visual social media and bookmarking-Setup and management- Review of profiles. Collaborative Marketing & Crowdsourcing- Consumer-generated content-a) Encouraged b) Organic Guidelines-Metrics & ROI.

CO-4: Introduction to web analytics- Introduction to Google analytics- Setting KPI's and Site Objectives- GA Basic Setup- GA - Advanced Setup - Campaign Tagging & Reporting -Understanding Conversions - Understanding Conversions - Advanced (Custom) Segments - Dashboards & Custom Reporting -Intelligent events - Virtual pageviews - event tracking - linking and using data from Google Adwords - Profiles - Profile filters - Visitor flow - Real-time data.

Text Book:

1. Matthow Garis. Avinash Kohirker (2015). Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media IBM Press Publishers.
2. Subodha Kumar, Liangfei Qiu, Social Media Analytics and Practical Application, The Change to the competition Landscape, CRC Press, Taylor & Francis Group

22MB61R00 - OVERVIEW OF RETAILING

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB61R00	OVERVIEW OF RETAILING	OR	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Excel in the functions of a retailer Student will be aware of the role of a retailer in global economy career opportunities in retail retail theories and various retail	2	PO4
CO2	Gain practical expertise in designing of retail marketing strategies including Retail communication mix and pricing strategies And understand role of consumer shopping and accordingly designing strategies to give a robust experience to consumers	3	PO4
CO3	Analyze HR programs and identify initiatives to improve operations and Employee retentions	4	PO4
CO4	Analyze measures of financial performance including strategic profit model	4	PO4, PSO1

Syllabus

Retailing Meaning Nature and Classification Emergence of Organized Retailing Indian vs. Global Scenario Factors Influencing Retailing Functions of Retailing Retail as a career Types of Retailing Store & Non-Store Retail Formats Multichannel Retailing Issues & Challenges in Multichannel Retailing Servicing the Retail Customers Customer service- customer complaints

Retail marketing and branding mix Retail consumer and factors influencing buying behavior Segmentation Targeting- Positioning Retail Strategies Developing and applying Retail Strategy- Strategic Retail Planning Process.Retail Organization- The changing Structure of Retail Concept of Life cycle Retail Retail pricing strategies.CRM in retailing process planning and implementing loyalty programs- Social Marketing in retailing Impact of Technology E-tailing Issues and Challenges

Human Resource Management in Retailing Human Resource Planning Role of Human Resources in Retail Organizations Recruitment Selection Training needs for Employees Motivation and Performance Appraisal Compensation and rewarding store Employees

Importance of Financial Management in Retailing Financial Performances and Financial Strategy Accounting Methods Strategic Cost Management Strategic Profit Model Managing Diversity Legal and Regulatory issues

Reference Books

- 1 Retailing Management - A Strategic Approach,, Barry Berman Joel &R Evans, Pearson Education, 2009.
- 2 Retailing Management Texts & Cases, Swapna Pradhan, 2009, .3/e-McGraw Hill,.
- 3 Retailing Management,, Michael Levy, Burton A Weitz, Ajay Pundit-, 2008, 6/e, The McGraw -Hill Companies.
Retail Management,, Chetan Bajaj, Rajnish Tuli, Srivastava, N.V, , 2005, Oxford University Press,

22MB61B00 - OVERVIEW OF BANKING

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB61B00	OVERVIEW OF BANKING	OB	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Understand India\'s financial sector evolution, including banking history, the RBI\'s role, and bank categorizations.	2	PO1
CO2	Understand the key operations and services of commercial banks in India and the fundamental aspects of bank accounting.	2	PO1, PO2
CO3	Understand the essential principles of credit scoring, credit management, and the monitoring of lending activities and the role of various banking services and mechanisms in both urban and rural financial contexts.	2	PO2, PO3
CO4	Understand the key roles and impact of specialized financial institutions supporting agriculture and rural development and the fundamental banking regulations.	2	PO3

Syllabus

The Financial Services - An overview, Origin and Growth of Indian Banking System, Reserve Bank of India Structure, Role of RBI, Types of Banks

Commercial Banking in India Functions of Banks primary and Ancillary functions of commercial banks Deposit products Fee based and fund based activities Principles of lending loan products bank assurance Types of charges Types of securities letters of Credit Bank guarantees off balance Sheet Activities Basic accounting for Banking Statement of Sources and uses of Funds bank Profit and loss Account Books of Accounts in Bank

Credit Scoring Credit appraisal techniques Credit management and credit monitoring Priority sector lending Credit Information bureau limited Banking Codes and Standards Board of India Banking Ombudsman Service Loan Syndication The Syndication process Non-Performing Assets Prudential Norms securitization Retail Banking Corporate Banking Developments in Corporate banking Issues/problems Consortium finance multiple banking Arrangements Rural Banking Sources of Rural Finance Credit delivery Mechanism in Rural finance Multi Agency Approach Regional rural banks

National Bank for Agriculture and rural Development (NABARD) Banking Regulation Monetary policy Money laundering and prevention of Money laundering Act Negotiable Instruments Act Banking Regulation Act Recent developments and future challenges in banking sector

Reference Books

- 1 Banking Law and Practice in India,, P.N. Varshney, 2021, Sultan Chand & Sons,.
- 2 Financial Institutions and Markets- Structure Growth and Innovations,, L.M. Bhole Jitendra Mahakud, 2018, Tata McGraw Hill.
- 3 Bank Management and Financial Services, Peters S. Rose and Sylvia C. Hudgins, 2014, Tata McGraw Hill.
- 4 Banking Law and Practice, Sukhavinder Mishra, 2017, Sultan Chand & Sons,.

Semester -IV

24MB62180 - LEADERSHIP IN ORGANISATIONS

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
24MB62180	LEADERSHIP IN ORGANISATIONS	LO	M	3	0	0	0	3

Prerequisite

S#	Course Title	Acronym	Rule
1	HUMAN RESOURCE MANAGEMENT	HRM	-

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	To Identify leadership in a dynamic business environment	2	PO3, PO7, PS02
CO2	To interpret effective leaders by teaching them the necessary techniques and behaviours.	2	PO5, PO7, PS02
CO3	To categorize how to use leadership in organisations.	4	PO5, PO7, PS02
CO4	To discriminate the capacity of leaders for organisations.	4	PO6, PO7, PS02

Syllabus

From Management to Leadership, Nature and Importance of Leadership, Difference between Leadership and Management, Leadership Theories, Trait Theories, Behavioral Theories, Scandinavian Studies, Contingency Approaches, Situational Theories, Servant Leadership, Adaptive Leadership.

Leadership Skills and Leadership Styles, Leadership Skills and Tactics, Social Skills Persuasion Skills, Motivational Skills, Communication and Conflict Resolution Skills, Role Models, Story Telling, Leadership Styles, The Impact of Leadership Styles on Work Climate.

Strategic Leadership by Executives, The Nature of Strategic Leadership, How leaders influence organizational performance, Constraints on Executives, Conditions Affecting the Need for Strategic Leadership, Political Power and Strategic Leadership, Research on Effects of CEO Leadership, Strategic Leadership by Executive Teams, Women CEOs.

Leadership Development and Succession, Development through Self-Awareness and Self- Discipline, Development through Education, Experience and Mentoring, Leadership Development Programs. Developing next Generation Leaders , Leadership Development and Organizational Goals, Coaching Leaders, Leadership Succession, Choosing the Right CEO.

Reference Books

- 1 Leadership in Organizations, Yulk, Gary, Edition 7th, 2013, Pearson.
- 2 Leadership Principles, Du Brin, Andrew J, Edition. 2009, Cengage Learning, New Delhi.
- 3 Leadership: Theory and Practice, Peter G. Northouse, 6th 2018, Sage.
- 4 Transformational Leadership, Bernard M. Bass, Ronald E. Riggio, 2nd 2006, Lawrence Erlbaum Associates.

22MB62K40: MOBILE MARKETING

Course Code	22MB62K40
L-T-P	3-0-0
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Relate data to next generation of consumer's needs	1	2
2	Analyze the technologies for strategical growth in markets	3,7	4
3	Utilize Social Media Platforms to build best practices for advantage in markets	6	3
4	Utilise social options to target consumers	6	3

SYLLABUS

Why mobile advertising matters • Growth trajectory• Problems mobile can solve for• Barriers to growth - The mobile consumer • Customer journey- Integration of marketing vehicles- Privacy and user data- The role of data • Definition, nomenclature and value of various types of user data (e.g., intent, behavioral, retargeting, social)- • Technological approaches to collecting and sharing data • Challenges in the gathering of user data- The privacy debate and implications for mobile • Fair Information Practice Principles- • Data regulation environment Ecosystem and likely evolution:• Current ecosystem (from online display)• Drivers of evolution and "next generation" of user data uses• Key challenges Traditional Mobile Advertising (Search, Display, Messaging) Mobile search engine optimization- Mobile display: • How it works• Programmatic evolution• Targeting options- Short messaging service: • Types of SMS• Potential uses Mobile sites and applications: Mobile commerce and payments (online and offline) and what it means for marketers: • Ecosystem overview and economics of existing players• Creating a consumer experience in mobile payments Mobile site design, Creating a mobile application- • Value proposition• Native vs. HTML vs. hybrid• App store dynamics• App marketing- Local ecosystem evolution Understanding who the buyers are and where they advertise today: • Who they are: National retailers, Franchises, Small and medium business• Where and how they buy today: Newspapers, directories, radio, local TV, direct mail• Major verticals• Segmentation approach• Needs by segment• How to create strategic advantage in the market. Location technologies: Macro-location technologies: • How to locate a phone (handset, network approaches)• Tradeoffs of different approaches• Applications- Micro-location approaches: • Beacons • WiFi, In-situ communication vehicles• QR Codes• NFC Social mobile-User journey and trends-Social options-• Platforms (Twitter, Facebook) • Multimedia sharing (pictures, video, etc.)-Native ad targeting demonstration-• How to target • Custom audiences-Social media marketing best practices-• Mobile content marketing • Creating sharing-• Mobile Commerce, Loyalty programs• Putting loyalty programs on mobile • Punchards - Coupons and offers programs on mobile: • Formats• Challenges Mobile payment and mobile wallet, Conquesting and showroom-ing, Next generation POS Opportunity to transform the commerce experience, Next generation evolution: Augmented reality, Wearable technology, Internet of things.

Text Books:

1. Roger Baron , Jack Sissors ADVERTISING MEDIA PLANNING 7E McGraw Hill Education; 7th edition (1 July 2017); McGraw Hill Education (India) Pvt.
2. V Venkata Krishna Digital Marketing for Beginners: A Road Map to Successful Career in Digital Marketing first edition by NOTION PRESS (28 April 2023)
3. Stephanie Diamond Digital Marketing All-In-One 6th edition ISBN-10 8126534621 Publisher Wiley Wiley India Pvt Ltd Publication date (1-12-2020)

22MB62K50: EMAIL & CONTENT MARKETING

Course Code	22MB62K50
L-T-P	2-1-0
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

SYLLABUS	CO#.	Course Outcome	PO	BTL	Marketing Building marketing Building
	1	Apply Email marketing tools to Superior Personalization abilities	6	3	
	2	Relate writing & storytelling in product Description	6	2	
	3	Make use of psychology of writing for The Digital Medium	6	3	
	4	Analyse Technical Writing for social media	6	4	

subscriber lists, Building database and Purchasing database, Follow-ups. Email Marketing Campaign Design: Designing Newsletters, Types of Campaigns, Email Marketing Reports and analysis, Scope of Email marketing, Influence of modern digital marketing models in email marketing. Email Marketing Tools: Email Automation, Email Design Reference - Concepts, Design, Development, Resources. Mailchimp, EMMA, AWeber, Active Campaign. Basics of CSS, Purpose of CSS Inliner tool. The Art Of Writing: Essentials of writing & storytelling - what is storytelling - why is it important - what makes a good story and a bad one - basic rules of grammar and language - understanding 'tone of voice'. Understanding The Reader & Applying Psychology To Writing. The psychology of writing: Basic concepts of psychology (with regards to writing) - understanding how the mind reacts to writing - how to use this knowledge to influence the reader - what readers like to read (or see/hear). Writing For The Digital Medium: How to write for digital - what makes writing for digital different - copywriting for the digital medium -Technical Writing - Creative Writing. Different Types Of Writing: Writing for websites - writing for blogs (reviews/UGC etc.) - writing for social media (Face book / twitter etc. - Writing for search engines - Web Copy writing - writing for banners/stamp ads. After You Write: Proof Reading - Editing - Rewriting - Content based Marketing - Customer Targeting and Demographics - Content based Analytics and Quality Check

Text Books :

1. Dodson, Ian: The Art of Digital Marketing.
2. Wiley | Chapters 7 and 8 Ryan,
3. Damien: Understanding Digital Marketing. Kogan Page Limited. | Chapters 6 and 7

Course Code	22MB62K6O
L-T-P	3-0-0
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Understanding the key terms concept of E-commerce, leeway & sang of E-commerce.	1,6	2
2	Analyse Risk Management with Internets and Electronic Payments systems.	6	4
3	Build E-Marketing Business Models to obtain new opportunities. In Markets	6, 7	2
4	Apply Software Agents to explore new growth of business	6	3

SYLLABUS

Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce - Cutting edge, Electronic Commerce Framework Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model Risks of Insecure Systems: Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems Electronic Data Interchange(EDI): The Meaning of EDI, History of EDI, EDI Working Concept, Implementation difficulties of EDI, Financial EDI, EDI and Internet E-Marketing: The scope of E-Marketing, Internet Marketing Techniques Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue, A Unique Search Engine Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities Future Directions: Software Agents, Technology Behind Software Agents, Types of Software

Agents, Characteristics and Properties of Software Agents, Frame-work for Software Agent based e-commerce, m-commerce, m-commerce Architecture, Areas of Potential Growth and Future for m-commerce

Text Books :

1. Kenneth C. Laudon, Carol Guercio Traver , E-Commerce - Business, Technology & Society, Pearson, 12th Edition, 2016

Reference Books :

1. Elias. M. Award, " ", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce-A Managerial Perspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI,
5. Judy Strauss, Adel El- Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.

Course Code	22MB62K70J
L-T-P	2-1-0
Credits	3
Contact Hours	3
Prerequisite	Nil

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Understanding Media trends to evolve Milestones	6	2
2	Apply The PR tools to New Media to attract audience	3	3
3	Examine Challenges and Opportunities Online PR Strategies and relate them to our business	6	4
4	Develop Corporate Reputation Management to face. Crisis Communication Digital Media	5, 6	3

SYLLABUS

New Media – Introduction- New Media- Definitions, Concept and Scope- The Characteristics of New Media and Significance- A Brief History—How Communication has been forever changed with the coming of Digital Media- Key Milestones- Overview: Digital Literacy New Media and the Emerging Trends- The Evolution of Media- Old Media vs. New Media- The New Media Landscape- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society. Interactivity and Active Audiences- Digitalization and Convergence- The Power of New Media- Hands on skills - Various Modes and Usages of Social Media. Digital PR- PR in the age of New Media: Scope, Challenges and Opportunities- Changing Trends and Leveraging the Potential of New Media- PR Tools of the Internet - Uses and their Online Application (Online Media Relations, Online Media Releases)- Social Media -Platforms, Analytics and Campaigns Online PR Strategies- Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media-Building Relationship through Interactivity

Digital PR in Marketing and Brand Promotions- Use of Digital Media in the overall Marketing Mix- Use of Digital Media in Brand Building- The need for synergy between Digital Marketing and PR to achieve marketing goals- Online Sponsorships and Brand Promotions- Case Studies of Brands that have used Digital Media to be successful Employee Communication in Digital Age- Introduction and Genesis- Various New Media for Internal Communication(SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc) Corporate Reputation Management- Introduction- Reputation in the Net age- Corporate Reputation Management Imperatives - Building Corporate Identity- Corporate Advertising- Financial Communication in the Digital Age- Investor Relations-Online- Case Studies Issue Management and Crisis Communication- Managing Issues Online- Crisis Communication on Digital Media and Solutions- Case Studies. Corporate Communication Channels- Corporate Website, Facebook, Twitter, LinkedIn, You Tube Accounts, Corporate Blog, Building Online Corporate Community.

Text Books :

1. Breakenridge Deirdre, PR 2.0: New Media, New Tools, New Audiences, Pearson, 12th Edition, 2016

Reference Books :

1. DiStasio MW & Bortree DS, Ethical practice of social media in public relations, New York, Routledge, 2014

22MB62R1O - MANAGEMENT OF RETAIL OPERATIONS

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB62R1O	MANAGEMENT OF RETAIL OPERATIONS	MRO	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Apply the retail store location strategies including store layout, space planning and store Image.	3	PO1
CO2	Apply the retail store environment strategies to enhance customer shopping experience and store loyalty and Inventory Management.	3	PO2
CO3	Apply the promotional strategies, Demand Forecasting techniques and Merchandise Management to manage a Retail Store.	3	PO4, PSO2
CO4	Apply the supply chain management techniques in retail sector	3	PO4

Syllabus

Setting up Retail Store-Size and space allocation- location strategy, factors affecting the retail location. Store layout and space planning. Store Management. Responsibilities of Store Manager. Retail Store Image.

Store Environment-Exteriors, Interiors-Store Ambience-Store Atmospherics-Visual Merchandising -Store Security- Retail Inventory Management- Techniques.

Sales Promotion Importance Types and Impact of Sales Promotions. Sales Forecasting. Forecasting Techniques in Estimating Demand. Retail Merchandising. Role and responsibilities of merchandiser. The process of Merchandise Planning, Merchandise Procurement, Sourcing, Vender selection. Category management. Manufacturer brands and Private label brands.

Supply chain management Definition, Scope, Need and Challenges. Role of Logistics in SCM. Differences in SCM and Logistics. Integrated supply chain planning and supply chain management. Supply chain Drivers and Obstacles. Supply chain Network. Cross Docking, Collaborative Planning and Bull Whip Effect. Innovations in Supply chain management.

Reference Books

- 1 Retailing Management, Michael Levy, Barton Weitz, Ajay Pandit, 2021, 11th Edition, Tata McGraw Hill Education.
- 2 Retailing Management : Text and Cases, Swapna Pradhan, 2020, 6th Edition, McGraw Hill.
- 3 Retailing Management, Barry Berman, Ritu Srivastava, Patrali Chatterjee and Joel R. Evans, 2017, 13th Edition, Pearson Education.
- 4 Supply Chain Management for Retailing, Rajesh Ray, 2009, 1st Edition , Tata McGraw Hill Education.

22MB62B1O - BANKING SERVICE OPERATIONS

CourseCode	Course Title	Acronym	Mode	L	T	P	S	CR
22MB62B1O	BANKING SERVICE OPERATIONS	BSO	R	3	0	0	0	3

Course Outcomes

CO#	CO Description	BTL	PO/PSO
CO1	Analyze nature of Banking service operations and role of technology in banking	4	PO1, PSO1
CO2	Analyze e-banking mechanism	4	PO1, PSO1
CO3	Analyze Service Quality Metrics and CRM Practices	4	PO4, PSO2
CO4	Analyze marketing of banking services and risk management strategies	4	PO4, PSO2

Syllabus

Introduction to Banking Operations Changing Nature of Banking Operations Computerization in Banks Communication Net work and security considerations Risk Management in Banks loan review mechanism Capital Adequacy Basel norms Mergers and Acquisitions in the Indian banking scenario Role and Impact of Technology on banks

E banking E Products and Services offered to Customers Plastic money Parties to the transaction Salient Features Distinction between Credit card Charge Card Debit card and Operational aspects Credit card business in India Payment and settlement systems Payment Methods Types Financial networks in India Electronic Funds Transfers Automatic Teller Machines Electronic Clearing Service Electronic Data Interchange Real Time Gross Settlement System and Clearing House Risks in E Banking Security Public Key Infrastructure Digital certificate

Customer Relationship Management Types of Customers Financial situation Vs Banking needs Banker and Customer Relationship Role and impact of Customer Relationship Management Stages in Customer Relationship Management Regulations relating to Know Your Customer Service Quality Technical Quality and Functional Quality Gap analysis ISO 9000 Certification in Banking Services

Marketing of Services importance of marketing for Indian banks, characteristics of service product marketing of financial services and banking services Implications of service characteristics for marketing services marketing mix Product Life Cycle New Product development banking product mix Bank pricing Channels for Banking Services Delivery Strategies in a Bank Promotion mix Role of direct selling agent direct marketing agent in a bank Designing of Service Quality Marketing Issues

Reference Books

- 1 Banking Operation Management, Bimal Jaiswal, 1st edition, 2015, Vikas Publishing.
- 2 Banking Services Operations, C M Chaudhary, 1st edition, 2012, RBSA Publishers.
- 3 AI and the Future of Banking, Tony Boobier, 1st edition, 2020, Wiley.
- 4 Managing Indian Banks: Challenges ahead, 3. Vasant C Joshi and Vinay V Joshi, 3rd edition, 2009, Response, Business Books from Sage.

