PRESIDENCY UNIVERSITY
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PROGRAMME REGULATIONS & CURRICULUM

2023-26

PRESIDENCY
SCHOOL OF COMMERCE & ECONOMICS

BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956

Approved by AICTE, New Delhi

PRESIDENCY SCHOOL OF COMMERCE & ECONOMICS

Program Regulations and Curriculum

2023-2026

BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

(As amended up to the 24thMeeting of the Academic Council held on 3rd August 2024. This document supersedes all previous guidelines)

Regulations No.: PU/AC-24.18/SOC&E05/BBA/2023-26

Resolution No.10 of the 24th Meeting of the Academic Council held on 03rd August 2024, and ratified by the Board of Management in its 24th Meeting held on 05th August, 2024.

AUGUST-2024

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PART A – PROGRAM REGULATIONS

1. **Vision & Mission of the University and the School / Department**

   1.1 Vision of the University

   To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

   1.2 Mission of the University

   - Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
   - Pursue Research and Development and its dissemination to the community, at large.
   - Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
   - Provide knowledge-based technological support and services to the industry in its growth and development.
   - To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

   1.3. Vision Statement of Presidency School of Commerce and Economics

   To become a value-based, business-based Commerce and Economics School dedicated to creating a positive impact on commerce, the economy and society.

   1.4 Mission Statement of Presidency School of Commerce and Economics

   - Equip students with the knowledge, skills, and abilities to succeed in the world of commerce.
   - Empower students to make proactive decisions in the face of economic and business-related challenges.
   - Sensitize students to embrace lifelong learning in a technology-enabled environment.
   - Foster strategic alliances with industry and academia for research and its practical application.
   - Instil entrepreneurial and leadership skills to address social, environmental and community needs.

2. Preamble to the Program Regulations and Curriculum

This is the subset of Academic Regulations, and it is to be followed as a requirement for the award of BBA (Digital Marketing) degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Internship, Dissertation and Social Immersion project to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

3. Short Title and Applicability

a. These Regulations shall be called the Bachelor of Business Administration (Digital Marketing) Degree Program Regulations and Curriculum 2023-2026.
b. These Regulations are subject to, and pursuant to the Academic Regulations.
c. These Regulations shall be applicable to the ongoing Bachelor of Business Administration (Digital Marketing) Degree Programs of the 2023-2026 batch, and to all other Bachelor of Business Administration(Digital Marketing) Degree Programs which may be introduced in future.
d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Digital Marketing) Degree Program Regulations and Curriculum, along with all the amendments thereto.
e. These Regulations shall come into force from the Academic Year 2024-2025.

4. Definitions

In these Regulations, unless the context otherwise requires:

a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*

b. *"Academic Council" means the Academic Council of the University;*

c. *"Academic Regulations" means the Academic Regulations, of the University;*

d. *"Academic Term" means a Semester or Summer Term;*

e. *"Act" means the Presidency University Act, 2013;*

f. *"AICTE" means All India Council for Technical Education;*

g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*

h. *"BOE" means the Board of Examinations of the University;*

i. *"BOG" means the Board of Governors of the University;*

j. *"BOM" means the Board of Management of the University;*

k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the University;*

l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*

m. *"Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*

n. *"COE" means the Controller of Examinations of the University;*

o. *"Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;*

p. *"Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;*

q. *"Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;*

r. *"Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.*

s. *"DAC" means the Departmental Academic Committee of a concerned Department/Program*

of Study of the University;

t. *"Dean" means the Dean / Director of the concerned School;*

u. *"Degree Program" includes all Degree Programs;*

v. *"Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;*

w. *"Discipline" means specialization or branch of BBA Degree Program;*

x. *"HOD" means the Head of the concerned Department;*

y. *"L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;*

z. *"MOOC" means Massive Open Online Courses;*

aa. *"MOU" means the Memorandum of Understanding;*

bb. *"NPTEL" means National Program on Technology Enhanced Learning;*

cc. *"Parent Department" means the department that offers the Degree Program that a student undergoes;*

dd. *"Program Head" means the administrative head of a particular Degree Program/s;*

ee. *"Program Regulations" means the Bachelor of Business Administration (Digital Marketing) Degree Program Regulations and Curriculum, 2023-2026;*

ff. *"Program" means the Bachelor of Business Administration (Digital Marketing) Degree Program;*

gg. *"PSOC&E" means the Presidency School of Commerce and Economics;*

hh. *"Registrar" means the Registrar of the University;*

ii. *"School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*

jj. *"Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;*

kk. *"SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;*

ll. *"Statutes" means the Statutes of Presidency University;*

mm. *"Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;*

nn. *"Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;*

oo. *"SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.*

pp. *"UGC" means University Grants Commission;*

qq. *"University" means Presidency University, Bengaluru; and*

rr. "Vice Chancellor" means the Vice Chancellor of the University.

5. Program Description

The Bachelor of Business Administration (Digital Marketing) Program Regulations and Curriculum 2023-2026 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration (Digital Marketing) Degree Program, abbreviated as (BBA(Digital Marketing)) of 2023-2026 offered by the Presidency School of Commerce and Economics (PSOC&E).

5.1 These Program Regulations shall be applicable to other similar programs, which may be introduced in future.

5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations

6. Minimum and Maximum Duration

6.1 Bachelor of Business Administration (Digital Marketing) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA(Digital Marketing) Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA(Digital Marketing) program is six (06) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3   The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause **Error! Reference source not found.** of Academic Regulations), shall be counted in the permissible maximum duration for completion of a Program.

6.4   In exceptional circumstances, such as temporary withdrawal for medical exigencies, where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, female students requiring extended maternity break (certified by registered medical practitioner),   and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.

6.5   The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree (refer Section 19.**Error! Reference source not found.** of Academic Regulations) in the prescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

After three years of successful completion of the program, the graduates shall be:

PEO1. Demonstrate innovative skills, moral ethical values as successful business administrator.

PEO2. Engage in lifelong learning through higher studies and professional development.

PEO3. Serve the society as creative and effective entrepreneur.

8 Programme Outcomes (PO) and Programme Specific Outcomes (PSO)

8.1 Programme Outcomes (PO)

On successful completion of the Program, the students shall be able to:

PO1. Integrate functional knowledge and apply managerial skills in improving business environment.

PO2. Identify various management function problems in different management functions and solve through strategic planning, critical thinking and innovation.

PO3. Effectively communicate with different stakeholders.

PO4. Realize and follow professional and ethical principles.

PO5. Demonstrate commitment to continuous learning.

PO6. Function in multidisciplinary teams.

PO7. Desire to go for higher education in business administration.

8.2 Program Specific Outcomes (PSOs):

On successful completion of the BBA (Digital Marketing) program from Presidency University, the student shall / possess:

PSO-1: An ability to apply the managerial skills in the domain of Digital Marketing.

PSO-2: An ability to acquire employability skills through the practical awareness in Digital Marketing Industry.

PSO-3: Develop tools and techniques to facilitate Digital Marketing activities.

9 **Admission Criteria**

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. The admission criteria to the BBA (Digital Marketing) Program is listed in the following Sub-Clauses:

9.1   An applicant who has successfully completed Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course, with a minimum aggregate of 40% marks, from a recognized university of India or outside or from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country, for the purpose of issue of qualifying certificate, on successful completion of the course, may apply for and be admitted into the Program.

9.2   Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.

9.3   Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.

9.4   Candidates must fulfil the medical standards required for admission as prescribed by the University.

9.5   If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.

9.6   The decision of the BOM regarding the admissions is final and binding.

10. Transfer of student(s) from another recognized University to the 2nd year (3rd Semester) of the BBA (Digital Marketing) Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the BBA (Digital Marketing) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA (Digital Marketing) Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

10.1 The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July 10 of the concerned year for admission to the 2nd Year (3rd Semester) BBA (Digital Marketing) Program commencing on August on the year concerned.

10.2 The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.

10.3 The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the BBA (Digital Marketing) Three Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the BBA (Digital Marketing) Program of the University.

10.4 The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11. Change of Program

A student admitted to a particular BBA (Digital Marketing) program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program at the end of 1st semester of the degree to eligible students in accordance with the rules framed by the University from time to time.

11.1   Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be eligible for consideration of a change of program.

11.2   Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.

11.3   The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulations and Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all other rules pertaining to the changed Program existing at the time.

11.4   Change of program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of program offered.

11.5   The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:
11.5.1 The actual number of students in the second semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,
11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.
11.5.3 The process of change of program shall be completed on the first five

(5) days of the Registration for the 2nd Semester.

12 Specific Regulations regarding Assessment and Evaluation (including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories)

12.1 The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.

12.2 Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 12.5 of Academic Regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

12.3 Format of the End-Term examination shall be specified in the Course Plan.

12.4 Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)
- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (refer Clause **Error! Reference source not found.** of Academic Regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5 Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	**Evaluation Component**	**Weightage**
Lecture-based Course L component in the L-T-P Structure is predominant (more than 1) (Examples: 3-0-0; 3-0-2; 2-1-0; 2-0-2, 2-0-4 etc.)	Continuous Assessments	50%
	End Term Examination	50%
Lab-based Course P component in the L-T-P Structure is predominant (Examples: 0-0-4; 1-0-4; 1-0-2; etc.)	Continuous Assessments	75%
	End Term Examination (Lab Only)	25%
Practice based Course L component in the L-T-P Structure is 0 (Example: 0-0-2 etc.)	Continuous Assessments	100%
Skill based Courses like Internship, Dissertation / Social Engagement and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P structure	Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.	

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L–T–P) [NTCC], but with assigned Credits (as defined in Clause **Error! Reference source not found.** of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided

and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6 Minimum Performance Criteria:

12.6.1 Theory only Course and Lab/Practice Embedded Theory Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.

b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2 Lab/Practice only Course and Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

12.6.3 A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 12.6.1, 12.6.2 of Academic Regulations) in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

13.1 The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer **Error! Reference source not found.** of Academic Regulations) and approved by the Dean - Academics.

13.2 Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.

13.3 Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds* (SWAYAM) and *National Program on Technology Enhanced Learning* (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:

13.3.1 A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the

Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

13.3.2 SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations, shall be approved by the concerned Board of Studies.

13.3.3 Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.

13.3.4 Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.

13.3.5 A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause 13.3.2 above.

13.3.6 SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.

13.3.7 A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the Dean/ Director/ HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the Dean/Director/HOD concerned, the Course(s) and equivalent Credits shall be forwarded to the COE for processing of results of the concerned Academic Term.

13.3.8 The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below.

The Grade will be calculated from the marks received by the Absolute Grading Table **Error! Reference source not found.** of Academic Regulations.

Sl. No.	Course Duration	Credit Equivalence
**Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses**	
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

13.3.9 The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

13.3.10 The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

13.4 The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section (13.**Error! Reference source not found.**), shall not be included in the calculation of the CGPA.

**14.	Structure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements**

The BBA (Digital Marketing) Program Structure (2023-2026) has a total of 122 credits. Table 3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table 3: BBA (Digital Marketing) 2023-2026: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
Sl. No.	**Baskets**	**Credit Contribution**
1	SCHOOL CORE	35
2	PROGRAM CORE	54
3	DISCIPLINE ELECTIVE	24
4	OPEN ELECTIVE	9
	Total Credits	**122 (Minimum)**

**15.	Minimum Total Credit Requirements of Award of Degree**

A minimum of 122 credits is required to be eligible for the award of BBA (Digital Marketing) degree.

16. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies

16.1   The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University.

16.2   A student shall be declared to be eligible for the award of the concerned Degree if she/he:

a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets.

b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations;

c. No dues to the University, Departments, Hostels, Library, and any other such Centres/ Departments of the University; and

d. No disciplinary action is pending against her/him.

17. Curriculum Structure – Basket Wise Course List

S.no	Course Name	L	T	P	C
	Table 3.1: List of School Core Courses				
1	Management and Behavioural Practices	4	0	0	4
2	Essentials of English	2	0	0	2
3	Communicative English	2	0	0	2
4	Sarala Kannada / Savi Kannada	2	0	0	2
5	Introduction to Soft Skills	0	0	2	1
6	Marketing Management	4	0	0	4
7	Business English	2	0	0	2
8	Enhancing Personality through Soft skills	0	0	2	1
9	Introduction to Research	4	0	0	4
10	Introduction to Aptitude	0	0	2	1
11	Corporate Governance and Business Ethics	3	0	0	3
12	Environmental Studies and Sustainable development	2	0	0	0
13	Corporate Communication	0	0	2	1
14	Preparedness for Interview	0	0	2	1
15	Internship	-	-	-	2
16	Dissertation	-	-	-	4
17	Social Immersion Project	-	-	-	1
Total No. of Credits					**35**

S.no	Course Name	L	T	P	C
Table 3.2 : List of Program Core Courses					
1	Business Accounting	3	1	0	4
2	Managerial Economics	4	0	0	4
3	Introduction to Digital Marketing	4	0	0	4
4	Business Information Systems	2	1	0	3
5	Basics of Excel	2	0	2	3
6	Social and Web Analytics	3	1	0	4
7	Human Resources Management	3	0	0	3
8	Digital Media Laws	4	0	0	4
9	Web design and Development	4	0	0	4
10	Advanced Excel	2	0	2	3
11	Search Engine Optimization	3	1	0	4
12	Content Strategy	3	0	0	3
13	Income Tax for Managers	4	0	0	4
14	Social Media Marketing	3	1	0	4
15	Data Analysis for Decision Making	1	1	2	3
Total No. of Credits					54

Table 3.3: List of Discipline Elective Courses – Student has to earn a minimum of 24 Credits				
Marketing Basket				
Offered for V Semester				
(Students to choose any four courses)				
S.No.	Course Name	L	T	P	C
1	Consumer Behaviour	3	0	0	3
2	Service Marketing	3	0	0	3
3	Retail Management	3	0	0	3
4	Customer Relationship Management	3	0	0	3
5	Advertisement and Sales promotion	3	0	0	3
6	Sales & Distribution Management	3	0	0	3
7	Brand Management	3	0	0	3
8	Marketing Analytics	1	1	2	3
Offered in VI Semester				
(Students to choose any two courses)				
9	Rural Marketing	3	0	0	3
10	Integrated Marketing Communication	3	0	0	3
11	International Marketing	3	0	0	3
12	Green Marketing	3	0	0	3
E-Commerce & Supply Chain Management Basket				
Offered for V Semester				
(Students to choose any four courses)				
1	E Business Application	3	0	0	3
2	Quality Management	3	0	0	3
3	Supply Chain Modelling and Design	3	0	0	3
4	Purchase and Inventory Management	3	0	0	3
5	Lean Supply Chain Management	3	0	0	3
6	Emerging Technologies in Logistics and Supply Chain Management	3	0	0	3
7	Warehouse Management	3	0	0	3
8	Business Process Reengineering	3	0	0	3
Offered in VI Semester				
(Students to choose any two courses)				
9	Global Supply Chain Management	3	0	0	3
10	Supply Chain Risk Management	3	0	0	3
11	Supply Chain Analytics	1	1	2	3
12	Legal Aspects of E Commerce	3	0	0	3

Table 3.4: Multidisciplinary Open Electives *– Minimum of 9 credits is to be earned by the student.						
Sl. No.	Course Code	Course Name	L	T	P	C
1	MAT1021	Business Mathematics	2	1	0	3
2	BSE1030	Introduction to Statistics	2	1	0	3
3	LAW2015	Cyber Law	3	0	0	3

*Open Electives courses offered by other schools in a semester and as approved by the BOS will be added to the above list and will be made available for the students for Pre-Registration.

18. Practical / Skill based Courses – Internships / Dissertation / Project Work

Practical / Skill based Courses like internship, dissertation, Social immersion project , and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfil the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip BBA (Digital Marketing) graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations). The same shall be prescribed in the Course Handout.

Internship

A student may undergo an internship for a period of 6 to 8 weeks in a company or organization during the Semester Break between 4th and 5th semester subject to the following conditions:

18.1.1   The Internship shall be in conducted in accordance with the Internship Policy prescribed by the School from time to time.

18.1.2   A student may opt for Internship in an Industry / Company/ Organization or academic / research institution of her / his choice,

subject to the condition that the concerned student takes the responsibility to arrange the Internship on her / his own. Provided further, that the Industry / Company / Organization or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations and Internship Policy of the School.

18.1.3 A student selected for an Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Internship Policy of the School.

18.1.4 As per the Academic Regulations, 'S' grade is awarded for "satisfactory completion" of the Internship and 'NC' grade is awarded for "non-completion" of the Internship. The student who receives the "NC" grade shall repeat the Internship, until the concerned student secures the "S" grade in the Internship. The "S" and "NC" grades is subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence not included in the SGPA, CGPA computations.

18.2 Dissertation

Every student shall, carryout dissertation under the overall supervision of the supervisor(s) during the VI semester of the program.

18.2.1 The dissertation offers an opportunity to the student(s) to explore a topic in depth. The dissertation would entail an investigation, together with the written report and interpretation thereof. The dissertation could either be of an exploratory type or a prescriptive type with a focus on its applicability to management situations. It may be a case study, a study of a policy problem, a historical study, development of a new method, comparison of two or more methods, formulation and testing a hypothesis relevant to some areas of management. The dissertation can also be field/library-based study or both. Normally, only a faculty member of the school concerned shall be allowed to supervise a dissertation. If the topic of a dissertation warrants, at the most two faculty members of the same School may be allowed to supervise a dissertation/project work. Considering the interdisciplinary nature of the work involved a faculty from other School and/or from industry/corporate organization active in the area in which the work is being carried may be allowed, to be associated as a co-supervisor.

18.2.2 The Faculty Coordinator(s) shall, in consultation with the Dean concerned, finalize the topic for dissertation along with the name(s) of the supervisor(s) at the beginning of Semester VI. For this purpose, the Coordinator shall take into account the relevance of the topic on which the candidate proposes to work. However, the Coordinator may, ifhe considers it necessary or expedient, ask a student to carry out dissertation on a topic other than the topic proposed by the student and/or under a supervisor other than the one under whom the student proposed to carryout his/her dissertation.

18.2.3 Midcourse alteration/ modification in the scope of dissertation would need explicit approval from the Dean ofthe School. The Coordinator shall prepare a list comprising the names of the students, topic allotted to each ofthem along with the name of the supervisor(s) and submit it to the Dean.

18.2.4 A certificate in the prescribed format to the effect that the dissertation carried out by the student independentlyor in collaboration with other student(s) issued by the Supervisor(s) concerned and endorsed by the Faculty Coordinator concerned, shall form the part of the submission for evaluation.

18.2.5 Every student who spends a specified period of time in an industry/organization/institute for reasons of work related to his/her dissertation, with prior permission from the Faculty Coordinator concerned will explicitly acknowledge working in the relevant industry/organization/institute.

18.2.6 The dissertation should typically be between 30 to 50 pages. Students are required to submit their dissertation in the VI Semester within the specified timeframe. If a student fails to submit the dissertation by the deadline, they will be assigned a placeholder grade 'I' in cases of exceptional circumstances, such as medical emergencies or the death of an immediate family member. In all other cases, a grade of 'F' will be awarded. The student will be required to repeat the dissertation in the appropriate semester of the following academic session, provided that other regulations allow for the continuation of their studies at the University.

18.2.7 The student shall submit to Program Coordinator one printed soft bound copy of his/her dissertation.

18.2.8 An Assessment Committee constituted by the Dean / Director/ HOD of the School comprising internal and external membersshall conduct Viva-Voce on dissertation.

18.2.9   The Evaluation components for dissertation and the respective weightages are detailed in Table 5:

Table - 4	
Dissertation Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Dissertation Report	50 %
Supervisor Evaluation and Feedback	20%
Viva-Voce	30 %

18.3 Social Immersion Project

The objective of a Social Immersion Project is to sensitize and inculcate commitment to social and environmental issues and make a contribution through service and experiential learning. The outcome is to produce graduates who are sensitized and committed to serving the social and environmental needs of society. The Social Immersion Project is a 1-credit course involving 15 hours of engagement, which may be completed either in one continuous session or through periodic intervals with one or more organizations. The student is required to complete this during the 6th Semester of the Program. The nature and details of the Social Immersion Project shall be approved by the concerned Departmental Academic Committee (DAC). As per the Academic Regulations, the 'S' grade is awarded for "satisfactory completion" of the Course and 'NC' grade is awarded for "non-completion" of the Course. The student who receives the "NC" grade shall repeat the Social Immersion Project (it may be another type of Project as approved by the concerned DAC) until the concerned student secures the "S" grade in the Social Immersion Project. The "S" and "NC" grades is subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence this is not included in the SGPA, CGPA computations.

19. List of MOOC (NPTEL) Courses

The MOOC Courses list will be announced by the school at the time of Pre-Registration for the respective Semester post approval from DAC and BOS.

20. Recommended Semester Wise Course Structure / Flow including the Programme / Discipline Elective Paths / Options

SL No	COURSE CODE	COURSE NAME	L	T	P	C	Skill Development	Focus Areas	Course Type
		SEMESTER I							
1	COM2095	Business Accounting	3	1	0	4	EM / EN		Program Core
2	BSE2090	Managerial Economics	4	0	0	4	S/ EN		Program Core
3	BBA2008	Management and Behavioural Practices	4	0	0	4	S	HP/ GS	School Core
4	XXxxx	Open Elective – I	2	1	0	3			Open Elective
5	ENG1004	Essentials of English	2	0	0	2	F		School Core
6	ENG1003	Communicative English	2	0	0	2	S/ EM		School Core
7	KAN1002/ KAN2002	Sarala Kannada / Savi Kannada	2	0	0	2	F		School Core
8	PPS1001	Introduction to Soft Skills	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				**22**			

SEMESTER II									
SL N o	COURSE CODE	COURSE NAME	L	T	P	C	Skill Develop ment	Focus Areas	Course Type
1	BBA3059	Introduction to Digital Marketing	4	0	0	4	EM/ EN	HP	Program Core
2	BBA2031	Business Information Systems	2	1	0	3	S / EN		Program Core
3	BBA2005	Marketing Management	4	0	0	4	S/EM	GS	School Core
4	XXxxx	Open Elective – II	2	1	0	3			Open Elective
5	ENG2002	Business English	2	0	0	2	F		School Core
6	BBA1015	Basics of Excel	2	0	2	3	EM / EN	HP	Program Core
7	PPS1012	Enhancing Personality through Soft skills	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				**20**			

SEMESTER III									
SL No	COURSE CODE	COURSE NAME	L	T	P	C	Skill Development	Focus Areas	Course Type
1	BBA3057	Social and Web Analytics	3	1	0	4	S / EN	HP/ GS	Program Core
2	BBA2068	Human Resources Management	3	0	0	3	S/ EN	HP/ GS	Program Core
3	BBA3075	Digital Media Laws	4	0	0	4			Program Core
4	BBA2040	Introduction to Research	4	0	0	4	S/EM		School Core
5	BBA3058	Web design and Development	4	0	0	4	EM / EN	HP	Program Core
6	XXxxx	Open Elective – III	3	0	0	3			Open Elective
7	BBA2025	Advanced Excel	2	0	2	3			Program Core
8	PPS4002	Introduction to Aptitude	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				26			

		SEMESTER IV							
SL No	COURSE CODE	COURSE NAME	L	T	P	C	Skill Development	Focus Areas	Course Type
1	BBA3062	Search Engine Optimization	3	1	0	4	EM / EN		Program Core
2	BBD3002	Content Strategy	3	0	0	3	EM / EN		Program Core
3	BBA2069	Income Tax for Managers	4	0	0	4	EM / EN		Program Core
4	SOC1001	Corporate Governance and Business Ethics	3	0	0	3	S/ EM/ EN	HP	School Core
5	BBA3061	Social Media Marketing	3	1	0	4	EM / EN		Program Core
6	CHE1020	Environmental Studies and Sustainable development	2	0	0	0	EM		School Core
7	BBA2026	Data Analysis for Decision Making	1	1	2	3	EM / EN		Program Core
8	PPS3019	Corporate Communication	0	0	2	1	S/ EM/ EN	HP	School Core
		TOTAL				22			

									SEMESTER V

SL No	COURSE CODE	COURSE NAME	L	T	P	C	Skill Development	Focus Areas	Course Type
1	BBAXXX	Discipline Elective – I	3	0	0	3	E/EM		Discipline Elective
2	BBAXXX	Discipline Elective – II	3	0	0	3	E/EM		Discipline Elective
3	BBAXXX	Discipline Elective – III	3	0	0	3	E/EM		Discipline Elective
4	BBAXXX	Discipline Elective – IV	3	0	0	3	E/EM		Discipline Elective
5	BBAXXX	Discipline Elective – V	3	0	0	3	E/EM		Discipline Elective
6	BBAXXX	Discipline Elective – VI	3	0	0	3	E/EM		Discipline Elective
7	PPS3018	Preparedness for Interview	0	0	2	1	S/ EM/ EN	HP	School Core
8	SOC3002	Internship	-	-	-	2	S/ EM/ EN	ES	School Core
		TOTAL				**21**			

SEMESTER VI									
SL No	COURSE CODE	COURSE NAME	L	T	P	C	Skill Development	Focus Areas	Course Type
1	SOC4002	Dissertation	-	-	-	4	S/ EM/ EN	ES	School Core
2	BBAXXX	Discipline Elective – VII	3	0	0	3	E/E M		Discipline Elective
3	BBAXXX	Discipline Elective – VIII	3	0	0	3	E/E M		Discipline Elective
4	SOC1003	Social Immersion Project	-	-	-	1	S		School Core
		TOTAL				**11**			

Course Catalogues

Course Code: COM2095	Course Title: Business Accounting	L-T- P-C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	Basic Communication General Knowledge in Accounts					
Anti-requisites	**Nil**					
Course Description	Business accounting is concerned with the relationship between management and various other stakeholders and the role of regulatory mechanism in resolving any financial issue. Specifically, Business accounting covers the areas like book keeping which involves basic accounting terms, journal, subsidiary books, ledger. And Accounting which involves trial balance, capital & revenue items, provisions & reserves, depreciation accounting, bank reconciliation and presentation and preparation of financial statements of sole proprietor and company.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the meaning of book keeping, accounting and explore the basic accounting terms with IAS and IFRS. CO2: Illustrate the concepts and conventions of accounting in book-keeping with journal and parts of it like- Cash Book, Sales Book, Purchase Book, Sales Return Book, Purchase Return Book. Differentiating Capital and Revenue items. CO3: Analyze the provisions and reserves, depreciation and bank reconciliation statement in business. CO4: Evaluate and prepare of financial statements of sole proprietor and companies. CO: 5 Create Journal, Ledger, Trial Balance, Depreciation and Assets Account, Bank Reconciliation Statement and Financial Statements.					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Business Accounting and** attain Skill Development through Problem Solving.					
Module 1	Introduction to Basic Accounting			11 Sessions		

Topics:
Meaning of Book-keeping and accounting; Difference between book-keeping and accounting;
Objectives, Advantages and limitations of accounting; Types of accounting information; Users of accounting information and their needs; Accounting principles and conventions; Basic accounting terminology; Accounting Equation;

Accounting Standards and IFRS (International Financial Reporting Standards) Indian Accounting Standards- Meaning and List

Module 2	Journal, Ledger and Trial Balance			11 Sessions

Topics:
Recording of Business Transaction: Rules of Journalizing (American and British both approach); Journal Entries in Journal; Meaning and need for ledger; ledger posting and balancing. Trial balance– purpose of trial balance, methods of preparing trial balance – total method and balance method.

Module 3	Subsidiary Books			11 Sessions

Topics:
Books of original entry (Subsidiary Books): Cash Book −Cash Book with Cash, Bank and Discount Columns; Petty Cash Book (Theory only); Purchases book; Sales book; Purchases return books; Sales returns book; Journal proper;

Module 4	Rectification of errors and Bills of exchange,			11 Sessions

Topics:
Provisions and Reserves, Types of reserves; Capital and Revenue Expenditure; Deferred Revenue Expenditure; Capital and Revenue Receipts; Rectification of errors- Single sided and double-sided errors; Bills of exchange- Meaning, features and needs of Bills of exchange, parties of bills of exchange, due dates, entries in the books of drawer and drawee.

Module 5	Financial Statements of Sole Proprietorship		11 Sessions	

Topics:
Trading & Profit and loss account −Gross profit, Operating profit, Net profit
Balance Sheet −Need, Grouping, Marshalling of Assets, Liabilities
Adjustments in preparation of financial statements − Adjustments respect to closing stock,
Outstanding expenses, Prepaid expenses, accrued income, Income received in advance
Preparation of Trading and Profit and Loss Account and Balance Sheet of sole proprietorship;

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
Preparation of financial statements of a sole proprietor taking 20 to 25 journal entries with Journal, Ledger, Trial Balance.

Take a Cash Book having at least 20 entries and prepare a Bank Reconciliation Statement.	

Reference
Text book
M.C.Shukla, T.S.Grewal and S.C. Gupta – Advanced Accounts, S.Chandand Company Ltd., New Delhi.
DK Goel, Rajesh Goel, Shelly Goel-Analysis of Financial Statements Including Project Work, Arya Publication, New Delhi.
DK Goel, Rajesh Goel, Shelly Goel -Basic Accounting, Arya Publication, New Delhi.
Reference
S.N.Maheswari Introduction to Accounting, Vikas Publishing House, NewDelhi.
PU library link
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ARA-09-2021-0177/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=book+keeping+and+accounting&showAll=true
E resources:
NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.

Topics relevant to SKILL DEVELOPMENT: XXXXXX for **Skill Development through Problem Solving methodologies** . This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Nasa Dhanraj
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2008	Course Title: Management and Behavioral Practices	L- T - P- C	4	0	0	4
Version No.	2.0					
Course Pre-requisites	• General Knowledge in Business world • Knowledge about different management processes					
Anti-requisites	**Nil**					

Course Description	This course provides a conceptual overview and fundamentals leading to functions of management. The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation. It enables the students to inculcate the management qualities like leadership and planning and organizing the activities which are assigned to them as a task. It also paves way to learn the basics of management and its functions in each and every organization from top level to lower-level management
Course Out Comes	At the end of the course, the student shall be able to: **CO 1**: Describe the fundamentals of management **(Knowledge)** **CO 2**: Discuss the principles of planning and decision-making (**Comprehension**) **CO 3**: Explain the organizing process (**Comprehension**) **CO 4**: Identify the principles of Controlling and Directing (**Comprehension**) **CO 5:** Summarize behavior of organization in individuals and groups**. (Comprehension)**
Course Objective:	The objective of the course is to familiarize the learners with the concepts of **Management and Behavioural Practices and** attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>

Module 1	Introduction to Management			11 Sessions
Definition -Nature-Process and Significance of Management; Henry Fayol's Principles of management; Role of managers; Managerial Skills ; Evolution of Management Thought: Classical Management Approaches, Behavioral Management Approaches, Quantitative Management Approach, Modern Management Approaches ; Management as a Science or Art - Management as a profession; Differentiate Administration and Management; Functions of Management.			
Module 2	Planning and Decision Making			11 Sessions

Planning: Meaning and Nature and Importance of Planning; Types of Plans; Planning process; Management by Objective (MBO); Management by Exception (MBE).

Decision Making: Meaning, Definition and Nature; Types of decisions; Decision Making Process; Rational Perspectives and Behavioral Aspects of decision making.

Module 3	Organizing			11 Sessions

Organizing: Definition, Nature and purpose; Principles of Organization; Types of Organization; Organizational Structure and Design; Line, Staff and functional authority; Conflict between Line and Staff; Overcoming the Line-Staff Conflict; Departmentation; Span of control; Authority, Responsibility and Accountability; Delegation Vs Decentralization; Centralization Vs. Decentralization

Module 4	Directing & controlling			11 Sessions

Directing: Nature of Directing function; Principles; Importance of Effective Direction; Motivating people at work; motivational theories; Leadership and change; Effective Communication skills for directing; Barriers of communication.

Controlling: Concept- Nature and Importance; Essentials of Control; Requirements of an Effective Control System ; Behavioral Implications of Control ; Techniques of Managerial control.

Module 5	Introduction to Organizational Behavior			11 Sessions

Definition of Organizational Behavior, OB as systematic study, Contribution from other disciplines, Challenges and Opportunities in organizational behavior, OB Model/Framework- Individual, Group and Organisational Level.

Targeted Application & Tools that can be used: NPTEL Videos used to enhance the students understanding.

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Assess the cases with respect to principles of management and prepare a write up of 1000-1500 words.

DELIVERY PROCEDURE (PEDAGOGY):

Self-learning: Management as a Science or Art - Management as a profession

Experiential Learning: Case Studies on Planning and Controlling

Participative learning: Group discussion and presentation on Planning and Decision Making

Web Based Resources:

W1: https://www.youtube.com/watch?v=CmC8UaCNQFc

W2: https://byjus.com/commerce/henri-fayol-14-principles-of-management/

W3: https://www.simplilearn.com/principles-of-management-by-henri-fayol-article

W4: https://www.youtube.com/watch?v=U4wuKKwV-eg

W5: https://www.youtube.com/watch?v=dEVulKf1wYs

PU E-Book Resources Links:

https://presiuniv.knimbus.com/user#/home

1. Lichtenthaler, U. (2016), "Six principles for shared management: a framework for the integrated economy", *Journal of Business Strategy*, Vol. 37 No. 4, pp. 3-11. https://doi.org/10.1108/JBS-03-2015-0029
   Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JBS-03-2015-0029/full/html

2. Kristiansen, A. and Schweizer, R. (2021), "Practice coordination by principles: a contemporary MNC approach to coordinating global practices", *Critical Perspectives on International Business*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/cpoib-04-2020-0027.
   Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/cpoib-04-2020-0027/full/html

NPTEL Videos:

1. https://www.digimat.in/nptel/courses/video/110107150/L01.html
2. http://digimat.in/nptel/courses/video/110105146/L01.html

Case Study Links:

1. https://www.citehr.com/296129-case-studies-principles-management-business-management.html
2. Chrome extension://efaidnbmnnnibpcajpcglclefindmkaj/http://punainternational school.com/assets/upload/ck-images/XII%20BST%20Case%20Studies-ch-2.pdf

3. https://studyresearch.in/2018/03/11/case-studies-principles-of-management/
4. https://cbsencertsolutions.com/case-study-chapter-2-principles-of-management/

Topics relevant to development of "**EMPLOYABILITY SKILLS**": Henry Fayol's Principles of management; Role of managers; Managerial Skills ; Evolution of Management Thought: Classical Management Approaches, Behavioral Management Approaches, Quantitative Management Approach, Modern Management Approaches ; Management as a Science or Art

Topics relevant to development of "**HUMAN VALUES AND ETHICS**": Importance of Effective Direction; Motivating people at work; motivational theories; Leadership and change; Effective Communication skills for directing ; Barriers of communication.

Textbook
T1: Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.

References

R1: Koontz, H. and Wihrich H, Management, Mc Graw Hill.

R2: Stoner, J etc., Management, Pearson Education.

R3: Sharma, Principles of Management, Kalyani Publishers, Hyderaba**d**

R4: Dinkar Pagare, Business Management

R5: Gupta C.B., Business Management

R6: Harold Koontz, Cyril O Donnel, Heinz Weihrich, Management

R7: James A.B. Stoner & Charles Wankel, Management

R8: Prasad L.M., Principles of Management

R9: Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning.

R10: Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.

R11:Stephen P. Robbins, Timothy A. Judge and Neharika Vohra (2018), 18th Ed. *Organizational Behaviour.* Pearson Education Asia	

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	

Catalogue prepared by	Dr. A Jency Priyadharshanay
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BSE2090	Course Title: Managerial Economics	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	• Elementary Knowledge of Economics					
Anti-requisites	**Nil**					
Course Description	The course is conceptual in nature and will help the students to gain knowledge about economics, theory of economics, factors that influence functioning of an economy. Post completion of the course student will be able to develop an understanding of how businesses have to respond to the economic environment.					

Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the factors influencing consumption decision CO2: Explain the theory of production CO3: Discuss the type of markets CO4: Apply key concepts of macroeconomics for decision making CO5 : Relate the change in the economic policy with changing business decisions
Course objective	The objective of the course is to familiarize the learners with the concepts of **Managerial Economics and** attain Skill Development through Participative Learning techniques.
Course Content:	

Module 1	Introduction to Microeconomics and Consumption Decision			**11 Sessions**

Topics: Introduction to Economics and definitions - Factors of production - The circular flow of economic activity Choice as an economic problem-Opportunity cost, PPF. Law of demand, price quantity relationship, determinants, exceptions - Demand schedule, equations and diagrams, shift and movement along the demand curve. Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand and supply – Calculating Price Elasticity of Demand, Categories of Price Elasticity of demand, determinants of price elasticity of demand, cross price elasticity, income elasticity.

Module 2	Theory of Production and Costs			**11 Sessions**

Topics: Defining production- The production function: short vs long run – Average, marginal and total product, equation, schedule and diagrams – Three stages of production- concept of isoquant. Defining costs and various cost concepts – Fixed and variable costs - Average, marginal and total costs, equation, schedule and diagram – Cost curves and their shapes in short and long runs, numerical problems, Economies and diseconomies of scale at firm level

Module 3	**Market Structure**			**11 Sessions**

Topics: Perfect competition-Features - profit maximization - Monopoly, why and how they arise – characteristics Monopolistic competition – Characteristics. Oligopoly –Features.

Module 4	Key Concepts of Macroeconomics			**11 Sessions**
Topics : Key Concepts of Macroeconomics and Theory of Output and Employment Say's law, Keynesian theory of income determination (MPC, MPS, Investment functions) Aggregate Supply-Aggregate demand- The multiplier				
Module 5	Key concepts of Macroeconomics and economic policy			**11 Sessions**
Topics: Importance, issues of Macroeconomics -Circular flow models of economy-Measurement of National Income. Meaning and scope of fiscal policy-Fiscal Instruments-Kinds of fiscal policy. The union budget process, functions of a Central bank-Objectives and instruments of monetary policy, Inflation.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: 1. Course project on types of market				
Reference **Text book** 1. Kaur, S. , Mc. Eachern, W. A. (2016). Micro ECON A South- Asian Perspective. Cengage				
Reference Salvatore, D.,Rastogi, K. R. (2020). Managerial Economics: Principles and Worldwide Applications. Oxford Higher Education. Mankiw, N. G.Taylor, M.P. (2017). Macro Economics, Cengage. **PU library link** **Paste the link of reference articles from KNIMBUS as per the course content. (Two links mandatory)** **E resources:** **NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.**				
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Meenakshi Y			

Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2068	**Course Title: Human Resource Management**	**L-T-P-C**	**3**	**0**	**0**	**3**
Version No.	2.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of compensation as a part of Human Resource Management					
Anti-requisites	Nil					
Course Description	Course will enable the students to understand the concepts of compensation and its relevance from business perspective. The course is conceptual in nature and will enhance students' knowledge about various traditional and modern practices of compensation methods in adherence to the government policies on compensation. Students will be able to have a better understanding about designing a compensation policy in line with skills sets of employees and marketed standards in various business operate.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1: Outline the evolution of HRM and roles and responsibilities of a HR Manager. (Knowledge) CO 2: Describe the process of Human resources planning and Job design. (Comprehension) CO 3: Outline the factors affecting Recruitment and Selection Process. (Comprehension) CO 4: Recognize the importance of training and its process. (Comprehension) CO 5: Identify various methods of Performance Appraisal. (Comprehension)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Human Resource Management and** attain Skill Development through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to HRM			11 sessions
Topics: Introduction to HRM: Meaning- Definition – Evolution - Overview of the functions of HRM - Role of HR manager – Challenges and Opportunities of HRM - HR Structure Recent trends in HRM- Introduction to HR Analytics.				
Module 2	Recruitment and selection			10 sessions
Recruitment and Selection: Recruitment– Factors affecting Recruitment - Sources of Recruitment – Process of Recruitment - E-Recruitment. Selection – Significance – Process - Types of Tests and Interviews.				
Module 3	Human Resources Planning and Job Analysis			10 sessions
Human Resources Planning and Job Analysis: Introduction and Characteristics – Importance – Process - Action plans in case of shortage or surplus of workforce. Forecasting future manpower planning. Job Analysis – Benefits of Job Analysis - Process- Job description - Job specification - Job Enrichment - Job Design Techniques.				
Module 4	Performance appraisal			10 sessions
. Performance Appraisal: Performance Appraisal Introduction - Purpose, Process, Trait, Behavioral and Result methods of Performance Appraisal – Overcoming the Flaws in Performance appraisal systems - Role of Technology in performance appraisal.				
Module 5	Training and development			10 sessions
Training and Development:– Pre requisite for Training - Significance – Training Need Analysis - Process and Types of Training - On the job - Off the job – Training Aids – Training Evaluation				
Targeted Application: developing customer data base, Market research Tools that can be used: MS office, MS excel, HRIS				
Project work/Assignment: Preparation of salary slip, designing compensation policy Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.) Experiential learning : Presentation on HR budgeting				

Text Book
T1. V S P Rao 3rd Edition: Human Resource Management: Text & Cases. Excel Books

References
R1. Robbins D A (2010): Fundamentals of Human Resource Management: New Delhi: Wiley. R2. Aswathappa (2011) Human Resource Management: Text & Cases. New Delhi: Mc Graw Hill. R3. Alan Price (2011), Human Resource Management: Cengage Learning. Presidency University link **https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_REDO_1577** **https://presiuniv.knimbus.com/openFullText.html?DP=https://directory.doabooks.org/handle/20.500.12854/63829** **https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_94**

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Vijayasree
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: SOC1001	**Course Title: Corporate Governance And Business Ethics**	**L- T-P-C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	• Basic Communication • General Knowledge in Business world					
Anti-requisites	**Nil**					
Course Description	The aim of course to give overall knowledge of auditing principles and concepts. The course is practices as it designed to provide in-depth study of auditing principles, concepts, and applies mainly to business and investors. Further, it will provide the student with a working knowledge of auditing procedures and techniques, standards as well as audit of various entity.					

Course Out Comes	On successful completion of the course the students will be able to CO1 : Discuss the fundamental principles of Corporate Governance CO2 : Outline the various codes and systems of Corporate Governance CO3 : Identify the benefits of managing ethics in workplace CO4 : Explain various theories of business ethics CO5 : Identify ethics in all the aspects of business
Course objective	The objective of the course is to familiarize the learners with the concepts of **Corporate Governance and Business Ethics and** attain ==Skill Development== through ==Participative Learning techniques.==
Course Content:	

Module 1	**Introduction to Corporate Governance**			**11 Sessions**
Corporate governance: meaning, definition, scope, objectives; need for corporate governance; fundamental principles; Factors affecting the quality of corporate governance; Benefits to society of good governance to corporation; Issues in Corporate Governance; Benefits of good corporate governance. Case studies				
Module 2	**Codes and systems of Corporate Governance**			**10 Sessions**
Development of Corporate governance codes; Framework of OECD Principles; 4 Ps' of Corporate governance; Elements of corporate governance to manage Strategic Risk, Corporate governance Systems:- Indian Model of Governance: The Anglo-American Model, German Model, Japanese Model; Obligations to society.				
Module 3	**Introduction to Business Ethics**			**10 Sessions**
Business Ethics: meaning, definition, importance, need, evolution; Relation between Business ethics and Corporate Governance; Relationship between Ethics and Law .Code of conduct and ethics for managers; Benefits of managing ethics in workplace; recognizing ethical organizations. Key difference between Ethics and Values. Ethics and Morality, Kohlberg's six stages of moral development, Importance of Business Ethics. Factors impacting Business Ethics.				

Module 4	Theories of Business Ethics			10 Sessions

Consequentialist and non-consequentialist Normative and Applied theories: Egoism, Utilitarianism, Deontological/Kantian theories. Normative theories: Stockholder theory, Stakeholder theory, Social contract theory and criticism. Indian Ethical traditions: Gandhian Principles, Righteousness as the way in Gita, Business and Islam, teachings of the Church

Module 5	Business and Ethics			10 Sessions

Ethics of consumer protection; Environmental ethics; Marketing ethics; ethical issues and HRM; Financial Management ethics; Ethical dilemma, Ethics and Corporate Governance during Covid-19 pandemic; New trends in Business ethics and Corporate governance globally. Common Misconduct in Organizations

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
2. Group Discussion
3. Case Study

Reference
Text book
Text Books and Reference Books:
1. A C Fernando (2011). Business Ethics and Corporate Governance: Principles, Policies & Practices, Pearson Education.

Essential Reading/ Recommended Reading:

1. Balachandran V, & Chandrashekharan V, (2011). Corporate Governance, Ethics and social responsibility, PHI
2. Subhash Chandra Das (2013). Corporate Governance: Codes, Systems, Standards and Practices, PHI
3. P K Ghosh (2014). Corporate Governance, CBS Publishers & Distributors.
4. S.K.Bhatia (2013). Business Ethics and Corporate Governance, Deep & Deep Publication Pvt.Ltd. New Delhi.

Web Recourses-

https://www.emerald.com/insight/content/doi/10.1108/S2043-052320140000006010/full/html

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Annette
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2005	Course Title: Marketing Management	L-T-P-C	4	0	0	4
Version No.	2.0					
Course Pre-requisites	Knowledge of marketing as a function of Management Understand the importance of marketing for a business					
Anti-requisites	Nil					
Course Description	The course will enable the students to understand the provisions and practices of Industrial relations in line with significance of industrial relations from an organization perspective. Course is conceptual in nature and will give an overview of various industrial relations laws, importance of adherence to these laws and benefits of practicing the same for better industrial relations. Students can gain knowledge about various policies introduced by the government for improved industrial relations and various amendments in the act in light of changing trends in the industry					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the basic concept of Marketing and its application in business. **(Knowledge)** CO2: Infer the various internal and external factors which affects Marketing of a product in an organization **(Comprehension)** CO3: Explain marketing mix to meet growing needs of the customer **(Comprehension)** CO4: Identify the basis of segmentation, targeting and positioning for products and services **(Comprehension)** CO5: Summarize the factors influencing consumer behavior and its impact on consumer decision making process **(Comprehension)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Marketing Management and** attain Skill Development through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to Marketing Management			11 Sessions
Meaning & Definition of Market, Sales & Selling – Difference between Marketing & Sales - History of Marketing, Process of Marketing-Approaches to Marketing- Functions of Marketing. Contemporary Marketing Practices Post Covid- E Marketing-, E- business, Green marketing, Green Marketing myopia, Social marketing, Societal marketing			
Module 2	Marketing environment			11 Sessions
Type of Marketing Environment – Internal & External (Micro/Macro)- Internal Environment :5Ms-Vision, Mission, Objectives - Micro Environment: BCG Matrix – Macro Environment – PESTEL , Value chain analysis, Ansof matrix			
Module 3	Marketing mix			11 Sessions
Introduction to 4 Ps of Marketing- History – Product-Concept – Classification of Products – Levels of products – PLC. Pricing- Factors affecting pricing, Types of Pricing. Place – Factors affecting Channel selection- Types of Channels. Promotion – Promotional mix, Personal Selling, Direct Marketing, Sales Promotion, PR, Advertising, AIDA, E Promotion strategy			
Module 4	Segmentation, targeting, positioning			11 Sessions
Mass marketing Vs Segmentation. Need for Segmentation. *Market segmentation*: Segmenting Consumer Markets; Segmenting Business Markets; Requirements for Effective Segmentation *Market Targeting*: Evaluating Market Segments; Selecting Target Market. *Differentiation & Positioning*: Positioning Maps, Choosing a Differentiation & Positioning Strategy.			
Module 5	Consumer behavior and CRM			11 Sessions
Understanding Consumer Behaviour in Indian and Global context: Factors influencing buyer behaviour – Cultural, Social, Individual and Psychological Influences. Rational & Irrational behavior of Consumer – Stages of buying - Understand the concept of customer loyalty and lifetime value. Relationship Marketing and CRM- Role of CRM, Pareto Principle			
Targeted Application: HR manual Tools that can be used: MS office, MS excel			
Project work/Assignment:			
Present based on interaction with a corporate employee about industrial relation practices in the company			
Text Book R1- Appanniah, H.R., Ramanath, H.R. and Bhaskar, H.R (2020) *Marketing Management.* HPH			

References

T1 - Kotler, P and Keller, k. (2015). *Marketing Management: A south Asian perspective*. Person Publisher.

Ali, M. (2021), "A social practice theory perspective on green marketing initiatives and green purchase behavior", *Cross Cultural & Strategic Management*, Vol. 28 No. 4, pp. 815-838. https://doi.org/10.1108/CCSM-12-2020-0241

Balmer, J.M.T. (2011), "Corporate marketing myopia and the inexorable rise of a corporate marketing logic: Perspectives from identity-based views of the firm", *European Journal of Marketing*, Vol. 45 No. 9/10, pp. 1329-1352. https://doi.org/10.1108/03090561111151781

Presidency University link

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CCSM-12-2020-0241/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090561111151781/full/html

Online Resources

https://onlinecourses.nptel.ac.in/noc22_lw05/preview

https://onlinecourses.nptel.ac.in/noc22_mg52/preview

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Syed Abid
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code BBA2031	Course Title: Business Information Systems	L- T- P- C	2	1	0	3
Version No.	1.0					
Course Pre-requisites	• Basic knowledge of business information systems • Awareness of the role of Information Technology in digital era • Soft Skills - Creativity, communication • Basic analytical ability					
Anti-requisites	-Nil-					
Course Descripti	This course is analytical in nature. It enables the students to learn the information system to manage the process in the organization.					

on	It will also enrich them with knowledge in the terms of database used in business to collect data, the different methodologies used to develop an IS, its functional systems, and the fundamentals of communication and networking within a system and among multiple systems. This course benefit the students to evaluate the Internet's impact on the use of IS in organizations. and ethical considerations on organizational threats.			
Course Outcome	**On successful completion of the course the students shall be able to:** **CO 1: Describe** the impact of information system and technology in business. **[Knowledge]** **CO 2: Outline** the development of Information System in organization. **[Knowledge]** **CO 3: Discuss** the application of Information System in different functional areas of business**[Comprehension]** **CO 4: Review** the implementation of DBMS in business.**[Comprehension]** **CO 5: Identify** the recent trends of IT for the business environment**[Comprehension]**			
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Business Information System and** attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>			
Course Content:				
Module 1	**Introduction to Information technology and Information System**			**11 Sessions**

Topics: Introduction to IT & IS, Difference between IS and IT, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Need for Information System, Managers and Activities in IS, Importance of Information systems, Types of Information.

Module 2	**Database Management System**			**10 Sessions**

Topics: Introduction to Data and Information, Database, Types of Database models, Difference between file management systems and Data Base Management System, Advantages and Disadvantages of Data Base Management System, Data warehousing, Data mining, Application of Data Base Management System.

Module 3	Information System Development			10 Sessions

Topics: Introduction to Information System Development, System Development Life Cycle, Phases of System Development Life Cycle, Fact Finding Technique, Flow Chart, Security and Control Issues in Information System.

Module 4	Application of IS in Business			10 Sessions

Topics: Introduction to Information System in Business, Implementation of Information System in the field of Marketing, Human Resource, Financial Management, Production and its Importance in Decision-Making.

Module 5	Recent Trends in IT			10 Sessions

Topics: Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.

Targeted Application (Business, Managerial and General communication & Tools that can be used:
MS Excel, MS Access

Assignment/Project Work:
Article Review, Group Discussion, Case Analysis, Participative Learning and Self Learning

Text Book
T1. Jaytilak Biswas. (2020) Management Information Systems. Sage publications

References
R1: Ahuja, V. (2015). Business information systems. New Delhi: Oxford University Press.

R2: Deepak Bansal, A (2019). SEO The Ultimate Guide for Website Owners. BUUKS, India

R3: Laudon, K. C. (2007). Management information systems: Managing the digital firm. Pearson Education India.
R4: The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson.

E Book collection
E1: https://web.s.ebscohost.com/ehost/detail/detail?vid=3&sid=a6998bf8-3386-4972-9ac1-6546d71540d2%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=340795&db=nlebk

E2: **https://web.s.ebscohost.com/ehost/detail/detail?vid=4&sid=a6998bf8-3386-4972-9ac1-6546d71540d2%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1642036&db=nlebk**

PU e-Resources: https://presiuniv.knimbus.com/user#/remoteAccess
- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/978-1-78714-315-920161001/full/html
- **https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb047557/full/html**

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. A Jency Priyadharshanay
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA1051	Course Title: Basics Excel	L-T- P-C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	• Not Applicable					
Anti-requisites	**Nil**					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Demonstrate basic functions of Excel CO2 : Illustrate mathematical functions of excel CO3 : Analyze the data using charts					
Course objective	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Basics of Excel** **and** attain Skill Development through Experiential Learning.					
Course Content:						
Module 1	**Basic Function of Excel**			**15 Sessions**		
Topics: Excel Introduction - An overview of the screen, navigation and basic spreadsheet concepts , Various selection techniques , Shortcut Keys. Customizing Excel , Customizing the Ribbon , Using and Customizing AutoCorrect , Changing Excel's Default Option. Using Basic Functions , Using Functions – Sum, Average, Max,Min, Count, Counta , Absolute, Mixed and Relative Referencing. Formatting and Proofing , Currency Format , Format Painter , Formatting Dates , Custom and Special Formats , Formatting Cells with Number formats, Font formats, Alignment, Borders, etc ,Basic conditional formatting.						
Module 2	**Mathematical functions in Excel**			**15 Sessions**		

Mathematical Functions - SumIf, SumIfs CountIf, CountIfs AverageIf, AverageIfs, Nested IF, IFERROR Statement, AND, OR, NOT Protecting Excel , File Level Protection , Workbook, Worksheet Protection Text Functions , Upper, Lower, Proper , Left, Mid, Right , Trim, Len, Exact , Concatenate , Find, Substitute. Date and Time Functions , Today, Now ,Day, Month, Year , Date, Date if, DateAdd , EOMonth, Weekday

Advanced Paste Special Techniques , Paste Formulas, Paste Formats , Paste Validations , Transpose Tables

Module 3	Excel chart and functions			25 Sessions

Excel charts and functions - New Charts, Auto complete a data range and list, Quick Analysis Tool , Smart Lookup and manage Store. Sorting and Filtering, Filtering on Text, Numbers & Colors , Sorting Options. Printing Workbooks , Setting Up Print Area , Customizing Headers & Footers , Designing the structure of a template, Print Titles –Repeat Rows / Columns.

Topics: Project on mathematical functions using excel.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
   4.

Reference
   • Adam Ramirez (Author), **Excel Formulas and Functions 2020: The Step-by-Step Excel Guide with Examples on How to Create Powerful Formulas: 1 (Excel Academy) Paperback – 21 June 2020**

Text book
   • Bryan Crosland Excel: Simple Excel Functions: Master Excel Functions from Basic to Advanced Kindle Edition.

PU library link
Not Applicable
E resources:
https://nptel.ac.in/courses/110106064

Topics relevant to SKILL DEVELOPMENT :   XXXXXX for **Skill Development through Experiential Learning .** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Saswati Roy
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2025	Course Title: Advanced Excel	L- T- P - C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Basic Excel					
Anti-requisites	Nil					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Apply If functions for data analysis CO2: Apply lookup functions for dataset CO3: Illustrate the data using pivot tables					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of Business Analytics and** attain Skill Development through Experiential Learning.					
Course Content:						
Module 1	Analysis using Excel			15 Sessions		

What If Analysis, Goal Seek , Scenario Analysis , Data Tables (PMT Function) , Solver Tool Logical Functions , If Function, How to Fix Errors – if error , Nested If , Complex if and or functions Data Validation , Number, Date & Time Validation, Text and List Validation , Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List

Module 2	Look up functions			15 Sessions

Lookup Functions , Vlookup / HLookup , Index and Match , Creating Smooth User Interface Using Lookup , Nested VLookup , Reverse Lookup using Choose Function , Worksheet linking using Indirect , Vlookup with Helper Column

Module 3	Data Visualization through excel			25 Sessions

Pivot Tables, Creating Simple Pivot Tables , Basic and Advanced Value Field Setting , Classic Pivot table , Choosing Field , Filtering PivotTables , Modifying PivotTable Data , Grouping based on numbers and Dates , Calculated Field & Calculated Items , Arrays Functions , What are the Array Formulas, Use of the Array Formulas?, Basic Examples of Arrays (Using ctrl+shift+enter). , Array with if, mid functions formulas., Array with Lookup functions., Advanced Use of formulas with Array. Charts and slicers , Various Charts i.e. Bar Charts / Pie Charts / Line Charts , Using SLICERS, Filter data with Slicers , Manage Primary and Secondary Axis. Excel Dashboard , Planning a Dashboard Adding Tables and Charts to Dashboard , Adding Dynamic Contents to Dashboard

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method, MS Excel

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
   5.   Preparation of HR/Marketing / Finance dashboard

Reference
Michael Alexander (Author), Richard Kusleika (Author), John Walkenbach (Author) (2018), Excel 2019 Bible Paperback – 4 December
Text book
William L. Fischer Excel: QuickStart Guide - From Beginner to Expert (Excel, Microsoft Office) Paperback – May 7, 2016

PU library link
Not Applicable
E resources:
https://onlinecourses.nptel.ac.in/noc21_ge21/preview

Topics relevant to SKILL DEVELOPMENT :   XXXXXX for **Skill Development through Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Saswati Roy
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2040	Course Title: Introduction to Research Type of Course: Major Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	• Knowledge of research • Basic Concepts of Statistics and Mathematics					
Anti-requisites	Nil					
Course Description	**COURSE DESCRIPTION:** Introduction to research provides the importance of research in creating and extending the knowledge base of one's subject area to distinguish between the strengths and limitations of different research approaches regarding one's subject/research area.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the research process. **(UNDERSTAND)** CO2: Differentiate between research variables **(UNDERSTAND)** CO3: Summarize Scaling Techniques **(UNDERSTAND)** CO4: Differentiate between sampling and non-sampling errors **(UNDERSTAND)** CO5: Determine the relationship between variables **(APPLY)** CO6: Examine the steps involved in drafting a research report **(APPLY)**					
Course Objective	This course is designed for **SKILL DEVELOPMENT** of the learner by using **Experiential Learning** Techniques of Class Presentation and Case Study.					

Course Content:				
Module 1	**Introduction to research**			**11 Sessions**
Research: Meaning, Objectives, Types, Approaches- Qualitative and Quantitative, Significance, Research Process, Criteria of good research; Challenges faced by Researchers. Research problem, selecting the problem.				
Module 2	**Research design and scaling**			**10 Sessions**
Research Design: Meaning, need, features. Dependent variables, independent variables, moderator variables, mediating variables, extraneous variables, categorical variables. Classification of measurement scales: nominal, ordinal, interval and ratio scales; Goodness of measurement scales: validity, reliability, practicality and accuracy; Sources of error in measurement. Scaling techniques.				
Module 3	**Data Collection and Sampling**			**10 Sessions**
Sources of data- primary and secondary data, methods of primary data collection, sources of secondary data. Sampling design, sample size, determining optimal sample size, sampling techniques, probability Vs. non-probability sampling methods, sampling and non-sampling errors.				
Module 4	**Questionnaire Designing and Data Analysis**			**10 Sessions**
Questionnaire, Types of questionnaires, Questionnaire design procedure, type of questions: open-ended, closed ended; criteria for designing questions; questionnaire structure. Questionnaire Vs. Schedule. Pilot testing, administering. Data Analysis: Univariate Analysis: Mean Comparisons, t-test and One-way ANOVA; Bi-variate analysis: Cross tabulations, Chi-square test, correlation and regression.				
Module 5	**Research Reporting and Modern Practices in Research**			**10 Sessions**
Research Report Writing: Importance, Essentials, Structure/ layout, Types. References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style), MLA (Modern Language Association), Footnotes and Bibliography. Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research.				

Lecture: All Modules

Discussion: All Modules

Self-learning: Philosophy of Social Science Research

Assignments: Case study : Implication of   Qualitative Research Methods
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAB_1_06082022_20245

Textbook

T1:   **C R Kothari, Gaurav Garg: Research Methodology – Methods and Techniques.**

References :

R1: Deepak Chawla, Neena Sondhi: Research Methodology

R2: Catherine Dawson: 100 Activities for teaching Research Methods

Web Based Resources

W1:   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443580010341853/full/html

W2.   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443580010341727/full/html

Swayam & NPTEL Video Lecture Sessions

  1: https://onlinecourses.nptel.ac.in/noc21_hs104/preview

List of E-Resources:

https://presiuniv.knimbus.com/login

E1:–
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=ELSEVIER1_20987

E2:-

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443580010341754/full/html	
Catalogue prepared by	Prof. Umme
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2069	Course Title: Income Tax for Manager	L- T - P- C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	1. Basics concepts of accounting 2. Basic Mathematics calculations.					
Anti-requisites	NIL					
Course Description	The course offers balanced coverage on concepts of Income Tax and computation of Taxable income & Tax Liability of Individuals which helps the students to understand the importance of Tax management and Planning.					
Course Out Comes	On successful completion of this course the students shall be able to: 1. Describe the basics of Indian Income Tax System. 2. Discuss the different Components of Salary. 3. **Discuss** the different Components of house Property. 4. **Explain** the computation of Business Income 5. **Explain** the computation of Total taxable income					
Course Objectives	The objective of the course is to familiarize the learners with the concepts of **Income Tax for Managers and** attain Skill Development through Problem Solving Methodologies.					
Course Content:						
Module 1	Introduction to Income Tax.				9 Sessions	
Income Tax: Brief History - Legal Frame Work – Types of Taxes - Cannons of Taxation – Important Definitions – Assessment – Assessment Year – Previous Year – Exceptions to the general rule of Previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Agricultural Income. Residential Status: Residential Status of an Individual – Resident – Not Ordinarily Resident – Non-resident – Determination of Residential Status – Incidence of Tax – Problems on Scope of Total Income. Exempted Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory					
Module 2	INCOME FROM SALARY				9 Sessions	

Meaning – Basis of Charge – Advance Salary – Arrears of Salary - Definitions – Salary Allowances – Fully Taxable Allowances – Partly Taxable Allowances – Fully Exempted Allowances – Perquisites – Tax Free Perquisites – Taxable Perquisites – Perquisites Taxable in all Cases – Perquisites Taxable in Specified Cases – Profits in Lieu of Salary – Provident Fund – Transferred Balance – Deductions from Salary U/S 16 – Problems on Income from Salary (excluding retirement benefits).

Module 3	INCOME FROM HOUSE PROPERTY			9 Sessions

Basis of Charge – Deemed Owners – Exempted Incomes from House Property – Treatment of Composite Rent – Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property(Excluding Pre-Construction interest)

Module 4	PROFITS AND GAINS FROM BUSINESS AND PROFESSION			9 Sessions

Meaning and Definition of Business, Profession – Expenses Expressly Allowed – Allowable Losses – Expenses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on Business relating to Sole Trader only and Problems on Profession relating to Chartered Accountant, Advocate and Doctor

Module 5	COMPUTATATION OF TOTAL INCOME			9 Sessions

Income from Capital Gains, Other Sources (Theory only) and Deductions U/S 80C, D, E, G. Simple problems on Computation of Total income of an Individual.

Targeted Application & Tools that can be used:

- Advanced Excel.
- Central Government E filing portal.

Project work/Assignment:

1. Preparation of List of Exempted incomes under Income Tax Act 1961.
2. Computation of Income from Salaries.
3. Computation of Income from House property.

Text Book
1. Dr. viond k. singhania-direct taxes-law and practices, taxmann publication.

E-sources:	
PU LINK	
https://www-jstor-org-presiuniv.knimbus.com/stable/2381835?searchText=income+tax+basics&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dincome%2Btax%2Bbasics%26so%3Drel&ab_segments=0%2FSYC-6451%2Ftest&refreqid=fastly-default%3A12f34362ac4671e482282ee02017c0df&seq=2#metadata_info_tab_contents	
https://www-jstor-org-presiuniv.knimbus.com/stable/4536882?searchText=income%20tax%20in%20india&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dincome%2Btax%2Bin%2Bindia%26so%3Drel&ab_segments=0%2FSYC-6451%2Ftest&refreqid=fastly-default%3A199402cd05092760015bef83a9c0c6d0	

References

1. Dr.Mehrotra and Dr.Goyal- direct taxes-law and practices, sahitya bhavan publication.
2. Dr.V Rajesh kumar and Dr. R K sreekantha- income tax 1, vittam publications.
3. B B Lal- direct taxes, konark publishers[p] ltd.
4. Dr.Mehrotra and Dr.Goyal- direct taxes-law and practices, sahitya bhavan publication.
5. Dinakar pagare-law and practice of income tax, sultan chand and sons.
6. Gaur and narang- income tax – kalyani publishers..

Topics relevant to SKILL DEVELOPMENT: XXXXXX for **Skill Development through Problem Solving methodologies** . This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA2026	Course Title: Data Analysis using statistical package for Social Sciences	L-T-P-C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Statistical Techniques					
Anti-requisites	NA					
Course Description	Statistical programming with E views and SPSS will enable the students to generate and process data related to their study and visualize and analyze impact and interrelationships of variables considered					
Course Outcomes	CO1. Understanding with the toolbox of statistical software. CO2. Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS) CO3. A strong theoretical and empirical foundation in statistical analysis. CO4: Understand the procedure for analysing the data					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of Business Analytics and** attain Skill Development through Experiential Learning techniques.					
Course Content:						
Module 1	**Introduction to SPSS**			12 sessions		
SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.						
Module 2	**Working with Data**			12 sessions		
Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.						
Module 3	**Exploring Data**			15 sessions		
Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptives - Compare Means - Frequencies for Categorical Data.						
Module 4	**Analysing Data**			15 sessions		
Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired- Samples T Test, Independent Samples T Test, One-Way ANOVA.						
DELIVERY PROCEDURE (PEDAGOGY): Lecture - All Modules 1,2,3,4 & 5 Participative learning: All Modules 1,2,3,4 & 5						

Textbook

T1: HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.

Reference Books

R1 : SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.

R2 : Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.

Web Sources:

W1: https://www.statisticssolutions.com/spss-statisticalpackageforsocialsciences/

W2: https://www.spss-tutorials.com/spss-what-is-it/

PU E-resources

E1: http://surl.li/grmio

E2: http://surl.li/grmiw

Swayam & NPTEL Video Lecture Sessions

1. https://nptel.ac.in/courses/110107113

SPECIFIC GUIDELINES TO STUDENTS:

- Attend the classes regularly

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Experiential Learning Techniques.** This is attained through assessment component mentioned in course handout

CATALOGUE PREPARED BY	Dr. Nandita Barua
RECOMMENDED BY THE BOARD OF STUDIES ON	4th Board of Studies, 11th July, 2024
DATE OF APPROVAL BY THE ACADEMIC COUNCIL	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA 3059	Course Title: INTRODUCTION TO DIGITAL MARKETING	L-P- C	T-	4	0	0	4
Version No.	1.0						
Course Pre-requisites	• Basic knowledge of Marketing mixes						

	• Awareness of the role of Information Technology in digital era • Soft Skills - Creativity, communication • Basic analytical ability
Anti-requisites	**Nil**
Course Description	The course is designed to help students to create, launch and manage successful digital marketing campaign using digital marketing platforms including YouTube, Google AdWords and Google Analytics. Students shall learn the key characteristics and related terminologies of digital marketing and its practical relevance. By the end of the course, the students can get can get an insight on how to plan and implement Digital Marketing initiatives
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the importance of Digital Marketing and underlying concept behind it. CO2: Identify the behaviour of online consumer and design online marketing initiatives accordingly. CO3: Design, launch and manage successful digital marketing campaign using search engine. CO4: Use Social Media platforms like Facebook Marketing, YouTube etc to achieve marketing objectives. CO5: Measure the performance of Digital Marketing campaign using Google analytics.
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Introduction to Digital Marketing and** attain Skill Development through Participative Learning techniques.
Course Content:	

Module 1	**Introduction to Digital Marketing**			**12 Sessions**

Topics: Basics of Marketing – Growth of Internet and Mobile users – Potential of Digital Marketing - Introduction to Marketing in Digital Environment – Understanding Digital Marketing Process – Traditional Marketing Vs Digital Marketing – Reach – Target Audience - Engagement – Price – ROI – Advantage of Digital Marketing – Different types of Digital Marketing.

Module 2	The Online Marketing Mix and the Online Consumer			12 Sessions

Topics: Creating customer value in an Online World- Segmentation (different methods in the virtual space), Popularity of brand pages, Consumer psychographic profiles; Targeting – Consumer targeting, online targeting, deterministic targeting, predictive behavioural and non-deterministic; Positioning Online, E-price, E-promotion; Digitization and Implications to Online marketing mix decisions; Emerging consumer segments in India. The Digital Ecosystem, Online Consumer Behaviour, Models of website visits, Behavioural targeting vs. contextual targeting; New Online Consumers – Online research and behavior tracking methods.

Module 3	Search Engine Marketing			11 sessions

Topics: Search Engine – Paid vs natural search - Introduction to SEO – Process and methodology - SEO types - White hat – Black hat – Grey hat – Introduction to SEM – SEM types – Email campaign creation and management, Google Adwords, search and display on search engines, pricing models online – Extensions.

Module 4	Social Media Marketing			10 sessions

Topics: Social Media – The Social Media Model by McKinsey, Marketing with Networks, The Social World, Social Media Tools and Analytics - Using Facebook, Linked-in, twitter, You tube including creating a channel on You Tube, Content guidelines for online communications, Social Media measuring, monitoring & reporting, Tracking & Monitoring platforms. Content seeding, How to use blogs, forums and discussion boards, Blogs, forums and communities, Viral campaigns and the social graph. Building relationships with different stakeholders online.

Module 5	Google Analytics and recent trends			10 sessions

Topics: Introduction to Google Analytics – Types of Google tracking used by Google - Website creation – Adding analytics code in Website – Monitoring traffic sources – Understanding bounce rate, CTR, CPM etc – Ways to reduce bounce rate – Recent development on digital era post – Gamification, digital Payment gate way etc

Targeted Application & Tools that can be used: Launch digital marketing campiagn using Google Adwords, Google Analytics and Facebook Marketing

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
   6. Launch digital Marketing campaign using Google Adwords
   7. Create a blog and measure its performance using Google Analytics

Text books
   2. Ahuja, V. (2015). Digital Marketing. New Delhi: Oxford University Press.

3. Deepak Bansal, A (2019). SEO The Ultimate Guide for Website Owners. BUUKS, India

Reference books

Ryan, D (2020). Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. Kogan Page.

Ryan, D. & Jones, C. (2012). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page.

Parkin, G (2009) Digital Marketing: Strategies for Online Success ,New Holland

Publishers Ltd.

Evans. D. & Bratton, S. (2008). Social Media Marketing: An Hour a Day (2nded.). Wiley.

University E resources:

Collaborative Digital Marketing

- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-01-2013-0402/full/html

Digital Business Strategy

- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJRDM-12-2019-299/full/html

Websites:

https://analytics.google.com/analytics/academy/course

https://www.searchenginewatch.com/2017/10/17/google-adwords-the-beginners-guide/

https://www.tutorialspoint.com/

https://www.simplilearn.com/tutorials/digital-marketing-tutorial/

https://www.coursera.org/projects/google-ads-beginner

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3058	Course Title: WEB DESIGN & DEVELOPMENT	L-T- P- C	**4**	0	0	4
Version No.	1.0					
Course Pre-requisites	1. Have basic communication skills in English. 2. Should possess knowledge on contemporary issues. 3. Should have basic understanding about Computers and Information Technology					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the students an understanding of the basics of Web Designing and Development. Website is an important media for any business to communicate with the stakeholders. The course covers the basics of web designing technologies, content writing for websites. The components of the website especially in the context of e-commerce business is covered in this course. The course shall also discuss cyber law relating to the website hosting.					
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Define the principles of web designing and hosting **(Knowledge)** **CO 2:** Recognize the elements / components of a website **(Application)** **CO 3:** Understand different technologies for website designing and development **(Comprehension)** **CO 4:** Describe the emerging technologies and Contemporary issues in Cyber law in relation to web hosting **(Comprehension)**					

	CO 5: Apply content management system for creation of a website using WordPress. **(Application)**			
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Web design and development** and attain **Skill Development** through **Participative Learning techniques.**			
Course Content:				
Module 1	**Web Design Principles**			**12 Sessions**
Topics : Introduction to Web Development -Web Overview and Intro to Tools - Basic principles involved in developing a web site - Planning process - Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept – Hyperlinks – Images & Multimedia – Domain.				
Module 2	**Basics of Web Design**			**12 sessions**
Topics: Introduction to World Wide Web, Web design and web publication - Brief History of Internet – Need for web site creation - Web Standards - Audience requirement. – HTML – Technologies for Web Design - HTML– CSS – Java Script – JQuery - JavaScript and HTTP (forms) – Database Connectivity to Website – SQL – Sample SQL queries - Testing.				
Module 3	**Web Publishing or Hosting**			**11 sessions**
Topics: Website Structure and Hosting - Server and Web Interaction – Hosting a we – Maintenance of Website Progressive Web Apps (PWAs) - Static Websites - Ser Development – Mobile Web Development - Validating web pages as per W3C st (Using simple servers such as Hello World, Ping Pong, Duke's Age) - Promotion Analytics.				
Module 4	**E-Commerce Website**			**10 sessions**
Topics: Introduction to E-Commerce – Difference between E-Business & E-Commerce, Need for Website for E-Commerce Business – Components of E-Commerce Website – Inventory and Sales in E-Commerce Website – Integrating Payment Gateways to E-Commerce Websites.				
Module 5	**Content Management System**			**10 sessions**

Topics: Wordpress Basics – Wordpress Settings, Categories – Wordpress Posts – Wordpress Media – Wordpress Pages – Wordpress Tags – Wordpress Links – Wordpress Comments – Wordpress Plugins – Wordpress Users – Wordpress Appearance – Wordpress Advanced – Wordpress resources – Designing Interactive Website using Wordpress - ==Authentication & security==.
Targeted Application & Tools that can be used: Nil

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
   1. **Prepare a E-Commerce website for a company of your choice using HTML.**
   2. **Prepare a Website using Wordpress.**

Case study analysis as per the requirement of modules prescribed above.
   1. **Analyze the Amazon India website and prepare a report on that.**
   2. **How GoDaddy or Google performs web hosting services.**

Text Book   **T1.** Satish Jain & Ambrish K. Rai (2015), Web Designing and Development – Training Guide, 1st Edition, BPB Publication

Reference
       R1. Tanweer Alam (2013). Web Designing and Development, Khanna Book Publishing Edition
 	
       R2.   Satish Jain & Geetha Iyer, Web Designing and Publishing, BPB Publications
 	
       R3. Paul McFedries (2018), Web Coding & Development, Wiley
 	
       R4. Web Technologies Black Book (2018), Mumbai University Syllabus, Dreamtech Press.
 	
Web Sources:
 	
   1. https://www.business.qld.gov.au/starting-business/internet-start-ups/online-basics/creating-websites
   2. https://www.tutorialspoint.com/wordpress/index.htm
 	
PU-List of e-Resources: **https://presiuniv.knimbus.com/user#/home**
 	
   1. https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/el.2001.19.6.445.4/full/html
   2. https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/07363760910965882/full/html
 	
You Tube and NPTEL Videos:
 	
   1. https://www.youtube.com/watch?v=C72WkcUZvco

	2. https://www.youtube.com/watch?v=R_gFhRsWLMw
	3. https://www.youtube.com/watch?v=O79pJ7qXwoE
	4. https://elearn.nptel.ac.in/shop/nptel/e-business/

Topics relevant to SKILL DEVELOPMENT :   XXXXXX for ==Skill Development== **through ==Participative Learning Techniques.==** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Upendra Rao
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3062	Course Title: Search Engine Optimization	L-T-P-C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	• Knowledge of Marketing • Knowledge about Digital Marketing					
Anti-requisites	Nil					
Course Description	Course description should focus on nature of the course (theory or practical) , need and how students will be benefited by studying the course.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the practices of SEO CO2: Outline the elements of website creation and planning CO3: Discuss the concepts of keywords and content writing CO4: Demonstrate types of SEO CO5 : Discuss the concepts of Google Analytics and Google AdSense					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Search Engine Optimization and** attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>					
Course Content:						
Module 1	Search Engine Optimization	Type of class activity		12 Sessions		
SEO, Basics Of SEO, Scope , Google's Techniques (On-Page and Off-Page), Difference between White Hat, Grey Hat, and Black Hat SEO, Need Of SEO, requirements of effective SEO, Ranking, SERP, website ranking on google, Paid Vs Organic Result, crawlers, robots, and spiders, Understanding Google Updates/ Penalties.						
Module 2	Website planning and creation	Type of class activity		12 Sessions		
Domain Selection, Domain Name Registration, Hosting and Its Types, How to connect domain and hosting, WordPress Installation, WordPress Overview, Important Plugins Overview, Website Designing Using Divi.						
Module 3	Keywords search and	Type of class activity		11 Sessions		

	content writing			

Introduction To Keyword Research, Types Of Keywords, choosing the right key words, Tools for keyword research – Free and Paid, Understanding Keyword Properties, Finding Competition, adding content in keywords.

Introduction Of Content Writing, Difference Between Content Writing and Copy Writing, SEO Blogs, Importance of keywords, Title Optimization, writing content introduction, Header Tags Optimization, Meta Description Optimization, Image Optimization, Internal Links, External Links, Conclusion Optimization, Transition Words, Use of tools in Content Writing, generating earning opportunities in content writing.

Module 4	**Types of SEO**	**Type of class activity**		**10 sessions**

Local SEO

Local SEO, Setup Google Business Profile Account, Understanding Google Business Profile Policy, Local SEO Ranking Factors, Local Business Models Details, Google Business Profile Dashboard Overview, Make Free Google Business Profile Website, How to Optimize Local SEO to Rank on the Top.

On page SEO

On-Page Optimization, On-Page SEO Ranking Factors, Publishing articles in WordPress, improving On-Page SEO score using Rank Math, On-Page SEO Plugins List, Live Content Writing and Publishing to show how it ranks on Google.

Off page SEO

Off-Page SEO, Backlinks, do-follow and no-follow links, Domain Authority and Page Authority, Link Wheel, Backlinks Hierarchy Structure, Link Juice, Social Bookmarking, Web 2.0, Article Submissions, Image/Video Submissions, Email Outreach, Social Signals, PR (Press Release)

Technical SEO

Technical SEO, Google Search Console and its Setup, Complete Overview of Google Search Console, Schema Markup, Sitemap, Robots.txt File, Google Disavow Tool, saving your website from Hackers.

Module 5	**Google Analytics & Google AdSense**	**Type of class activity**		**10 sessions**

Google Analytics, Google Analytics Account, Google Analytics Dashboard , Real-Time Audience Overview, Audience Overview, Acquisition, Conversion, Understanding User Behaviour, Setting Up Goals. Google AdSense Google AdSense, Google AdSense Policies, Eligibility to create Google AdSense Account, setting up a Google AdSense Account, Google AdSense Dashboard Overview, setting up Ads, Optimizing Earnings.
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: 8. Project on types of SEO 9. Case analysis on White, Grey and black SEO
Reference **Text book** Search Engine Optimization: The Ultimate Guide to Successful Search Engine Optimization, Learn Proven Strategies and Practices That Can Ensure Continuous Targeted Traffic to Your Niche Site, Jayson Krause, Dec 2021
Reference - Step By Step Guide to SEO Hardcover – 1 January 2018 by Upendra Rana - Moreno, L. and Martinez, P. (2013), "Overlapping factors in search engine optimization and web accessibility", *Online Information Review*, Vol. 37 No. 4, pp. 564-580. https://doi.org/10.1108/OIR-04-2012-0063 - Evans, M.P. (2007), "Analysing Google rankings through search engine optimization data", *Internet Research*, Vol. 17 No. 1, pp. 21-37. https://doi.org/10.1108/10662240710730470 **PU library link** **https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/OIR-04-2012-0063/full/html** **https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/10662240710730470/full/html** **E resources:** **NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.**

Catalogue prepared by	Prof. Bhakta Sabari
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3061	Course Title: SOCIAL MEDIA MARKETING	L-T-P-C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	Should have under taken Introduction to Digital Marketing course Awareness of the role of Information Technology in digital era Soft Skills - Creativity, communication Basic analytical ability. Marketing Management					
Anti-requisites	**Nil**					
Course Description	The course familiarize students with an understanding of how social media works and develop critical analyse necessary to succeed in social media marketing. The students will gain in sight on various social media channels, and tools used in online advertising. This will help them to launch successful social media campaign to achieve the marketing objectives.					
Course Objectives	Students will be able to develop EMPLOYABILITY SKILLS through PARTICIPATIVE LEARNING activities such group discussion, presentation					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Define the key concepts in Social Media Marketing **[Knowledge]** CO 2: Discuss a various social media platforms and content designing Marketing strategies **[Comprehension]**					

	CO 3: Explain the best practices used in Social Marketing using various tools **[Comprehension]** CO 4: Apply social media marketing for personal branding and corporate objectives **[Application]** CO 5: Illustrate the metrics used in e marketing and mobile marketing **[Application]**			
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Fundamentals of Business Analytics and** attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>			
Course Content:				
Module 1	Introduction to SMM			**12 sessions**
Introduction to the concept of social Media-Definition, Characteristics and Scope, History. Social media marketing- Definition, Uses and Scope- Social Brand- Social media platforms - Facebook, YouTube, LinkedIn, Instagram, Twitter, Pinterest, Blogs. Importance of Social Media Marketing-Social Media Marketing advantages and limitations. building a successful social media marketing strategy-listen-goal setting-strategy-implementation-measure-improve-social media marketing versus social media optimization-Role of Influencers in social media.				
Module 2	Content designing for social media platforms			**12 sessions**
Terminologies-basics of content creation, process, Identification of target audience and social media platform, defining content mix using sales posts, interactive posts and informative posts-Tools-Canva – Photo scape- Impact of colors, images on the customer, tools used for content creation like canva, GIFs, Instagram stories, pin templates, tall pins, image cut outs, YouTube video Thumbnail, etc.				
Module 3	Facebook and Instagram Marketing			**11 sessions**
Facebook for business-Facebook fan engagement-Anatomy of an Ad campaign-adverts-types-adverts targeting-placement-bidding-budget-scheduling-optimisation-delivery-Facebook insights-Facebook groups-Hashtags-Instagram Marketing-objectives-strategy-style guidelines-hashtags-videos-sponsored ads-apps-generate leads-digital public relations-influencer marketing- Social Media Marketing Metrics- Competitor analysis.				
Module 4	LinkedIn, Twitter and			**10 Sessions**

	YouTube Marketing			

LinkedIn strategy- Sales lead generation using LinkedIn- Content strategy-LinkedIn Analytics-Targeting-LinkedIn Ad Campaign- Twitter Marketing- Tools-Twitter Ads-Twitter Analytics-Google Pages for You Tube Channels, Video Flow - Monetization with Ad sense, paid YouTube Channel, Channel Analytics, Real time Analytics

Module 5	Email and Mobile Marketing			**10 Sessions**

E-mail marketing-campaigns-e mail marketing automation-mobile marketing-trends- strategy-mobile marketing toolkit-mobile marketing features-proximity marketing-social marketing-QR codes- Augmented Reality-Gamification-Mobile marketing campaign development process-Tracking of mobile campaigns-Mobile Analytics.

Targeted Application – Create, Manage, Launch and monitor social media campaign
Tools used: Facebook, Instagra, Linkedin, Twitter and Youtube

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course

Assignment on Launch facebook adcampign
Assignment on launch Hashtag campaign using Twitter

Text Book

T1 Singh, S., & Diamond, S. (2020). Social Media Marketing for dummies. John Wiley & amp; Sons, Inc.

References

R1. Tuten, T. L. (2021). *Social Media Marketing*. SAGE Publications.
R2. Palkar, A., & Jadhav, A. (2015). *Internet age: Marketing with social media*. Himalaya Publishing House.
R3. Hemann, Chuck and Burbary, Ken (2013). *'Digital Marketing Analytics'* 1st Ed., Que Publishing (Pearson Education), Kindle Edition

Online Resources
E-mail marketing
     https://onlinecourses.swayam2.ac.in/cec19_mg23/preview
Mobile Marketing
     https://onlinecourses.swayam2.ac.in/cec19_mg23/preview
Journals
 Journal of Internet Commerce
 International Journal of Internet Marketing and Advertising
Marketing Intelligence and Planning

Topics relevant to SKILL DEVELOPMENT : XXXXXX for <mark>Skill Development</mark> through <mark>Participative Learning Techniques.</mark> This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3057	**Course Title: SOCIAL AND WEB ANALYTICS**	**L-T-P-C**	**3**	**1**	**0**	**4**
Version No.	1.0					
Course Pre-requisites	Should have under taken Introduction to Digital Marketing course Awareness of the role of Information Technology in digital era Soft Skills - Creativity, communication Basic analytical ability. Marketing Management					
Anti-requisites	**Nil**					
Course Description	In this digital era, analytics play a significant role in Social and web domain. This course gives an insight on Social media and web analytics in application point of view. The course has been divided in two parts where in the first part, students shall learn the basics of web analytics and how to measure its performance using Google analytics. In the second part, students shall learn about how to create, manage and monitor social media campaign to achieve specific marketing objectives.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe Social media analytics and web analytics. CO2: Discuss the fundamentals of social media analytics and web analytics. CO3: Appraise the importance of analytics in digital era. CO4: Apply digital marketing campaign to reach specific marketing objective. CO5: Relate the application of social media analytics and web analytics in real time.					

Course Objective	The objective of the course is to familiarize the learners with the concepts of **Social and Web Analytics and** attain <mark>Skill Development</mark> through <mark>**Participative Learning techniques.**</mark>			
Course Content:				
Module 1	Introduction to Web Analytics	Book and Articles review	Conceptual understanding of Web analytics	**12 sessions**
Introduction to Web Analytics – Over view of different platforms of online analytics - Web analytics, Google Analytics, & social media Analytics - Key Indicators of Web analytics- Introduction to KPI, number of sessions, visitors, time spent on page, Bounce rate. characteristics, Need for KPI, Perspective of KPI, Uses of KPI.				
Module 2	Social Media analytics	Case study	Case study discussion on Revamped Social Media Strategy	**12 sessions**
Introduction to Social Media – Importance of social media and Social media analytics – Tools of Social Media Marketing- Creating and Managing a campaign using Facebook - Setting goals objectives & Bench Marks - Measurement and Attribution Across the Customer Journey - Social Media Audience Analytics - Drawing Meaningful Insights - Reporting Social Media Analytics- Revamped Social Media Strategy with example.				
Module 3	Web analytics Fundamentals	Assignment	Assignment on Web Analytics Fundamentals	**11 Sessions**
Web analytics platform, Web analytics evolution, Need for web analytics, Advantages, Limitations - Capturing data – Type and size of data - Understanding click stream data quality- Identifying unique page definition- Using cookies – Common web metrics – Custom campaign – Reports and its types.				
Module 4	Advance Web analytics	Comparative Study	Comparative study on Web 1.0, 2.0 and 3.0	**10 sessions**
Web analytics 1.0, Limitations of web analytics 1.0, Introduction to analytic 2.0 & 3.0- Competitive intelligence analysis: CI data sources, Toolbar data, Panel data , ISP data, Search engine data, Hybrid data, Website traffic analysis: Comparing long term traffic trends, Analyzing competitive site overlap and opportunities.- Comparative case Study of Web 1.0, Web 2.0 and Web 3.0				
Module 5	Google Analytics	Hands on Experience	Google Analytics Tool using Google merchandise store	**10 Session**
History of Google Analytics- Google analytics objective – Track website/blog using Google Analytics - Create audience segment based in user characteristics based on user characteristics - Analyse different reports using Google analytics – Creating				

dash boards using google analytics report- Limitations, Performance concerns, Privacy issues.
Targeted Application – Analyze performance of the website and launch social media campaign. Tools used: Google Analytics & Facebook.
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
Assignment on Launch facebook adcampign Assignment on launch Hashtag campaign using Twitter
Text Book T1. Brian, C (2012). Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition edition. T2. Avinash, K (2009). Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, John Wiley & Sons; Pap/Cdr edition.
University E resources: Collaborative Digital Marketing https://puniversity.informaticsglobal.com:2054/stable/26564156?Search=yes&resultItemClick=true&searchText=Digital+Marketing&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3DDigital%2BMarketing%26so%3Drel&ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A4eca50b96f0405f26355235deeb172dc&seq=1#metadata_info_tab_contents Digital Business Strategy https://puniversity.informaticsglobal.com:2054/stable/43825919?Search=yes&resultItemClick=true&searchText=Digital+Marketing&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3DDigital%2BMarketing%26so%3Drel&ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A4eca50b96f0405f26355235deeb172dc&seq=2#metadata_info_tab_contents **Websites:** https://analytics.google.com/analytics/academy/course https://www.searchenginewatch.com/2017/10/17/google-adwords-the-beginners-guide/ https://www.tutorialspoint.com/ https://www.simplilearn.com/tutorials/digital-marketing-tutorial/ https://www.coursera.org/projects/google-ads-beginner **YouTube Video Lecture Sessions:** Digital Marketing tutorial for beginners:

https://www.youtube.com/watch?v=nU-IIXBWlS4

Building Website:
https://www.youtube.com/watch?v=OwK4lhfbZXo

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Upendra Rao
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3075	Course Title: Digital Media Laws	L- T- P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	-Introduction to Digital Marketing -Basic Communication and Analytical skills. -Awareness of general digital media trends. -Knowledge of media and its impact in the society					
Anti-requisites	Nil					
Course Description	This course deals with the interaction between law and digital media. It examines the major legal issues relating to the digital media, important regulations and court decisions. It aims to familiarize the theoretical debates on digital media and socio-legal ethics at the national and global level. It also attempts to evolve an understanding of the complexities of ethical and socio-legal aspects in the area of digital media industry.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Evaluate ongoing developments of law relating to Digital Media.					

	CO 2: Display an understanding of how the socio-legal developments relate to one another. CO 3: Examine areas of socio-legal discourses surrounding rules and theories. CO 4: Evaluate the socio-legal rules and theories in terms of internal coherence and pragmatic outcomes. CO 5: Draw on the analysis and evaluation contained in primary and secondary sources of Digital Media Laws.			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Digital Media Laws and** attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>			
Course Content:				
Unit 1	Introduction to the Digital Media Laws			11 Sessions

Topics:
-Meaning - Definition – Evolution of the Digital Media Laws
-Overview of the Digital Media-From Radio & Cable TV to the Social Media & OTT Platforms
-Jurisprudence behind the emergence of Digital Media Laws
-Utilitarianism- Hedonism-Teleological and Deontological theories
-Constitutional Safeguard Structure and the Freedom of Speech and Expression
-Historical Developments in the area of Digital Media Laws- From Statute of Anne to the OTT Regulations Bill.

Unit 2	Digital Media as Private Property- The Intellectual Property Laws			10 sessions

Topics:
-An overview of the Intellectual Property Laws
-Copyright Laws and Digital Media
-Trademarks and Digital Media
-Patents and Digital Media
-Copyright Law and Computer Software
-The Fair Use dilemma

Unit 3	Socio-Legal Morality			10 sessions

	and Digital Media			
Topics: -Obscenity, Pornography and Digital Media -Racial and Religious hatred, Hate Speech and Digital Media -Disclosure of Private facts and Privacy invasion -Defense of Privacy & Freedom of Speech and Expression -Defamation -Seditious Libel & Slander				
Unit 4	Malicious Falsehood & Confidential Information			10 sessions
Topics: -Malicious Falsehood and Digital Media -Confidential Information and its categories -Breach of Confidence and Privacy -Laws of Official Secrets and the Digital Media -Exceptions-Disclosure of Confidential Information in the Public Interest				
Unit 5	Digital Media Laws: New Challenges			
Topics: -Journalistic Privilege and Digital Media -Judicial Activism and Contempt of Court -Challenges of Freedom of Information through Digital Media -The Fundamental Right to Knowledge and Public Interest				
Targeted Application & Tools that can be used: - MS-Office products especially Excel Sheet, SPSS Tools etc.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: The assignment may comprise of class presentation and/or research paper submission or essay/problem questions.				
Text Book Law Relating to Social Media Crimes, Intermediaries, Digital Media, and OTT Platforms by Puneet Bhasin, Oakbridge Publishers, 2022 Digital Media Law by Ashley Packard, Wiley Publishers, 2012 A Practical Guide to Digital and Social Media Law for Lawyers Paperback by Sherree Westell, Law Brief Publishing, 2018 Media Law and Policy in the Internet Age by Doreen Weisenhaus and Simon N.M Young (Eds), Bloomsbury, 2019 Major Principles of Media Law by Genelle Belmas & Wayne Overbeck, Cengage Learning Publishers, 2014				
Reference				

1. All you need to know about digital media and the legal challenges involved in it (https://blog.ipleaders.in/need-know-digital-media-legal-challenges-involved/) 2. India: New Rules For Digital Media Platforms And Intermediaries by Avimukt Dar et. Al. (https://www.mondaq.com/india/media-entertainment-law/1042234/new-rules-for-digital-media-platforms-and-intermediaries) E-Reading / Essential Reading www.routeledge.com https://www.indianlawwatch.com Audio Visuals https://www.edx.org/learn/media-law Prescribed reading list: In addition to these, the students are required to read the prescribed cases and articles on the related topics.	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for **==Skill Development== through ==Participative Learning Techniques==.** This is attained through assessment component mentioned in course handout.	

Catalogue prepared by	Dr. Joan Kingsly
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBD3002	Course Title: Content Strategy	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	a) Basic knowledge of Marketing strategy b) Soft Skills - Creativity, communication c) Basic analytical ability					
Anti-requisites	Nil					
Course Description	This course gives the insights of content strategy to take marketing decisions. It is qualitative in nature and will help the student to create a coherent content strategy that reflects a deep understanding of audience values and the brand story. They will also learn how to create a cross-channel content plan and build a portfolio of content samples for Web stories, social media, email newsletters, and other channels.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1 Outline the concept of content strategy CO2 Recognizing values of keywords and hashtags. CO3 Preparing different types of contents and choosing the platforms. CO4 Identifying the target audiences and determining factor affecting their preferences. CO5 Discussing content management systems and explaining content promotion techniques.					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Content Strategy and** attain <mark>Skill Development</mark> through <mark>Participative Learning techniques.</mark>					
Course Content:						
Module 1	Basics to Content Strategy				9 Sessions	
Topics: Content Management: Content strategy- meaning and importance. Content strategy vs. content marketing. Types of content marketing strategies- thought leadesrship, lead generation, search engine optimisation (SEO). Content framework.						
Module 2	Keywords and Hashtags				8 Sessions	
Topics: Understanding keywords- keywords research, keyword report. Understanding the value of hashtags - developing strategy.						

Module 3	**Application of Contents**			**8 Sessions**

Topics: Key content types- Blogs, Audio, Video, Email marketing. Identifying platforms - Websites, Facebook, Radio, Instagram, Youtube. Developing content strategy - primary considerations — medium, objective, KPIs. Strategic story-telling.

Module 4	**Knowing the Audience**			**8 Sessions**

Topics: Identify target audience. Understanding audience persona. Consumer Life Cycle, Consumer double funnel, Content mapping, factors determining audience content preferences - Audience demographics, psychographics and behaviours. VALS belief system model.

Module 5	**Content Management System**			**8 Sessions**

Topics: Content Management Systems (CMS)- Attributes of CMS- Cross-channel publication, Digital marketing tools. Maximizing content impact. Content promotion techniques. Budget. Editorial content calendar - planning.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
10. Assignment: Keywords research
11. Assignment: Key content types- blogs, audio, video, email marketing
12. Project: Search engine optimization, Content mapping

Reference Text book
T 1 Bateman, S. (2016). *Content Marketing Strategy: Seven Steps to Success*. Smart Insights (Marketing Intelligence) Limited.

E resources:
https://presiuniv.knimbus.com/user#/searchresult?searchId=how%20to%20create%20content%20for%20email%20marketing&curPage=0&layout=list&sortFieldId=none&topresult=false

Reference:
1 https://www.coursera.org/learn/seo-fundamentals

2 https://offers.hubspot.com/content-marketing-training-workbook

3 https://contentmarketinginstitute.com/articles/checklists-tips-templates-2019/

4 https://optinmonster.com/how-to-create-a-successful-content-marketing-strategy-in-8-simple-steps/

5 https://mailchimp.com/marketing-glossary/content-marketing/

6 https://www.outbrain.com/blog/content-strategy/

Topics relevant to SKILL DEVELOPMENT : XXXXXX for **Skill Development through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Saswati Roy
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3011	Course Title: Industrial Relation and Labor Laws	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of Industrial relation as a function of HRM					
Anti-requisites	Nil					
Course Description	The course will enable the students to understand the provisions and practices of Industrial relations in line with significance of industrial relations from an organization perspective. Course is conceptual in nature and will give an overview of various industrial relations laws, importance of adherence to these laws and benefits of practicing the same for better industrial relations. Students can gain knowledge about various policies introduced by the government for improved industrial relations and various amendments in the act in light of changing trends in the industry					
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1: Recognize the importance of Industrial Relation. (Knowledge) CO 2: Explain the provisions of payment of wage and bonus. (Comprehension) CO 3: Discuss the social security aspect of Industrial workers. (Comprehension) CO 4: Identify the provisions that are a part of Industrial Relations code. (Application)					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Industrial Relations and Labor Laws** **and** attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Industrial Relation			10 Sessions
Topics : Meaning, Objectives, Characteristics of a good Industrial Relations System/Principles of a good IR/Essentials of good IR, Scope, Significance/Need and Importance of IR, Major Stakeholders of IR, Issues and Challenges of industrial relations in India, key terms in Industrial Relations				
Module 2	Wage code			10 Sessions
Topics: The Factories Act 1948, Trade Unions Act, 1926, Industrial Disputes Act 1947- Meaning of Industrial Dispute, Causes, Forms/Types, Consequences/Effects, Methods of Settling Industrial Disputes (Arbitration, Joint Consultations, Works Committee, Conciliation, Adjudication etc), Concepts Related to Industrial Disputes (Relevant Examples): Strike, Layoff, Lockout, Retrenchment, Meaning of				

Grievances, Causes of Grievances, Guidelines for Grievance Handling, Grievance Redressal Procedure in India., trends in industrial code.

Module 3	Code on social security			10 Sessions

Topics: Payment of Wages Act, 1936, Minimum Wages Act, 1948, , Payment of Bonus Act, 1965, Methods of wage calculation, recent trends in wage system

Module 4	Industrial relation code			10 Sessions

Topics
Employees' Provident Funds and Miscellaneous Provisions Act, 1952, Employees' State Insurance Act, 1948, Maternity benefit act 1961, , Paternity benefit act, Payment of gratuity 1972, provisions for gig workers, latest trends in social security code

Targeted Application: HR manual
Tools that can be used: MS office, MS excel

Project work/Assignment:
Prepare report on collective bargaining – refer E resources
Experiential learning: Present based on interaction with a corporate employee about industrial relation practices in the company

Text Book
R1 Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
Website: - https://labour.gov.in/industrial-relations
Carby-Hall, J.R. (1989), "Recent and Future Developments in Labour Law", *Managerial Law*, Vol. 31 No. 4, pp. 1-20. https://doi.org/10.1108/eb022439
Joshi, R.J. (1988), "LABOUR LAW AND FEMALE EMPLOYMENT", *Equal Opportunities International*, Vol. 7 No. 4/5, pp. 36-53. https://doi.org/10.1108/eb010493

References
T1 Industrial Relation and Labour Laws A M Sharma Himalaya Publishing House
PU E- Resources Link:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb022439/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb010493/full/html
Online Resources
https://onlinecourses.nptel.ac.in/noc22_lw05/preview
https://onlinecourses.nptel.ac.in/noc22_mg52/preview

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3013	Course Title: International Human Resource Management	L- -T- P- C	3	0		0	3
Version No.	2.0						
Course Pre-requisites	Basic Communication General Knowledge in Business world Knowledge about international business Knowledge of human resource management						
Anti-requisites	--						
Course Description	This course discusses HRM in international context. It equips student to conquer challenges which influence the international assignment and employment in turn the success of an organization. By focusing on policies, programs, and practices characteristic of organizational efforts to manage human assets worldwide.						
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Distinguish between domestic HRM and IHRM **(Knowledge)** CO 2: Analyze the cross-cultural impact on IHRM **(Comprehension)** CO 3: Summarize the approaches to Staffing in International Operations. **(Comprehension)** CO 4: Outline the Recruiting and Selecting aspects of Staff for International Assignments. **(Comprehension)** CO 5: Summarize the concepts relating to international training and compensation. **(Comprehension)**						
Course objective	The objective of the course is to familiarize the learners with the concepts of International Human Resource Management **and** attain <mark>Employability</mark> through <mark>**Participative Learning techniques.**</mark>						
Course Content:							
Module 1	**Introduction to IHRM**				10 Sessions		
IHRM – concepts - Moderating variables between domestic HRM and IHRM-potential challenges of current IHRM- trends and emerging challenges in the global work environment.							
Module 2	**Culture and Organizational Context**				10 Sessions		
Cultural Concepts – Elements of cross culture - Cross-cultural implications for IHRM-Control and coordination mechanisms – strategies for organizational culture- Cross cultural training and evaluation of effectiveness.							
Module 3	**Staffing International Operations for**				10 Sessions		

	Sustained Global Growth			

Approaches to staffing foreign operations - Determinants of Staffing Choices - Types of International Assignments-Differences Between Traditional & Short-term Assignments.

Module 4	**Recruiting, Selecting staff for International Assignments**			10 Sessions

Selection criteria and procedures for international assignments -Strengths and weakness of workforce diversity -Reasons for expatriate failure -factors moderating intent to stay or leave the international assignment - Gender and family issues for international assignments- Supporting Dual-career couples and work life balance.

Module 5	**International training and compensation**			10 Sessions

The role of training in supporting expatriate adjustment- Relocation assistance-assignment performance- Components of effective pre-departure training programs – cultural simulation-preliminary visits and language skills.
Factors affecting international compensation- the key components of international compensation- approaches to international compensation and the advantages and disadvantages of each approach- ROI indicators for calculating international assignment.

Targeted Application & Tools that can be used:
https://hrone.cloud/simplifyhr/?utm_source=softwaresuggest&utm_medium=ppc

Project work/Assignment: Mention the Type of Project /Assignment proposed for th
Assignment 1: **Team Presentation of HR in one country-** China, Japan, Germany, Br
emerging market country
Each team will be responsible for a 45 minute 'presentation' via Adobe Connect, on HI
These country groups are pre-formed, and are listed in the weekly schedule assignme
how is HR handled in China by local firms, and the extent to which you discern differ
MNCs view HRM. Key cross-cultural differences and some business practices can be b
the THRUX of this assignment is to present HRM differences in a PPT (using Adobe C
use YouTube or other visual prompts to illustrate your country's HR practices. Team
listed in the calendar of assignments, and are due on the day assigned. Refer PU libra
assignment
Experiential learning : Public discussion forum on emerging topics of IHRM.

Text Book:

T1. Peter J. Dowling, Marion Festing, Allen D. Engle (1 January 2017) International Human   Resource Management Cengage Learning India Private Limited

T2. P.Subba Rao. International Human Resource Management (The second edition.) Himalayan Publishing House Pvt. Ltd

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Reference:

E-Reading / Essential Reading:

R1. Cindy Zacker , Frank Faller, Katja Holderbach, Corinna Plodeck , (14 June 2004) IHRM - The Process of Foreign Assignments GRIN Verlag (Publishers)

R2. Christopher Brewster (Author), Dr Elizabeth Houldsworth (Author), Paul Sparrow. (2016) International Human Resource Management CIPD - Kogan Page

R3. Daniel Wintersberger (1st) International Human Resource Management: A Case Study Approach Kogan Page.

R4.E-Book-https://www.cambridge.org/highereducation/books/international-human-resource-management/6793B047158A3E362F68EAD14E12E7E7#overview

Scroggins, W.A. and Benson, P.G. (2010), "International human resource management: diversity, issues and challenges", *Personnel Review*, Vol. 39 No. 4, pp. 409-413. https://doi.org/10.1108/00483481011045380

Torrington, D. and Holden, N. (1992), "Human Resource Management and the International Challenge of Change", *Personnel Review*, Vol. 21 No. 2, pp. 19-30. https://doi.org/10.1108/00483489210012035

Referral syllabi -**Florida International University**

http://cpbucket.fiu.edu/man6626xs1131_mshrmol/syllabus.html

PU library

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00483481011045380/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00483489210012035/full/html

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Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through** <mark>**Participative Learning Techniques.**</mark> This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3017	Course Title: Organization change and development	L-P-C	3		
			0	0	3
Version No.	2.0				
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of Organization development as a part of Human Resource Management				
Anti-requisites	Nil				
Course Description	This course introduces the student to the discipline of Organizational Development (OD); it provides an overview of how an Organizational Development specialist plans and implements interventions to create interpersonal, group, intergroup, or organization-wide change. This course presents theoretical and historical foundations of the field and explains the practical interventions involved in an OD process; in addition, values, ethics and the role of the Organizational Development professional/change agent will be studied.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the basic concepts of organization change **(Knowledge)** CO2: Outline the traditional and modern methods of change management **(Comprehension)** CO3: Discuss the elements of Organization development **(Comprehension)** CO4: Explain contemporary practices of change management in linkage with an organization strategy **(Comprehension)**				
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Organization Change and Development and** attain **Employability** through **Participative Learning techniques.**				
Course Content:					
Module 1	Organization change			10 Sessions	
Organizational change- Introduction, nature of change, Internal & External changes, types of change, Models of change- Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.					
Module 2	Resistance to change			10 Sessions	
Topics: **Resistance to change-** reasons for the resistance, overcoming resistance for the change, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.					

Module 3	Organization development			10 Sessions

Organization Development-Introduction, history, evolution of OD, OD interventions: Definition, actors to be considered, choosing and sequencing, intervention activities, classification of OD interventions, results of OD, typology of interventions based on target groups. **Process of Organization Development:** Entering into OD relationship, developing a contract.

Module 4	**Diagnosing Organizations**			10 Sessions

Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, Designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions

Targeted Application: developing training program for organization development
Tools that can be used: MS office, MS excel

Project work/Assignment:
Organization change questionnaire data collection and analyzation. Refer E resources for completion of assignment
Experiential learning :

Text Book
Dr. Mrs. Anjali Ghanekar, Essentials of Organisation Development, Everest Publishing House

References
Harvey, D.F. and Brown, D.R., An Experimental Approach to Organization Development, PrenticeHall, Englewood Cliffs,N.J.,1990
Cummings, T. G. & Worley, C. G. (2009).Organization Development and Change (9th edition). Canada: South-Western Cengage Learning
Zaptin, J. (2004), "Learning to Change: A Guide for Organization Change Agents", *Journal of Managerial Psychology*, Vol. 19 No. 4, pp. 455-459. https://doi.org/10.1108/02683940410537981
Bergenhenegouwen, G.J. (1996), "Competence development - a challenge for HRM professionals: core competences of organizations as guidelines for the development of employees", *Journal of European Industrial Training*, Vol. 20 No. 9, pp. 29-35. https://doi.org/10.1108/03090599610150282
PU E- Resources Link:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02683940410537981/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610150282/full/html

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques**. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3085	Course Title: Performance Management	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic knowledge of Human resource management Understand the role of HR manager in a company Knowledge of performance management as a sub function of Human resource management					
Anti-requisites	**Nil**					
Course Description	Performance management course will help the students in understanding its relevance as a sub system of Human resource function. It provides an insight about methods adopted to evaluate performance of employees at work and provide counselling to channelize the efforts of manpower towards attainment of organization goal. It will help the students in understanding the prerequisites for imbibing the performance management culture in the organization in adherence to ethical standard.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the importance of managing employee performance at work and its impact on organization (Knowledge) CO2: Identify performance management techniques, rewards and sanctions to improve performance (Comprehension) CO3: Discuss the procedure for implementation of PMS (Comprehension) CO4: Explain the significance of ethics in performance management system . (Comprehension)					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Performance Management and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						
Module 1	Introduction to Performance management			10 Sessions		
	Topics: Characteristics, Objectives and Principles of Performance Management, Performance Appraisal to Performance Management, Challenges to Performance Management. Performance Management System: Objectives, Functions, Characteristics of effective PMS, Competency based PMS, Electronic Performance Management					

Module 2	Performance Planning			10 Sessions
	Topics: Characteristics, Objectives, Importance & Methodologies, Process & Barriers to Performance Planning, Competency Mapping, Methods of Competency Mapping. Performance Appraisal: Process, Approaches, Methods & Common Rating Errors, Potential appraisal.			
Module 3	Executing performance Management			10 Sessions
	Bottlenecks, Strategies & Factors affecting PM implementation, Operationalizing Change through Performance Management, Building & Leading high performance team, Organizational Culture and Performance Management.			
Module 4	Futuristic PM			10 Sessions
	Ethics in Performance Management: Principles, Ethical Issues & Dilemmas, Developing Code of Ethics, Performance Management in MNCs. Future role of HR Professionals in Performance Management			
	Targeted Application & Tools that can be used: MS office for class presentation Knowledge Application –Individual level, Group level & Organization Level			
	Project work/Assignment:			
	Experiential learning : Developing HR templates (Performance Appraisal, case study on potential appraisal, developing performance management metrics, design performance management from case study perspective) Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)			
	Text Book B.D Singh(2012), *Performance Management System a Holistic Approach*, Excel books			
	References TV Rao, Raju , Gopal Mahapatra Nandini, *Performance Appraisal & 360 Degree Feedback*, 2nd Edition, Excel Books/Oxford IBH **Articles** Schleicher, Deidra J; Baumann, Heidi M; Sullivan, David W; Levy, Paul E; Hargrove, Darel C; et al.(2018) Putting the System Into Performance Management Systems: A Review and Agenda for Performance Management Research **Journal of Management; Tucson** Vol. 44, Iss. 6,			

	Klikauer, Thomas.**Management Learning; Thousand Oaks** (Sep 2017):, Book review: Eight fatal flaws of performance management: How performance management is killing performance - and what to do about it: rethink, redesign, reboot Vol. 48, Issn. 4, 492-497.
	SELF APPRAISAL : https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02683949610129758/full/html
	Online Resources
	https://onlinecourses.nptel.ac.in/noc20_hs17/preview
	https://nptel.ac.in/courses/110/105/110105137/
	https://nptel.ac.in/courses/109/105/109105127/
	https://nptel.ac.in/courses/110/105/110105069/
	Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.
Catalogue prepared by	Dr. Renju Mathai
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3087	Course Title: Personal Growth and Interpersonal Effectiveness	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Basic knowledge of Human resource management • Understand the role of HR manager in a company • Knowledge of performance management as a sub function of Human resource management					
Anti-requisites	**Nil**					
Course Description	The course is conceptual in nature and will help the students to have a detailed understanding about personality, concepts of personality and influence of personality on individual performance. Students will have a hands-on understanding about usage of personality assessment tools and its applicability at workplace.					

Course Out Comes	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of team building activities and filed project. CO1: Describe the concept of personal growth CO2: Explain the applicability of personality assessment tools in assessing employee's personality CO3: Apply theories of personality in employee counseling and training program CO4 : Explain the significance of personal change in individual development CO5 : Relate the role of transaction analysis in effective workplace communication.
Course objective	The objective of the course is to familiarize the learners with the concepts of **Personal Growth and Interpersonal Effectiveness and** attain ==Employability== through ==Participative Learning techniques.==
Course Content:	

Module 1	Personal growth			10 Sessions
Meaning, nature and scope of personal growth. Self-awareness and self-esteem, life roles, social roles and organizational roles, role clarity and role boundaries. Ego states- Id, ego and super ego and defence mechanisms; developing a self-improvement plan.				
Module 2	Interpersonal Trust			10 Sessions
Interpersonal Trust: Discovering facets of interpersonal trust through Johari Window (Openness, confidentiality, blind spot and unknown part of personality); Self disclosure, seeking feedback, self-reflection and practicing new behaviours.				
Module 3	Understanding Human Personality			10 Sessions
Personality – Meaning & Determinants; Personality theories, Type A and B Personalities, Carl Jung's theory of personality Types and Myers Briggs Type Indicator test (MBTI) PF 16, Trait theories- Guilford Peogut, Emotional intelligence – Meaning, Dimensions, and Emotionally intelligent Organizations.				
Module 4	Attitudes, beliefs, Values and their impact on behavior			10 Sessions
Personal change- meaning, nature and requisites. Locus of control. Habit Formation - Habits of personal effectiveness. Seven habits of highly effective people.				
Targeted Application & Tools that can be used: MS office for class presentation				

Knowledge Application –Individual level, Group level & Organization Level				
Module 5	Interpersonal relations and personal growth	**Personality assessment tool**	FIRO-B	10 Sessions

Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, Time management and honoring the commitments **Transactional Analysis:** Ego states, types of transactions and time structuring. Life position, scripts and games; strokes and stamps. **Experiential learning methodologies:** T-group sensitivity training, encounter groups and appreciative enquiry.

Project work/Assignment: Course project on any three personality assessment tools

Experiential learning: Understanding personality through personality assessment tools

Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Text Book

Organizational Behaviour: Human Behavior at work – John W. Newstrom and Keith Davis, 11/e, Tata McGraw Hill, 2003.

References

Human Relations in organizations - Robert N. Lussier, 6/e, Mc-Graw Hill Education.

Development of Management Skills - Whetten& Cameron, 7/e, PHI.

Competency Mapping Assessment and Growth - Naik G.P, IIHRM, 2010.

Articles

L. S. Baird, "Self and Superior Ratings of Performance: As Related to Self-Esteem and Satisfaction with Supervision," in *IEEE Engineering Management Review*, vol. 8, no. 4, pp. 59-68, Dec. 1980, doi: 10.1109/EMR.1980.4306853.

Shenton, A.K. (2007), "Viewing information needs through a Johari Window", *Reference Services Review*, Vol. 35 No. 3, pp. 487-496. https://doi.org/10.1108/00907320710774337

PU Library link

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4306853

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00907320710774337/full/html

Online Resources

Topics relevant to **EMPLOYABILITY :** XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Renju Mathai
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3018	Course Title: **Strategic Human Resource Management**	L- T- P- C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Human Resource Management course					
Anti-requisites	NIL					
Course Description	This course utilizes an experiential learning approach for gaining enhanced knowledge about the HR process and how to align as per the organizational goals and strategies. The course utilizes an experiential learning approach to know about the foundation of strategic human resource management. It will help to understand strategic human resource management from global context as well as from change context. It includes topic related to strategic human resource development, talent management, employee engagement, new forms of strategic management.					
Course Outcomes	On completion of this course, the student will be able to: Describe the importance of strategic human resource management for competitive advantage (**Knowledge**) Discuss the HR processes like talent management, human resource development from the perspective of strategic human resource management. **[Comprehension]** **Explain** how HR strategies are used to achieve organization goals **[Comprehension]** Discuss memorable strategies used in HR processes. **[Comprehension]**					
Course Objective:	The objective of the course is to familiarize the learners with the concepts of **Strategic Human Resource Management and** attain <mark>Employability</mark> through **Participative Learning techniques.**					
Module 1	Introduction to strategic human resource management			10 Sessions		
Topics: Meaning of strategic human resource management. Different approaches of strategic human resource management. Development of strategic human resource management. Significance of strategic HR policies.						
Module 2	Human resource strategy			10 Sessions		

Topics: Meaning of human resource strategy. Human resource strategy: content issues , Human resource strategy: process issues. Implementing issues related to HR strategy. The power and politics in organization, Challenges of the HR professional.				
Module 3	SHRM and competitive advantage			10 Sessions

Strategy, strategic management and competitive advantage. The classical versus alternative perspectives on strategy, Linking HRM to organisational strategy, Approaches to strategic alignment

Strategic options and HR decisions – Downsizing and restructuring - Domestic and International labour market - Mergers and Acquisitions - Outsourcing and off shoring

Module 4	Global SHRM			10 Sessions

Strategic Responses of Organisations to Changing Environment – Portfolio process and structure related strategic responses, Strategic HR, Globalisation. The drivers of globalisation. Globalisation and SHRM. Changing character of the workforce. Changing nature of the work. Workplace flexibility. Change in management practices.

Targeted Application & Tools that can be used:
Research Paper, Case Study, Data Analysis,

Project work/Assignment:

Project/ Assignment:

Assignment: 1] Refer to the research paper assigned from the PU library and analyse the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)
Assignment: 2] Review HBR Article bringing out and analysing the core principles around which the article revolves. Respond to the questions cited at the end of case study.
Experiential Learning Activity: Demonstrate learning by holding a live event focused on giving experiences to people.

Text Book
T1**. Catherine Bailey, David Mankin, Clare Kelliher, and Thomas Garavan** (2018).Strategic Human Resource Management. Oxford University Press

References
Books:
R1 **Catherine Truss, David Mankin, Clare Kelliher (2012**). *Strategic Human Resource Management*

R2. **Michael Armstrong(2008)**. Strategic Human Resource Management : A guide to action. Kogan Page

R3. **Gary Rees and Paul Smith(2017**). Strategic Human Resource Management: An International perspective. Sage

PU Library References

https://presiuniv.knimbus.com/user#/home
Yingying Zhang, Simon Dolan, Tony Lingham, and Yochanan Altman (2015), "International Strategic Human Resource Management: A Comparative Case Analysis of Spanish Firms in China", Management and organisation Review. Vol5 No. 2 pp 195-222 Link: https://www.cambridge.org/core/journals/management-and-organization-review/article/abs/international-strategic-human-resource-management-a-comparative-case-analysis-of-spanish-firms-in-china/A689AE07A038CBC4A6FCD1B2F3A8F547

Kim, S and Wright, P.M (2015). "Putting strategic human resource management in context: A contextualized model of high commitment work systems and its implications in China" Management and organisation Review. Vol7 No. 1pp. 153-174 Link: https://www.cambridge.org/core/journals/management-and-organization-review/article/abs/putting-strategic-human-resource-management-in-context-a-contextualized-model-of-high-commitment-work-systems-and-its-implications-in-china/8106F86CC82C3878F8EF2C636BD3821E

HBR Digital Articles:
Much,G.(2022). How can you make visibility into a hybrid workforce, Harvard Business Review.
-Link: https://hbr.org/2022/06/how-can-you-build-visibility-into-a-hybrid-workplace

Moss, J (2022). Pandemic changed us. Now company has to change to. Harvard Business Review
     Link: https://hbr.org/2022/07/the-pandemic-changed-us-now-companies-have-to-change-too

Videos
Mariot Hotel
https://www.youtube.com/watch?v=a9ZaY1m_kFw

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through ==Participative Learning Techniques==.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Renju Mathai
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3088	Course Title: Training and Development	L-T-P-C	3 0	0	3
Version No.	1.0				
Course Pre-requisites	Basic knowledge of Human resource management Understand the role of HR manager in a company				
Anti-requisites	**Nil**				
Course Description	The course is conceptual in nature and will help the students to gain thorough knowledge about training and development, application of training development in the organization. By the completion of the course students will be able to develop a conceptual framework of designing and implementing training program.				
Course objective	The objective of the course is to familiarize the learners with the concepts of **Training and Development** attain ==Employability== through ==Participative Learning techniques.==				
Course outcome	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of team building activities and filed project. CO1: Describe the significance of learning and development CO2: Explain the functions of training program CO3: Explain the process of training program CO4 : Apply methods and techniques of training program CO5 : Apply training evaluation techniques to assess the effectiveness of training program				
Course Content:					
Module 1	Training			10 Sessions	
Meaning of Training and Development, Basic Concepts of Training in an Organization, Role, Responsibilities & Challenges of Trainers and Training Managers.					
Module 2	Significance and Need for Training			10 Sessions	
Training Functions: Organization & Management of Training programs, Systematic Approach to Training, Training Process, Training Need Assessment - Components of Training Need Assessment (Organizational, Task / Job Needs and Person Analysis), Classification of Training Needs - Democratic Needs, Diagnostic Needs, Compliance Needs, Analytical Needs, Action Research.					

Module 3	Process of Learning in Training			10 Sessions

Process of Learning in Training: Instructional Objectives & Lesson Planning - 5E Instructional Model, Learning Process. Learning Objectives (SMART) Training Climate & Pedagogy.

Module 4	Training Modules			10 Sessions

Training Modules: Developing Training Modules - Steps, Training Methods & Techniques - On-the-job & Off-the-job Training Methods, Facilities Planning (Space & Design), Training Aids & Training Communication.

Module 5	Training Evaluation			10 Sessions

Training Evaluation: Principles, Criteria, Techniques, Tools, Levels & Models for Training Evaluation. Training & Development in India, ROI of Training.

Targeted Application & Tools that can be used: MS office for class presentation Knowledge Application –Individual level, Group level & Organization Level

Project work/Assignment:

Experiential learning: Understanding personality through personality assessment tools

Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Text Book
B.Taylor & G.Lippitt: MANAGEMENT DEVELOPMENT AND TRAINING HANDBOOK

References
William E.Blank, HANDBOOK FOR DEVELOPING COMPETENCY BASED TRAINING PROGRAMMES, Prentice-Hall, New Jersey.
David A.DeCenzo & Stephen P.Robbins: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
Articles
Adamson, P. and Caple, J. (1996), "The training and development audit evolves: is your training and development budget wasted?", *Journal of European Industrial Training*, Vol. 20 No. 5, pp. 3-12. https://doi.org/10.1108/03090599610119674
PU Library link
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610119674/full/html
Online Resources
https://onlinecourses.nptel.ac.in/noc22_hs63/preview

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Renju Mathai
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3073	Course Title: Social Media ad HRM	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of HR functions					
Anti-requisites	Nil					
Course Description	Subject will give an understanding about various sub functionalities of Human resource management and execution of these functionalities through social media platform. Course is conceptual in nature and provides an overview of various social media platform and its effectiveness in practicing functionalities of HRM. It will help the students in understanding the role of social networking websites in doing HR activities.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the applicability of Social media in performing HR functionalities. CO2: Explain the practice of recruitment through social media platform. CO3: Discuss the role of social media in effective training and development. CO4: Explain the role of social media in manpower planning and performance appraisal practices CO5 : Application of employer branding activities through social media					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Social Media and HRM and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>					
Course Content:						
Module 1	Introduction to social media			10 Sessions		
Topics: social media and human resource management, meaning, terms in social media, benefits of using SNW for HR Functions, SNW for HR functions						
Module 2	Social media and recruitment			10 Sessions		
Topics: recruitment, types of recruitment, sources, methods , use of social media for recruitment function, company recruitment practices through social media.						
Module 3	Social media and training			10 Sessions		
Topics: training, instructional approaches, methods, training and SNW, CBT and SNW.						

Module 4	Social media and Human Resource planning			10 Sessions
Topics: HRP , HRP relevance, HRP methods, talent management, HRP through SNW. performance appraisal, types , errors, PAS and SNW , challenges in using SNW for PAS.				
Module 5	Branding and SNW			10 Sessions
Employer branding, digital employer branding, Internal and external digital branding, communicating employee value proposition through social media				
Targeted Application: Developing content for HR function for social media Tools that can be used: MS office, MS excel, social media platforms				
Project work/Assignment: Developing content for HR function for social media				
Presentation on ad campaign for recruitment activity				
Text Book V.S.P. Rao, Taxmann's Human Resource Management, Taxmann Publications Pvt. Ltd.; 2nd edition (18 August 2020); Taxmann Publications Pvt. Ltd., 978-939012839 Susan L. Verhulst, Wiley (1 September 2021); Wiley India Pvt Ltd. 1402, 14th Floor, World Trade Tower Plot No. C - 1, Sector – 16, Noida – 201301, 978-9354243394 Raman Preet , Wiley (1 January 2019), 978-8126578061				
References Dr. A.Narasima Venkatesh, Anam Aslam, , DR B.S.Mishra, V. Dhanraj, HRM: AN EFFECTIVE TOOLKIT FOR BUSSINES, 978-9355153753 Gary Dessler, Pearson Education; Fifteenth edition (26 December 2017), 978-9352862658 **Presidency University link** **Online Resources**				
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Renju Mathai			
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024			
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024			

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Course Code: BBA3012	Course Title: Compensation Management	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of compensation as a part of Human Resource Management					
Anti-requisites	Nil					
Course Description	Course will enable the students to understand the concepts of compensation and its relevance from business perspective. The course is conceptual in nature and will enhance students' knowledge about various traditional and modern practices of compensation methods in adherence to the government policies on compensation. Students will be able to have a better understanding about designing a compensation policy in line with skills sets of employees and marketed standards in various business operate.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the basic concepts of compensation management **(Knowledge)** CO2: Outline the traditional and modern methods of compensation management **(Comprehension)** CO3: Discuss the framework compensation decisions **(Comprehension)** CO4: Discuss the trends employee compensation **(Comprehension)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Compensation Management and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>					
Course Content:						
Module 1	Introduction to compensation management				10 Sessions	
Topics: Compensation meaning, nature of compensation, types of compensations, features of effective compensation policy, compensation approaches, compensation- base to pay, individual Vs team rewards, Perceptions of pay Fairness, legal aspects of compensation management , recent trends in compensation management .						
Module 2	Techniques of compensatio				10 Sessions	

	n management			
Topics: Bases for Traditional Pay System and Modern Pay System – Establishing Pay Plans – Aligning Compensation Strategy with HR Strategy and Business Strategy – Seniority and Longevity Pay – Linking Merit Pay with Competitive Strategy – Incentive Pay – Person Focus to Pay – Team Based Pay.				
Module 3	Framework for compensation management			10 Sessions
Topics: Variable Pay and Executive Compensation: Strategic reasons for Incentive plans, administering incentive plans, Individual incentive plans-Piecework, Standard hour plan, Bonus, Merit Pay, Group incentive plans- Team compensation, Gain sharing incentive Plans .				
Module 4	Trends in compensation management			10 Sessions
Topics: Trends in compensation management : **Employee Benefits Management:** Components – Legally Required Benefits – Benefits Administration – Employee Benefits and Employee Services – Funding Benefits Through VEBA – Costing the Benefits – Components of Discretionary Core Fringe Compensation – Designing and Planning Benefit Program – ESOP, Totally Integrated Employee Benefit Program				
Targeted Application: Preparation of pay slip, salary structure Tools that can be used: MS office, MS excel				
Project work/Assignment: Preparation of salary slip, designing compensation policy Refer to the research paper assigned from the PU library and analyse the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.) Experiential learning: Presentation on Compensation planning				
Text Book Compensation & Reward Management, BD Singh, Excel Books Compensation, Milkovich & Newman, TMH				
References Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education. Compensation Management, ErSoniShyam Singh, Excel Books.				

Shipley, C.J. and Kleiner, B.H. (2005), "Compensation management of commissioned sales employees", *Management Research News*, Vol. 28 No. 2/3, pp. 2-10. https://doi.org/10.1108/01409170510785048

Sethi, S.P. and Namiki, N. (1987), "TOP MANAGEMENT COMPENSATION AND CORPORATE PERFORMANCE", *Journal of Business Strategy*, Vol. 7 No. 4, pp. 37-43. https://doi.org/10.1108/eb039174

PU E- Resources Link:

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01409170510785048/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb039174/full/html

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through <mark>Participative Learning Techniques</mark>.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Renju Mathai
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3028	Course Title: HR analytics Type of Course: Program Core, Lab	L-T-P-C	3	1	0	4
Version No.	2.0					
Course Pre-requisites	Basic knowledge of Business Analytics Understanding about foundation concepts of Human resources Knowledge about MS excel Subjective knowledge of HR analytics					
Anti-requisites	Nil					
Course Description	This course provides an insight towards having an analytical perspective knowledge, skills, and competencies to address human capital. It introduces the central concepts of people orientated analytics and via hands-on exercises, builds skills and competencies around the management, analysis and representation of data. The subject explores how analytics helps managers to address both tactical and strategic level human capital issues.					
Course objective	The objective of the course is to familiarize the learners with the concepts of **HR Analytics and** attain **Employability** through **Participative Learning techniques.**					
Course Out Comes	CO1: Discuss the foundations of analytics and its relatedness with HR process **(Knowledge)** CO2: Demonstrate HR analytics and visualization using MS excel **(Comprehension)** CO3: Demonstrate predictive and prescriptive analytics **(Application)** CO4: Interpret the data to draw inferences for decision making in Human resources **(Application)**					
Course Content:						
Module 1	Introduction to business analytics			10 Sessions		

Topics: Business analytics, Meaning and scope, understanding business analytics, History and growth of business analytics, advantages and challenges, Application of analytics in different domains of management, levels of Business analytics.HR analytics – evolution, scope, application and challenges, Ethics in HR analytics, future of HR analytics. HR metrics – types, application and exercises – HR planning, Training and development, Staffing, Payroll, Performance Appraisal

| Module 2 | Descriptive analytics in HR | | | 10 Sessions | | |

Topics:	Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. Creation of HR dashboards, story boarding. Pivot table, charts and tables, slicers.			
Module 3	**Predictive and prescriptive analytics in HR**			10 Sessions

HR data visualization – Data mapping, Scatter chart, bar charts, data merging and blending, use of Big data in data visualization

Module 4	**Advanced HR analytics**			10 Sessions

Correlation analysis, regression analysis, Multiple regression analysis Paired T-test, Factor analysis, HR modelling, decision tree, learning curve, sensitivity analysis, Cluster analysis (VOS viewer)

Targeted Application & Tools that can be used: Data analysis using MS Excel, SPSS

Project work/Assignment:

Assignment I : interact with people from industry to understand the benefits and challenges of using HR analytics . write a report based on research reviews of HR analytics – Refer E resources.
Experiential learning : Solve problems of HR metrics using MS Excel, PSPP, SPSS, Power Bi

Text Book

Banerjee P., Pandey J., Gupta M. (2019) *Practical application of HR analytics*, SAGE
Camm J.,Cochran J., Fry M., Ohlmann J., Anderson D., Sweeney D., Williams T., (2015) *Essentials of Business Analytics* Cengage Learning
K. Simbeck, "HR analytics and ethics," in *IBM Journal of Research and Development*, vol. 63, no. 4/5, pp. 9:1-9:12, 1 July-Sept. 2019, doi: 10.1147/JRD.2019.2915067.
MIT Sloan Management Review; Paul Michelman, "7 Is Your Company Ready for HR Analytics?," in *How to Go Digital: Practical Wisdom to Help Drive Your Organization's Digital Transformation* , MIT Press, 2018, pp.59-64.

References
PU LIBRARY LINK
https://ieeexplore.ieee.org/document/8333194
https://ieeexplore.ieee.org/document/8708197

Online Resources
https://www.linkedin.com/learning/people-analytics
https://www.udemy.com/course/complete-human-resource-management-setup-workflow-toolkit/
https://www.coursera.org/learn/wharton-people-analytics

Topics relevant to **EMPLOYABILITY** : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Anouja
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3016	Course Title: Knowledge Management	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Basic knowledge of Knowledge management • Updated Knowledge in Business world					
Anti-requisites	Nil					
Course Description	This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. Topics include knowledge generation, knowledge coordination and codification, knowledge transfer and reuse, technologies and knowledge management and knowledge management strategies. The goal is to enable students to learn about this practice in the context of managing the design, development and operation of information technologies that can facilitate Knowledge Management for Industry 4.O and in near future Industry 5.O. revolution.					
Course Out Comes	**On successful completion of the course the students shall be able to:** CO1: Recognize the importance of types of knowledge and features of knowledge transfer – (Remember) CO2: Apply knowledge management mechanisms and map the knowledge management matrix (Apply) CO3: Analyze social knowledge in changing scenarios and overcoming knowledge sharing barriers at various levels (Analyze) CO4: Discuss the knowledge management concepts through knowledge audit and knowledge analysis (Understand)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Knowledge Management and attain Employability through Participative Learning techniques.					
Course Content						
Module 1	Introduction to Knowledge				10 Sessions	

	Manageme nt			

Topics: Introduction to KM, History of KM, Importance of KM, Knowledge Activities and Knowledge transfer, Barriers and features of Knowledge transfer, Dimensions of Knowledge Management

Module 2	**Knowledg e Manageme nt in Business**			10 Sessions

Topics: Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix

Module 3	**Applicatio n of Knowledg e Manageme nt System**			10 Sessions

Topics:

Knowledge management system, Components of Knowledge management system, Application of KMS in Organization. Tools and techniques, Advantages of KMS and it's impact on productivity. Knowledge Application – Individual level, Group level & Organization Level.

Module 4	**Strategic Knowledg e Manageme nt and** Best Practices in Actualizing Effective Knowledge Manageme nt**:**			10 Sessions

Topics:

KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card., Knowledge Acquisition & Application tools. KM Team–Roles & Responsibilities, , Ethics in KM, Best practices in actualizing Knowledge

Management ,Monetary and non-monetary incentives. Role of leaders and Roger's theory of diffusion of innovations and it's applications.

Text Book:
1. Probst, G.; Raub, S.; Romhardt, K. (2000): Managing Knowledge. Building Blocks for Success. Chichester u.a.: Wiley.
2. Krogh, G.v.; Ichijo, K.; Nonaka, I. (2000): Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge an Release the Power of Innovation. Oxford: Oxford University Press.
3. Davenport, T.; Probst, G. (2002): Knowledge Management Case Book: Siemens Best Practice's. 2nd Ed. Munich: Publicist
4. Ian Watson (2003) Applying Knowledge Management: Techniques for Building Corporate Memories (The Morgan Kaufmann Series in Artificial Intelligence) 1st Edition, Kindle Edition.

References:
- Kimiz Dalkir (2011), Knowledge Management in Theory and Practice - 2nd edition by The MIT Press.
- Hislop, D., Bosua, R., & Helms, R. (2018). Knowledge management in organizations: A critical introduction. (4th edition) Oxford: Oxford University Press.

PU E-Resources::

https://presiuniv.knimbus.com/user#/searchresult?searchId=knowldge%20management&curPage=0&layout=list&sortFieldId=none&topresult=false&content=*knowledge%20management*

Swayam & NPTEL Video Lecture Sessions on Knowledge Management:

https://nptel.ac.in/courses/110/105/110105076/

https://www.tutorialspoint.com/knowledge_management/knowledge_management_tutorial.pdf

Web Based Resources:

1. https://hbr.org/2007/07/the-knowledge-creating-company
2. https://elearningindustry.com/knowledge-management-processes-techniques-tools

Topics relevant to EMPLOYABILITY SKILLS :   Best practices in actualizing knowledge Management for ==Employability Skills== through ==Participative Learning Techniques.== This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Anouja
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BHR3002	Course Title: Labour legislation	L-T- P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic knowledge of HRM				
Anti-requisites	Nil				
Course Description	The course will enable the students to understand the provision of labour legislation acts followed by recent amendments related to the acts for benefits of the Employee and Employer. Post completion of the course the students will be well versed with the legal acts on aspects of workforce management, compensation management and social security of employees.				
Course Out Comes	**On successful completion of the course the students shall be able to:** CO1 : Describe the labour legislation acts for Workforce Management CO2 : Classify the acts relating to dispute management and employee benefits CO3 : Summarize the labour legislation acts focus on Employee Social Security				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Labour legislation and attain Employability through Participative Learning techniques.				
Course Content					
Module 1	Workforce Management Acts			15 Sessions	
Topics: The Factories Act, 1948, The Trade Unions Act, 1926, The Payment of Wages Act, 1936, The Minimum Wages Act, 1948, Case study.					
Module 2	Employee Compensation and benefits act			15 Sessions	
Topics: The Industrial Disputes Act, 1947, The Workmen's Compensation Act, 1923, The Payment of Gratuity Act, 1972, The Payment of Bonus Act, 1965, Case Study					
Module 3	Social Security Acts			10 Sessions	

Topics: The Employee's Provident Fund & Misc. Act, 1952, The Apprentices Act, 1961, The Equal Remuneration Act, 1976, The Maternity Benefit Act, 1961, Paternity benefit Act, Case Study	
Text Book: 1. P.K. Padhi, Industrial Laws, PHI, 2008. 2. Kapoor N. D, Elements of Mercantile Law, Sultan Chand, 2008	
References: 3. Tax Mann, Labour Laws, 2008. 4. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill, 2012. 5. Respective Bare Acts.	
Topics relevant to EMPLOYABILITY SKILLS : Factories Act, 1948 for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	

Catalogue prepared by	Dr. Anouja
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

MARKETING SPECIALIZATION COURSES

Course Code: BBA3070	Course Title: International Marketing	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Management Knowledge of Marketing					
Anti-requisites	**Nil**					
Course Description	The course is conceptual in nature and will provide an overview to students about marketing practices in an international market. After completion of the course the students will be benefited by understanding applicability of specific marketing techniques in international scenario and its impact on business.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of international marketing CO2: Discuss product and Pricing strategies in International Market CO3: Explain the tasks involved in managing international distribution and promotion CO4: Apply branding techniques in International Market CO5 : Discuss the emerging trends in International Market					
Course objective	The objective of the course is to familiarize the learners with the concepts of **International Marketing and** attain <mark>Employability</mark> through <mark>**Participative Learning techniques.**</mark>					
Course Content:						
Module 1	**Introduction to International Marketing**			**10 Sessions**		
International Marketing: International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting, Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.						
Module 2	**International Product and pricing strategies**			**10 Sessions**		
International Product and Pricing Strategies: Product Designing – Product Standardization Vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination.						
Module 3	**Managing International**			**10 Sessions**		

	distribution and promotion			

Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.

Module 4	Branding in International market			10 Sessions

Branding, Branding concepts, Branding in International Marketing, Packaging concepts, Packaging in International Marketing, Packaging Symbols, Promotions in International Marketing

Module 5	Emerging trends in International Market			10 Sessions

Emerging Trends in International Marketing: Regionalism v/s Multilaterism – Trade Blocks –Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing Research for Identifying Opportunities in International Markets.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
Class presentation on standardization and adaptive strategies in International Market
Case study analysis

Reference
Text book
Cateroa, R, Phillip, International Marketing, Tata McGraw Hill,2006
Vern Terpestra, International Marketing, Cengage Learning,2010

Reference
RC Varshney and B.Bhattacharya, International Marketing- Indian Perspective, Sultan chand& Sons New Delhi,2006
Fayerweather, J, International Marketing Management, Sage Publication,2006
Chung, H.F.L. (2009), "Structure of marketing decision making and international marketing standardisation strategies", *European Journal of Marketing*, Vol. 43 No. 5/6, pp. 794-825. https://doi.org/10.1108/03090560910947052
Singh, S. and Duque, L.C. (2020), "Familiarity and format: cause-related marketing promotions in international markets", *International Marketing Review*, Vol. 37 No. 5, pp. 901-921. https://doi.org/10.1108/IMR-10-2018-0307
PU library link
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090560910947052/full/html

E resources:
https://onlinecourses.nptel.ac.in/noc22_mg50/preview

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Sreya R
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3021	Course Title: Consumer Behavior	L-T-P-C	**3**	0	0	**3**
Version No.	1.0					
Course Pre-requisites	Knowledge of Marketing Knowledge of consumer behavior as a part of Marketing					
Anti-requisites	**Nil**					
Course Description	**COURSE DESCRIPTION:** The purpose of this subject is to introduce students to consumers and consumer behavior in the market place. This course is theoretical in nature and students will get benefitted by understanding the psychological knowledge by capturing consumer insight.					
Course Objective:	The objective of the course is to familiarize the learners with the concepts of **Consumer Behavior** and attain **Employability** through **Participative Learning techniques.**					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Describe the nature of consumer behavior **(Knowledge)** CO 2. Discuss the importance of cognitive mechanism of consumer behavior at individual level **(Comprehension)** CO 3. Discuss the wide range of social and cultural factors influences the consumer behavior **(Comprehension)** CO4. Summarize the consumer decision making process **(Comprehension)**					

Course Content:				
Module 1	**Introduction**			**10 Sessions**
Role of Consumer Behavior in Marketing- Definition; Consumer behaviour and marketing mix; Recent Trends in Consumer behavior; Antecedents of Consumer behavior: Psychology, Economics, Sociology, Anthropology, Neuroscience; Consumer Research; Stages of Consumer buying; Conscious consumerism.				
Module 2	**Consumer Perception and Motivation**			**10 Sessions**
Consumer Motivation: Needs, Drive, Meaning, Types, Process, Categories and Theories; Personality: Definition, Elements, Theories; Consumer Perception: Meaning, Elements, Process, Absolute & Differential Threshold, Selective perception, Perception -Quality & Risk; Learning: Meaning, Behavioral Learning Theories – Classical & Operant Conditioning, Observational Learning, Cognitive Learning Theories; Attitude – Nature, definition, TORA				
Module 3	**Consumer Decision Making Process**			**10 Sessions**
Opinion Leadership Process- definition, dynamics, A profile of opinion leader; Diffusion of Innovations -Types of innovations, Diffusion process, Adoption Process, Diffusion strategies; Consumer Decision Making Process; Post Purchase behavior; Model of Consumer Decision making: Black Box Model, Howard-Sheth Model, Hawkins Stern Impulse Buying				
Module 4	**Consumer at Social & Cultural Setting**			**10 Sessions**
Reference Groups – Meaning, Impact, types; Involvement of Family in the marketing concept: Functions, importance of family in Indian scenarios, Family Decision making; Social Class: Definition, profiles of social class, implications; Culture: Meaning, characteristics; measurement of culture, categories; Values-Terminal & Instrumental, Factors, Influence of value on Consumer behaviour.				
Targeted Application & Tools that can be used: Projective techniques helps the understand the customers' needs and preferences				
Project work/Assignment: Mention the Type of Project **Project:** Develop the infographics of Consumer behavior in the digital economy **Assignment proposed for this course:** Assess the real time cases with respect to consumer psychology in global markets and write your perspective change in consumer behavior Understand the concepts of emoji reaction in consumer behavior and prepare a write a note on influence of emojis in consumer reactions in advertising around 1000-1500 words.				
DELIVERY PROCEDURE (PEDAGOGY):				

Lecture: All Modules

Case study: Module 1, 2,3 & 4: Recent trends in CB, Consumer motivation, Attitude, Reference group, Diffusion of innovations

Discussion: Module 4 & 2: Virgin Galactic case & Customer experience in shopping malls

Projective Techniques: Module 2**:** Consumer motivation to purchase digital gadgets

Self-learning: Module 1: Conscious consumerism

Participative learning: Module 3: Customer values

Presentation: Module 4: Consumer Decisions

Books

Textbook

T1: Jim Blythe. 2013. *Consumer Behavior* (2nd Ed.). New Delhi: Sage Publications Ltd.

Reference

Schiffman, L. G., & Kanuk, L. L. (2018). *Consumer behavior* (12th ed.). Prentice-Hall Publications & Pearson Education Publications

PU online library resources

https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/IMR-02-2021-0097/full/pdf?title=global-consumer-culture-and-national-identity-as-drivers-of-materialism-an-international-study-of-convergence-and-divergence

https://puniversity.informaticsglobal.com:2293/insight/search?q=Consumer+research&showAll=true&p=1

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=6&sid=faf773ce-c097-4adf-a3c4-3d793b3f0c5d%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=348458&db=nlebk

Web resources

W1. https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/15/15-customer-behavior-trends-emerging-this-year/?sh=5660904014d9

W2. https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal

W3. https://www.futurelearn.com/info/blog/how-to-understand-consumer-behaviour

W4. https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02731/full

W5. https://www.forbes.com/sites/forbesbusinesscouncil/2020/03/13/the-transformation-of-consumer-behaviors-in-the-digital-era/?sh=6ab84bb27887

W6. https://medium.com/analytics-for-humans/the-evolution-of-consumer-behavior-in-the-digital-age-917a93c15888

Swayam & NPTEL Video Lecture Sessions on Brand Management:

https://onlinecourses.swayam2.ac.in/cec21_mg26/preview

https://onlinecourses.nptel.ac.in/noc22_mg47/preview

Case References

Sushree Das (2020). Conscious consumerism new trends. Case center .CO1

Kumar Gambhiraopet & Nagendra V (2015). Customer experience at shopping malls -Influence of customer needs and motives. Case center.CO2 Harjot Singh (2020). Case Study: Comfy Sofas-Creating favorable comfy sofas. Case center.CO2 Nagendra V Chowdary, Thalluri Prashanth Vidyasagar, Vedadri Chiranjeevi Chilkamari (2010). Case Study: Sun silk Gang of Girls crafting a brand positioning in reference groups. CO3 Arpita Agnihotri & Saurabh Bhattacharya (2020). Virgin Galactic: Diffusion of innovation in Space tourism.CO4	
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through <mark>Participative Learning Techniques</mark>.** This is attained through assessment component mentioned in course handout.	

Catalogue prepared by	Dr. Sreya R
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3081	Course Title: Customer Relationship Management	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge in Business world					
Anti-requisites	--					
Course Description	Customer Relations have always been a key element in the pursuit of corporate goals and objectives. However, the current competitive environment fostered by liberalization and globalization of the economy, and the rising customer expectations for quality; service and value have prompted many companies to organize their business around customers they serve. The course shall cover basics of CRM processes and solutions that provide customer-oriented services for planning, developing, maintaining, and expanding customer relationships, with special attention paid to the new possibilities offered by the Internet, mobile devices, and multi-channel interaction which provides candidates the ability to analyze and assess the CRM practices in a business organization.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Discuss the fundamental concepts of business analytics being used in the business practices. (Comprehension) CO 2: Summarize various Customer value related processes (Comprehension) CO 3: Explain the Customer Management Processes (Comprehension) CO 4: Demonstrate various CRM metrics (Application) CO 5: Demonstrate the role of technology in CRM processes (Application)					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Customer Relationship Management and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>					
Course Content:						
Module 1	**INTRODUCTION TO CRM**			**10 Sessions**		
Customer Relationship Management (CRM) Introduction – Scope – Evolution and Transformation of Customers, Touch Point Analysis – Significance of Customer Privacy.						
Module 2	**CUSTOMER VALUE**			**10 Sessions**		
Customer Relationship Styles – Types of Customer Value, Value Co-creation – Customer Life Time Value (LTV) – Value Chain Analysis – Customer Defection – Customer Retention – Customer Expectations: Management & Delivery.						

Module 3	MANAGING CUSTOMER RELATIONS			10 Sessions

Stages of CRM – Techniques to Manage Relations – Customer Relationship Management – Creating Customer Profile – Know Your Customer (KYC) – Segmentation & Targeting Customers – Tools used for Customer Segmentation & Targeting

Module 4	DELIVERING THE CUSTOMER OFFER			10 Sessions

Delivering and Deployment of CRM Strategy – CRM Program Life Cycle – Building Blocks – CRM Metrics – Loyalty Programs – Customer Indices – Application of Metrics

Module 5	TECHNOLOGY FOR CUSTOMER RELATIONS			10 Sessions

Contact Centre Technology, Front Desk Management Technology – Customer Data Management – Dashboard - e-CRM – Recognizing Barriers to Internet Adoption – Emerging Trends in CRM – Sales Force Automation

Teaching Pedagogy:

The course uses a variety of sessions and work methods so that students can acquire the knowledge outlined in the program. The sessions are divided into lecture and discussion methods. Classroom discussion on all the topics will be primarily through academic writing. Class presentations and class participation will make lectures more interactive. Course objectives and the evaluation process also motivates the methodology adopted. Students are expected to read the circulated material and cases before the topic is discussed in the classroom.

Teaching and Learning Methods: Lecture, Discussion, Focus Groups, Socratic, Inquiry Based, Cooperative, Demonstration, Hands on Training Sessions, Laboratory Practicals and Self Learning.

Evaluation Methods: Open Book Tests, Assignments, Peer Evaluation, Closed Book Examination.

Targeted Application and Tools: IBM SPSS, Tableau.

Text Book:

Sheth, J. N. (2017). *Customer Relationship Management: Emerging Concepts, Tools and Applications* McGraw Hill Education.

Rai, A. K. (2012). *Customer Relationship Management: Concepts and Cases* Prentice Hall India.

Reference:

E-Reading / Essential Reading:

Mullick, N. H. (2016). *Customer Relationship Management* Oxford University Press

Customer Relationship Manag

Das, S. and Hassan, H.M.K. (2022), "Impact of sustainable supply chain management and customer relationship management on organizational

performance", *International Journal of Productivity and Performance Management*, Vol. 71 No. 6, pp. 2140-2160. https://doi.org/10.1108/IJPPM-08-2020-0441
Kumar, P., Mokha, A.K. and Pattnaik, S.C. (2022), "Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry", *Benchmarking: An International Journal*, Vol. 29 No. 2, pp. 551-572. https://doi.org/10.1108/BIJ-10-2020-0528

PU online library resource
- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPPM-08-2020-0441/full/hml
- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/BIJ-10-2020-0528/full/html

Books:
Catalan-Matamoros, D. (2012). *Advances in Customer Relationship Management*. Packt Publishing.
Magazine/ Articles:
CRM Magazine

NPTEL Relevant Course: https://nptel.ac.in/courses/110105145

Topics relevant to EMPLOYABILITY :   XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Sreya R
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3029	Course Title: Marketing Analytics	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge of Descriptive Analytics Basics of Excel					
Anti-requisites	**Nil**					
Course Description	The course is aimed at equipping budding managers to make data driven decisions. It gives an understanding of how marketing decisions are aided by analytics. The students shall comprehend the various touchpoints involved and trace the role of analytics in customer relationship management					
Course Out Comes	Upon successful completion of the course the students shall be able to: CO 1: Describe the basics of marketing analytics for decision making **(Knowledge)** CO 2: Define product positioning and understand its importance **(Knowledge)** CO 3: Discuss the concept of pricing analytics **(Comprehension)** CO 4: Apply market mix modelling in business decision **(Application)**					
Course object	The objective of the course is to familiarize the learners with the concepts of **Marketing Analytics** and attain <mark>**Employability**</mark> through <mark>**Participative Learning techniques.**</mark>					
Course Content:						
Module 1	**Introduction to Marketing Analytics**				**10 Sessions**	
Marketing analytics-data for marketing analytics-Exploratory data analysis-descriptive analysis-predictive analytics-prescriptive analytics-Customer analytics-benefits-Segmentation analytics-applications of cluster analysis						
Module 2	**Product Analytics**				**10 Sessions**	
Product analytics- product positioning-perceptual mapping- analyzing digital products-analyzing non-digital products-product attributes-product levels-Conjoint analysis for product development-Bass diffusion model- Applications of diffusion model in marketing						
Module 3	**Pricing Analytics**				**10 Sessions**	

Pricing-goals-bundling-types-skimming-analytics with price skimming-revenue management-types of price promotions and discounts-Price elasticity modeling				

Module 4	Market mix modeling			10 Sessions
Market Mix Modeling-factors-base variables-incremental variables-technique of market mix modeling- regression analysis-evaluation metrics in regression				

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: With reference to a company of your choice, explain how it used marketing analytics to obtain insights. Using a brand that you are loyal to as a customer, identify the critical touchpoints and the appropriate KPI's.

References
Textbook
Gupta, Seema. (2021). *Marketing Analytics.* 1st Ed. Wiley.
Reference
Winston, Wayne (2014). Marketing Analytics: Data –driven techniques with Microsoft Excel, 1st ed.Wiley
Grigsby, Mike. (2022). *Marketing analytics: A practical guide to improving consumer insights using data techniques*. Kogan Page
Hauser, W.J. (2007), "Marketing analytics: the evolution of marketing research in the twenty-first century", *Direct Marketing: An International Journal*, Vol. 1 No. 1, pp. 38-54. https://doi.org/10.1108/17505930710734125
Haverila, M., Li, E., Twyford, J.C. and McLaughlin, C. (2023), "The quality of big data marketing analytics (BDMA), user satisfaction, value for money and reinvestment intentions of marketing professionals", *Journal of Systems and Information Technology*, Vol. 25 No. 1, pp. 30-52. https://doi.org/10.1108/JSIT-10-2022-0249

PU library
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSIT-10-2022-0249/full/html

Web Based Resources
W1. https://hbr.org/2018/05/why-marketing-analytics-hasnt-lived-up-to-its-promise
W2. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Deloitte-Analytics/dttl-analytics-us-da-pricinganalytics3minguide.pdf
W3. https://hbr.org/2010/11/using-customer-journey-maps-to improve customer satisfaction
W4. https://www.zoho.com/subscriptions/guides/what-is-customer-lifetime-val
W5. https://www.mediassociates.com/wp-content/uploads/2018/12/Mediassociates-whitepaper-Predictive-Analytics_2018.pdf

Swayam & NPTEL Video Lecture Sessions on Marketing Analytics:

https://onlinecourses.nptel.ac.in/noc20_mg30/preview

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Joan Kingsly
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3022	Course Title: RURAL MARKETING	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic knowledge of marketing management Soft Skills - Creativity, communication Basic analytical ability					
Anti-requisites	**Nil**					
Course Description	Rural Marketing course is offered as marketing elective. This course is designed to help students to gain insights on rural and agricultural marketing in Indian context. The students will also get insights on rural consumption and rural consumer behavior. By the end of the course students shall be able to develop rural marketing strategies to tap the bottom of the pyramid market.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe rural and agricultural market in India **(Knowledge)** CO2: Describe consumer behavior in the context of rural environment.**(Knowledge)** CO3: Discuss the concept of Rural consumer behavior **(Comprehension)** CO4: Explain the Marketing Mix in Rural Environment **(Comprehension)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Rural Marketing and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>					
Course Content:						
Module 1	Introduction to Rural Marketing			**10 Sessions**		
Topics: Definition and Scope of Rural Marketing, Components of Rural Markets, Classification of Rural Markets, Rural vs. Urban Markets. Population, Occupation Pattern, Income Generation, Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution, Land Use Pattern, Irrigation, Rural Development Programs, Infrastructure Facilities, Rural Credit Institutions, Rural Retail Outlets.						
Module 2	Agricultural Marketing			**10 Sessions**		
Topics: Nature and Scope, Objectives of Agriculture Marketing, classification of agricultural products and markets- Agricultural marketing Vs rural marketing- Challenges in Agricultural Marketing, Channels of Distribution for agricultural products – Co-operative societies.						
Module 3	Rural Consumer Behavior			**10 Sessions**		

. Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's, Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables, Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services – Case study.				
Module 4	**Marketing Mix in Rural Environment**			**10 Sessions**

Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business. Digitalizing the Indian rural markets-e-rural marketing – Case study

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
Case study analysis
Course project on demand for FMCG products in Rural Market

Reference
Text book
Kashyap, P. (2016). *Rural Marketing*. 3rd Ed. Pearson Education.
Prahalad, C .K (2004). *The Fortune at the Bottom of the Pyramid*. 5th Ed. Pearson Education.
Badi, R.V. & Badi, N.V. (2010). Rural *Marketing*; Himalaya Publishing House.

Reference
Krishnamacharyulu C.G & Ramakrishna L. (2012). *Rural Marketing*. 2nd Ed. Pearson Education.
Dogra, B. & Ghuman, K. (2008). *Rural Marketing*. McGraw Hill .
C. Guo and H. Wang, "A Study on the Application of Virtual Reality in the Marketing of Rural Cultural Tourism in Hubei Province," *2021 International Conference on Culture-oriented Science & Technology (ICCST)*, Beijing, China, 2021, pp. 562-566, doi: 10.1109/ICCST53801.2021.00122.
Ray, S. (2019), "Challenges and changes in Indian rural credit market: a review", *Agricultural Finance Review*, Vol. 79 No. 3, pp. 338-352. https://doi.org/10.1108/AFR-07-2018-0054
PU library link
https://ieeexplore.ieee.org/document/9637614
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/AFR-07-2018-0054/full/html
E resources:
https://martglobal.net/
http://www.oppapers.com/.../rural-marketing-review-of-literature-page
https://www.financialexpress.com/archive/The...of-rural-marketing/407101/

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Joan Kingsly
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BMK3002	Course Title: Retail Management	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic knowledge of Marketing Management Soft Skills - Creativity, communication Basic analytical ability					
Anti-requisites	**Nil**					
Course Description	This course provides an overview of concepts relating to Retail Management. It covers various theories of retailing and managing merchandise and the retail store. This course also includes concepts of E-tailing and retail analytics. Students shall get an in-depth understanding of the store and non-store retailing to meet the changing expectations of the millennials.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Summarize the nature and importance of retailing (Understand) CO 2: Explain the role of strategic planning in retail (Understand) CO 3: Demonstrate the importance of merchandise management (Apply) CO 4: Illustrate the practices of Store Management and Retail promotion (Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Retail Management and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to Retailing			10 Sessions		
Retailing- concept, social and economic significance of retailing-role of retailing-Wheel of Retailing, and Retailer's Characteristics- The Indian retail scape- the evolution of Indian retailing- types of retailing-ownership, retail mix, and merchandise- multi-channel retailing-electronic retailing-non store and non-traditional retailing						
Module 2	Retail Strategy			10 Sessions		
Strategic retail planning process- building competitive advantage-retail location decisions and store portfolio management- trading area analysis-computerized						

trading area models- analog- regression and Huff Gravity model- types of location				
Module 3	Merchandise Management			**10 Sessions**

Merchandising category- category management merchandise management performance – merchandise planning process- sales forecasting-developing assortment plan- determining inventory level and product assortment – buying merchandise- Branding Strategies, Sourcing Decisions, and Vendor Management

Module 4	Store Management , Retail pricing and promotion			**10 Sessions**

Responsibility of store manager- store maintenance- reducing inventory shrinkage- store design element- space management- visual merchandising-store atmospherics. Retail pricing strategies, demand-oriented strategy, cost-oriented strategy, competition-oriented strategy, factors affecting retail pricing strategy, variable pricing, price discrimination, odd pricing, leader pricing, price lining, legal and ethical pricing issues, Markdowns, Retail Promotion mix- elements, Recent trends in retailing

Targeted Application – Trading Area Analysis
Tools used: Excel

Text Book

   T1: Micheal Levy, Barton Weitz & Ajay Pandit (2016), *Retailing Management*, New Delhi: Mc Graw Hill Education Private Limited

References

   R1:Barry Berman, Joel R Evans, Patrali Chatterjee, Ritu Srivastava (2022*), Retail Management*, Noida, Pearson Education

   R2: Look D & Walters D. (2004) *Retail Marketing – Theory and Practice* (2nd Ed). New Delhi, Prentice Hall of India.

   R3: Ron Hasty & James Reardon. (2003) *Retail Management,* New Delhi, Tata McGraw Hill.

   R4: Mc Godrick, P.J. (2003) *Retail Marketing*, New Delhi, Tata McGraw Hill, 2003.

   R5: Gibson. 2012 Retail Management (4th Ed.) New Delhi: Pashupati Printers

   R6: David Gilbert. 2013. *Retail Marketing* (2nd Ed.). New Delhi: Sage Publications Ltd.

Presidency University library web links

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09590559610107076/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09600030210415298/full/html

NPTEL Video Lecture Sessions:

Retail Management
https://onlinecourses.nptel.ac.in/noc22_mg51/preview

Journals

1. Journal of Retailing: Elsevier Publications

2. International Journal of Retail & Distribution Management: Emerald

    Publication

 Topics relevant to EMPLOYABILITY : : Recent trends in retailing for **Employability** through **Participative Learning Techniques**. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Joan Kingsly
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BMK3003	Course Title: Sales and distribution management	L-T - P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Marketing Management • Basic knowledge of sales and distribution as a part of marketing					
Anti-requisites	Nil					
Course Description	**COURSE DESCRIPTION:** this course is conceptual in natures and will the students in having an overview of sales and distribution management. This course will help the students in understanding various aspects of sales from methods, process to recent trends in sales management followed by distribution channels its types and suitability based on the nature of business.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1 : Describe the concepts of Sales management **(UNDERSTAND)** CO2: Discuss types of selling techniques **(UNDERSTAND)** **CO3 : Examine International sales management and its strategy (Understand)** **CO4: Discuss the types of marketing channels (Apply)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of Sales and Distribution Management and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to sales management			10 Sessions		
Meaning, Evolution, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations.						
Module 2	Selling skills & selling strategies			10 Sessions		
Selling and buying Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.						
Module 3	International Sales Management			10 Sessions		
Sales management: Standard sales management process-International sales management - International market selection- Market survey approach or strategy.						

Module 4	Marketing Channels			10 Sessions

Overview of Marketing Channels, their Structure, Functions and Relationship; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels.

Targeted Application: Develop sales management strategies.
Tools that can be used: MS office, MS excel.

Text Book
1. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press
2. Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill

References
1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition
3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
5. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition

Presidency University link
https://presiuniv.knimbus.com/user#/searchresult?searchId=Sales%20and%20distributio n%20management&_t=1675656454473

Topics relevant to EMPLOYABILITY SKILLS : Selling Process for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Joan Kingsly
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BMK3001	Course Title: Service Marketing	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This is a theory course that aims at providing insights to the students about practices of Service Management, role of various elements of services in enhancing and adding value to the customer experience . Post completion of the course students will be able to gain conceptual insights of Service Marketing.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the practices of Service Marketing . (Remember) CO2: Explain the role of research in services for understanding customer expectation . (Understand) CO3: Summarize consumer defined service standards (Understand) CO 4: summarize the role of Employees in service marketing and pricing to customer attraction (Apply) CO5 : Illustrate the role of Physical evidence in Services					
Course objective	The objective of the course is to familiarize the learners with the concepts of Service Marketing and attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to services			10 Sessions

Topics : **Introduction to services:**

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAPmodels of service quality.

Consumer behaviour in services:

Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

Module 2	Understanding customer expectation through market research			10 Sessions

Topics: **Understanding customer expectation through market research:**

Key reasons for GAP 1,using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.				
Module 3	**Customer defined service standards**			**10 Sessions**

Topics: "Hard" & "Soft" standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand.

Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies.

Leadership & Measurement system for market driven service performance key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.

Module 4	**Employee role in service designing and Pricing in Services**			**10 Sessions**

Topics: **Employee role in service designing:**

Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP3.Customer's role in service delivery-Importance of customer & customer's role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries-Key intermediaries for service delivery, Intermediary control strategies.

Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery.

 Pricing of services-

Role of price and value in provider GAP4, Role of nonmonetary cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies.

Module 5	**Physical evidence in services**			**10 Sessions**

Physical evidence in services:

Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence.

 Service scapes:

Types of service scapes-Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour-Guidance for physical evidence strategies.

Targeted Application: Application of quality practices

Tools that can be used: MS office, MS excel, PowerPoint	
Text Book • Services Marketing - Valarie A Zeithmal& Mary Jo Bitner, 5/e, TMH, 2011.	

References
- Services Marketing – Rajendra Nargundkar, 3/e, TMH, 2010.
- Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning2007.
- Services Marketing: Operation, Management and Strategy-Kenneth E Clow & David L. Kurtz, 2/e, Biztantra, 2007.

Presidency University link

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-04-2022-0121/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-02-2020-0067/full/html

Online Resources

Topics relevant to EMPLOYABILITY SKILLS :   Just in Time for ==Employability Skills== through ==Participative Learning Techniques==This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3028	Course Title: Brand Management		L-T-P-C	3	0	0	3
Version No.	2.0						
Course Pre-requisites	- Basic Communication - BBA2005 Marketing Management and BMK101 Consumer Behavior course - General Knowledge of brands - Awareness about digital branding - Understand the market disruption during a pandemic						
Anti-requisites	**Nil**						
Course Description	**COURSE DESCRIPTION:** Brands are well connected to the customers in the present world. This course is conceptual and provides the fundamental concepts of brand management in the digital world which emphasizes the brand equity, new opportunities, and challenges able to connect with consumers. By completing this course students would be able to understand the importance of brand equity (how to build, measure and manage)						
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Identify the key elements of brand management **(Knowledge)** CO 2: Discuss the process of brand marketing **(Comprehension)** CO 3: Describe the concepts of brand focus and solves the brand-related problems (**Comprehension)** CO 4: Explain the concepts of brand performance **(Comprehension)**						
Course objective	The objective of the course is to familiarize the learners with the concepts of **Brand Management** and attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>						
Course Content:							
Module 1	**Brand Management**				**10 Sessions**		
Brands Vs Products- Brand Management - Brand Components & Attributes- Significance Of Branding To Consumers & Firms - Selecting Brand Names- Brand Identity – Kepferer Brand Identity Prizm Model - Branding Challenges & Opportunities							

Module 2	Brand Marketing			10 Sessions

Brand Elements – types- criteria- tactics, brand rationality - legal issues; Marketing Programs – new perspectives -direct and indirect channels- private labels; Integrated Marketing Communication- changes- major marketing communications - criteria and challenges- Brand switchers - Branding in Digital era- marketing changes- digital communications- role of e-mail & website, AI; Leverage Secondary brands

Module 3	Brand planning			10 Sessions

Types of Brands - Strategic Brand Management Process – Brand Attribute Management & Architecture – Brand Portfolio Strategy – Brand Extension and Stretching - Making A Brand Strong-Sources Of Brand Equity-The 4 Steps Of Strong Brand Building- Aakers Brand Equity Model – Customer Based Brand Equity – Brand Leveraging, Brand Loyalty.

Module 4	Brand performance			10 Sessions

Brand Equity- Accountability – dashboards - steps for brand audit; Measuring Brand Equity -   Qualitative and Quantitative Methods, Brand Architecture – definition, components; Brand extensions – definitions- types- advantages and disadvantages- Evaluation - Brand success

Targeted Application & Tools that can be used: Projective techniques and case analysis helps the understand the brand management in digital era

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assess the cases with respect to brand management in global markets. Understand the concepts of AI and Blockchain in branding and prepare a write up of 1000-1500 words. Refer E resources for the assignment

Textbook
1. Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*. Harlow: Pearson.

References

1. Gupte, R., & Limaye, A. (2021). *Brand Wars: Combat Strategies for Indian Brands*. SAGE Publishing India.

PU online library link

- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JPBM-01-2017-1398/full/html
- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09534810310468152/full/html

Web Based Resources

      W1. https://blog.adobe.com/en/topics/cmo-by-adobe
      W2. https://www.adweek.com/
      W3. https://www.marketingprofs.com/
      W4. https://www.ama.org/
      W5. https://interbrand.com/thinking/
      W6. https://www.brandforward.com/
      W7. https://brandkeys.com/customer-loyalty-engagement-index/

Swayam & NPTEL Video Lecture Sessions on Brand Management:

    1. https://onlinecourses.swayam2.ac.in/imb19_mg04/preview
    2. https://onlinecourses.nptel.ac.in/noc22_mg05/preview

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBB3029	Course Title: Marketing Analytics	L-T-P-C	3	0	0	3

Version No.	2.0
Course Pre-requisites	Basic Communication General Knowledge of Descriptive Analytics Basics of Excel
Anti-requisites	**Nil**
Course Description	The course is aimed at equipping budding managers to make data driven decisions. It gives an understanding of how marketing decisions are aided by analytics. The students shall comprehend the various touchpoints involved and trace the role of analytics in customer relationship management
Course Out Comes	Upon successful completion of the course the students shall be able to: CO 1: Describe the basics of marketing analytics for decision making **(Knowledge)** CO 2: Define product positioning and understand its importance **(Knowledge)** CO 3: Discuss the concept of pricing analytics **(Comprehension)** CO 4: Apply market mix modelling in business decision **(Application)**
Course object	The objective of the course is to familiarize the learners with the concepts of **Marketing Analytics** and attain <mark>**Employability**</mark> through <mark>**Participative Learning techniques.**</mark>
Course Content:	

Module 1	**Introduction to Marketing Analytics**			**10 Sessions**

Marketing analytics-data for marketing analytics-Exploratory data analysis-descriptive analysis-predictive analytics-prescriptive analytics-Customer analytics-benefits-Segmentation analytics-applications of cluster analysis

Module 2	**Product Analytics**			**10 Sessions**

Product analytics- product positioning-perceptual mapping- analyzing digital products-analyzing non-digital products-product attributes-product levels-Conjoint analysis for product development-Bass diffusion model- Applications of diffusion model in marketing

Module 3	**Pricing Analytics**			**10 Sessions**

Pricing-goals-bundling-types-skimming-analytics with price skimming-revenue management-types of price promotions and discounts-Price elasticity modeling				
Module 4	**Market mix modeling**			**10 Sessions**
Market Mix Modeling-factors-base variables-incremental variables-technique of market mix modeling- regression analysis-evaluation metrics in regression				

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: With reference to a company of your choice, explain how it used marketing analytics to obtain insights. Using a brand that you are loyal to as a customer, identify the critical touchpoints and the appropriate KPI's.

References
Textbook
Gupta, Seema. (2021). *Marketing Analytics.* 1st Ed. Wiley.
Reference
Winston, Wayne (2014). Marketing Analytics: Data –driven techniques with Microsoft Excel, 1st ed.Wiley

Grigsby, Mike. (2022). *Marketing analytics: A practical guide to improving consumer insights using data techniques*. Kogan Page

Hauser, W.J. (2007), "Marketing analytics: the evolution of marketing research in the twenty-first century", *Direct Marketing: An International Journal*, Vol. 1 No. 1, pp. 38-54. https://doi.org/10.1108/17505930710734125

Haverila, M., Li, E., Twyford, J.C. and McLaughlin, C. (2023), "The quality of big data marketing analytics (BDMA), user satisfaction, value for money and reinvestment intentions of marketing professionals", *Journal of Systems and Information Technology*, Vol. 25 No. 1, pp. 30-52. https://doi.org/10.1108/JSIT-10-2022-0249

PU library
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17505930710734125/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSIT-10-2022-0249/full/html

Web Based Resources
W1. https://hbr.org/2018/05/why-marketing-analytics-hasnt-lived-up-to-its-promise
W2. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Deloitte-Analytics/dttl-analytics-us-da-pricinganalytics3minguide.pdf
W3. https://hbr.org/2010/11/using-customer-journey-maps-to improve customer satisfaction
W4. https://www.zoho.com/subscriptions/guides/what-is-customer-lifetime-val
W5. https://www.mediassociates.com/wp-content/uploads/2018/12/Mediassociates-whitepaper-Predictive-Analytics_2018.pdf

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3083	Course Title: Green Marketing	**L—T-P-C**	**3**	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Marketing Management • Knowledge of business marketing as a part of Marketing Management					
Anti-requisites	Nil					
Course Description	Subject will help the students in understanding the aspects of Green Marketing which is closely related to the aspect of sustainability. Course is conceptual in nature and will provide an insight about relevance of having sustainable practices in the business.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the concepts of Green Marketing CO2: Outline segmentation in Green Marketing CO3: Discuss the policies of Green Marketing CO4: Describe the aspects of environmental consciousness and willingness among the organization to practice Green marketing					

Course Objective	The objective of the course is to familiarize the learners with the concepts of **Green Marketing and** attain <mark>Employability</mark> through <mark>Participative Learning techniques.</mark>			
Course Content:				
Module 1	Fundamentals of Green Marketing			**10 Sessions**
Fundamentals of Green Marketing - Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing – Importance of Green Marketing - Importance of green marketing - Benefits of Green Marketing Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing.				
Module 2	Segmentation of Green Marketing			**10 Sessions**
Segmentation of Green Marketing - Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing.				
Module 3	Green Marketing policies			**10 Sessions**
Topics: Green Marketing Policies - Introduction to Green Marketing Policy & Process, Green Firms – HCL's Green Management Policy – IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs – ITCs Paperkraft – Maruti's Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva's Electric Car – Samsung's Eco-friendly handsets- Wipro Infotech's Eco-friendly computer peripherals				
Module 4	Environmental Consciousness			**10 Sessions**
Environmental Consciousness - Introduction to Environment Consciousness, Types of Environmental Consciousness - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.				
Targeted Application: develop business marketing strategies, plan B2B promotion strategies Tools that can be used: MS office, MS excel				
Text Book • Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017. Latest Edition.				

- Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993. Latest Edition.
- The New Rules of Green Marketing, Jacquelyn A. Ottman,Berrett-Koehler Publishers, 2011. Latest Edition

References
- Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition.
- Green Marketing - Concepts, Literatures and Examples. M.Meera. Evincepub Publishing. Latest Edition.

Presidency University link
https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/JBIM-09-2020-0435/full/html
Online Resources

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3025	Course Title: Advertisement and Sales Promotion	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Management Knowledge of Marketing Management					
Anti-requisites	Nil					
Course Description	The course is conceptual in nature and will help the students to get an overview of advertising, advertising practices and process involved in effective implementation. After the completion of the course students will be able to have an understanding about choice of advertisement depending on the nature of the product.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of advertisement CO2: Explain the objectives of advertisement CO3: Discuss the methods of advertising CO4: Apply the practices of advertising in Rural Market CO5 : Describe the practices of Sales Promotion					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Advertisement and Sales Promotion** and attain ==Employability== through ==Participative Learning techniques.==					
Course Content:						

Module 1	Introduction to advertising			10 Sessions
Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency				

Module 2	Setting advertising objective			10 Sessions
Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioral objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives				

Module 3	Methods of advertising			10 Sessions
Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising. **Print Advertisement, Active Media Advertisement.**				

Module 4	Advertising in Rural Market			10 Sessions

Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth

Module 5	Sales Promotion			10 Sessions

Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organising Sales Promotion Campaigns

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
Project on advertising and promotion plan for a product
Project on Rural advertising

Reference
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
- The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by 10TNeil Rackham

Text book
- William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
- Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by 10TDon E Schultz

Reference
- J. C. F. Chan, Z. Jiang and B. C. Y. Tan, "Understanding Online Interruption-Based Advertising: Impacts of Exposure Timing, Advertising Intent, and Brand Image," in *IEEE Transactions on Engineering Management*, vol. 57, no. 3, pp. 365-379, Aug. 2010, doi: 10.1109/TEM.2009.2034255.
- Y. -T. Huang and F. -F. Cheng, "The Effect of Online Sales Promotion Strategies on Consumers' Perceived Quality and Purchase Intention: A Moderating Effect of Brand Awareness," *2013 Fifth International Conference on Service Science and Innovation*, Kaohsiung, Taiwan, 2013, pp. 91-95, doi: 10.1109/ICSSI.2013.27.

PU library link
https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/5357450
https://ieeexplore.ieee.org/document/6599369
E resources:
NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.

Topics relevant to **EMPLOYABILITY :** XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3026	Course Title: Integrated Marketing Communication	L-T-P- C	3	0	0	3
Version No.	1.0					
Course Pre- requisites	Knowledge of Management Knowledge of Marketing Management					
Anti-requisites	**Nil**					
Course Description	The course is conceptual in nature and will help the students to get an overview of techniques of communication significance of proper choice of communication techniques for promoting a brand. After the completion of the course students will be able to have an understanding about choice of advertisement depending on the nature of the product.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1 : Describe the practice of Integrated Marketing Communication CO2 : Classify the elements of integrated Marketing Communication CO3 : Summarize the practices of Public Relations and Direct marketing as a part of IMC CO4 : Recognize the importance of ethics in IMC					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Integrated Marketing Communication and** attain **Employability** through **Participative Learning techniques.**					
Course Content:						
Module 1	**Introduction to Integrated Marketing Communication**			**10 Sessions**		
• Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.						
Module 2	**Elements of IMC – I**			**10 Sessions**		
Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.						
Module 3	**3 Elements of IMC – II**			**10 Sessions**		

Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling				

Module 4	**Evaluation & Ethics in Marketing Communication**			**10 Sessions**
Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulationtests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.				

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:
Project on advertising and promotion plan for a product
Project on Rural advertising

Reference
Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill

Text book
- 1. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
- 2. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
- 3. Advertising Management, Aakar, Batra and Myers, Prentice
- 4. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel
- 5. Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson
  6. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

BBA FINANCE SPECIALIZATION COURSES

Course Code: BFI3001	Course Title: Securities analysis and Portfolio Management.	L-T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic Knowledge about Organizational structure, basic concepts of Accounting and Finance, General Knowledge in Business world.					
Anti-requisites	**Nil**					
Course Description	The objective of the course is to Understand the concept of securities available for investment and investment analysis, portfolio management of Available funds.					
Course Out Comes	**On successful completion of the course the students shall be able to:** 1. Identify the Investment Avenues **(Comprehension)** 2. Explain Modern Portfolio Theory **(Comprehension)** 3. Understand the bba Analysis(Comprehension) 4. Discuss the various Portfolio evaluation**(Knowledge)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Security Analysis and Portfolio management and** attain ==Employability== through ==Problem Solving Methodologies.==					
Course Content:						
Module 1	**Introduction to Investment and Investment Avenues**			**10 Sessions**		
Topics: Objectives of Investment - Factors influencing investment decisions –Steps in and process of Investment – Investment alternatives and avenues – Real assets and Financial assets - company shares, debentures, Govt bonds, convertible securities, hybrid securities, fixed deposits, Gilt- edged securities, post office schemes, employee and public provident funds, ETFs, Mutual Funds, Real estate and Insurance schemes - Investment attributes - risk, return, security, marketability, liquidity and convenience						
Module 2	**Modern Portfolio Theory**			**10 Sessions**		
Topics: Introduction – Return on portfolio - Risk of portfolio - Portfolio theory - Approaches - Selection of Portfolio and Markowitz Efficient Frontier - Capital						

Asset Pricing model, Single index model, Arbitrage Pricing Theory, Capital Market Line and Security Market Line. Portfolio Construction – Evaluation of portfolio – Sharpe's ratio, Jensen's alpha and Treynor's ratio – Portfolio revision.				
Module 3	**Introduction to security analysis**			**10 Sessions**
Introduction to security analysis - Fundamental analysis – company, industry and economy analysis - Technical Analysis of stock - points and figures chart, bar chart, Indicators and Oscillators - ROC, RSI, Volume of Trade, Support and Resistance Level, Exponential Moving Average Analysis, MACD, Japanese Candlesticks				
Module 4	**Portfolio Management and Evaluation**			**10 Sessions**
Specification of Investment objectives and constraints – Selection of Asset Mix – Formulation of Portfolio Strategy – Selection of Securities – Portfolio execution – Portfolio revision - Evaluation of portfolio – Sharpe's ratio, Jensen's alpha and Treynor's ratio – Portfolio revision				

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
    13. Assignment : Written assignment on investment impact on Indian economy.

Reference
Text book
T1. Rajesh, K.B. (2010). Mergers and Acquisitions. Text and Cases. New Delhi: Tata Mcgraw Hill

Reference:

R1. Pandey, I.M. (2010). Financial Management. New Delhi: Vikas Publishing house.

R2. MY Khan & PK Jain (2018), Financial Management. McGraw Hill Education.

R3. Rabi Narayan Kar Minakshi, Mergers Acquisitions & Corporate Restructuring – 3rd Edition. Taxmann's Publication.

R4. Sudarsanam, S. (2010). Creating Value through Mergers and Acquisitions. New Delhi: Pearsons Education.

PU library link

    1.   https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410

2.	https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410

Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through** <mark>Problem Solving methodologies</mark> **.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Thoufeeq
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: COM3056	Course Title: Mergers & Acquisitions Type of Course: Core, Theory.	L- T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic Knowledge about Organizational structure, basic concepts of Accounting and Finance, General Knowledge in Business world.					
Anti-requisites	**Nil**					
Course Description	The primary objective of the course is to develop a comprehensive understanding of mergers and acquisitions from the perspective of the corporate executive. This course will cover all major elements of the acquisition process including corporate strategy, valuation, due diligence, financing decisions, transaction structures and takeover defence. This will enable students to use real-world applications to develop skills necessary to prepare and evaluate the rationale for a proposed transaction.					
Course Out Comes	**On successful completion of the course the students shall be able to:** 5. Identify the Type of Merger **(Comprehension)** 6. Explain the Merger process **(Comprehension)** 7. Compute the value of a Merger & Acquisition transaction **(Application)**					

	8. Discuss the various takeover approaches of a business organization **(Application)** 9. Summarize the SEBI Guidelines on Mergers & Acquisitions process **(Application)**			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Mergers and Acquisitions and** attain <mark>Employability</mark> through <mark>Problem Solving Methodologies.</mark>			
Course Content:				
Module 1	**Introduction to mergers & acquisitions**	**Participative learning**	**Case study on types of mergers**	**10 Sessions**
Topics: Introduction – Forms of corporate restructuring, M&A, Joint ventures, Sell-off and Spin-off, divestitures, LBO, MBO, MLP, ESOP – Types of Mergers – Theories of Mergers – Internal and external change forces contributing towards M&A activities – Impact of M&A on stakeholders.				
Module 2	**Merger process**	**Participative learning**	**Group discussion on Organizational and Human aspects of M&A**	**10 Sessions**
Topics: Identification of Target – Negotiation – Closing the deal – Due diligence – M&A integration – Organizational and Human aspects – Managerial aspects of M&A.				
Module 3	**Merger valuation and cross border mergers & acquisitions**	**Experiential Learning**	**Preparation of merger valuation report**	**10 Sessions**
Factors affecting valuation – Valuation Basics – Asset Based Valuation, Income Based Valuation – Market Based Valuation. Cross border Mergers & Acquisitions: Reasons, Strategies and Performance.				
Module 4	**Takeovers and legal aspects of mergers & acquisitions**			**10 Sessions**
Meaning of Takeover – Types of Takeovers – Hostile takeover approaches – Takeover approaches – Anti-takeover amendments – SEBI takeover code. Provision				

of M&A under Companies Act, 2013 – SEBI Guidelines – Provisions of Income tax – Competition act for M&A	
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:	
14. Assignment 1: Written assignment on the recent mergers and acquisitions in India and its impact on Indian economy. 15. Assignment 2: Report on the Experiential Learning activity on preparation of merger valuation report of a selected business organization.	
Reference **Text book** T1. Rajesh, K.B. (2010). Mergers and Acquisitions. Text and Cases. New Delhi: Tata Mcgraw Hill	
Reference: R1. Pandey, I.M. (2010). Financial Management. New Delhi: Vikas Publishing house. R2. MY Khan & PK Jain (2018), Financial Management. McGraw Hill Education. R3. Rabi Narayan Kar Minakshi, Mergers Acquisitions & Corporate Restructuring – 3rd Edition. Taxmann's Publication. R4. Sudarsanam, S. (2010). Creating Value through Mergers and Acquisitions. New Delhi: Pearsons Education. **PU library link** 3. Mergers and acquisitions basics for the industrial electronics and communications industry: https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410 4. Culture & Cross-border Mergers and acquisitions: https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4657410	
Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through** <mark>**Problem Solving methodologies**</mark> **.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Thoufeeq
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the	24th Academic Council meeting held on 3rd August 2024

Academic Council	

Course Code: BBA3009	Course Title: Financial Markets & Services	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Basic knowledge on Indian Financial System • Basic Knowledge about different financial Markets and financial services					
Anti-requisites	**Nil**					
Course Description	To provide the student a basic knowledge of financial markets and to familiarize them with major financial services in India.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Discuss the Indian Financial System and components. (Knowledge) CO2: Identify the differences between Money Market and Capital Market (Comprehension) CO3: Understand the Regulatory framework relating to merchant banking in India (Knowledge) CO4: Understanding the types of derivatives. (Knowledge)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Financial Markets and Services** **and** attain <mark>Employability</mark> through <mark>**Problem Solving Methodologies.**</mark>					
Course Content:						
Module 1	Financial Markets				10 Sessions	
Topics: Financial Markets- Meaning, nature and types- Money market – functions, organisation and instruments.; Indian money market – An overview Capital Markets – functions, organisation and instruments. Indian debt market; Indian equity market – primary and secondary markets; Functions of stock exchanges in India.						
Module 2	Financial Services			10 Sessions		
Topics: Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India						

Module 3	Leasing and Factoring			10 Sessions

Topics: Leasing- meaning- features – types of leasing - Operating Lease vs. Finance Lease -Factoring concept and features, classification, financial evaluation of factoring, and decision analysis for factoring, factoring scenario in India

Module 4	Derivatives			10 Sessions

Topics: Meaning, uses and Needs, Benefits, Types of derivatives- Future, Forward, Option, Swaps and Hedging.

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
16.
17.

Reference &Text book
1. M Y Khan, "Financial Services", TMH, 7th edition 2. Ravi M. Kishore, "Financial Management", Taxmann's, 6th edition. 3. Bhole. L.M. and Jitendra Mahakud "Financial Institutions & Markets – Structure, Growth & Innovations", TMH 5th edition. 4. Anthony Saunders & Marcia Millon Cornett, " Financial Markets & Institutions", TMH, 5th edition.

PU library link

R1: https://link.springer.com/book/10.1007/978-3-030-44248-4

R2
https://library.oapen.org/bitstream/20.500.12657/51891/1/9781000442038.pdf

R3:https://directory.doabooks.org/handle/20.500.12854/46537

E resources:

NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.

Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through Problem Solving methodologies** . This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Thoufeeq
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3044	Course Title: Advanced Financial Management	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Concepts of Accounting and Financial Management					
Anti-requisites	**Nil**					
Course Description	This course aims at providing the requisite knowledge related to management of working capital, arranging for the required amount of funds from different sources of finance and deciding the optimum capital structure.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Understand the principles and advanced concepts used in financial management CO2: Ability to find out the best course of action among several financial options CO3: Apply financial concepts and principles in overall management of an enterprise CO4: Manage short-term resources of a business firm CO5: Analyze the financial management decisions taken in the Public Sector Undertakings					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Advanced Financial Management and** attain <mark>Employability</mark> through <mark>**Problem Solving Methodologies.**</mark>					
Course Content:						

Module 1	Elements of Finance			10 Sessions

Equity/Ordinary Shares: Fundamentals of Equity Shares; and Issue Procedures; Term Loans, Debentures / Bonds and Securitization: Terms Loans; Debentures/Bonds/Notes; and Securitization; Hybrid Financing Instruments: Preference Share Capital; Convertible Debentures/ Bonds; Warrants; and Options; Venture Capital Financing: Theoretical Framework; and Indian Venture Capital Scenario; Lease Financing and Hire-Purchase Finance: Lease Financing; and Hire Purchase Finance.

Module 2	CAPITAL STRUCTURE THEORIES.			10 Sessions

Introduction – Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems.

Module 2	DIVIDEND THEORIES.		10 Sessions	

Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter M̶o̶
Gordon Model – Problems on Dividend Theories.

Module 3	Business Valuation			10 Sessions

Business Valuation: Conceptual Framework of Valuation; Approaches/Methods of Valuation; and other Approaches to Value Measurement; Option Valuation: Concept and Types of Options; Option Payoffs; Call Option Boundaries; Factors Influencing Option Valuation; and The Black-Scholes Option Pricing Model.

Module 4	Corporate Restructuring			10 Sessions

Corporate Restructuring: Conceptual Framework; Financial Framework; Tax Aspect of Amalgamation; Merger and Demergers; Legal and Procedural Aspects of Mergers/Amalgamations and Acquisition/Takeovers; and other forms of Corporate Restructuring; Financial Management of Public Sector Undertakings (PSUs): Peculiarities of PSUs with Focus on Accounting and Finance; Financial Decisions in PSUs; Memorandum of Understanding (MoU) in PSUs; and Disinvestment in Public Sector Enterprises

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
    1. Project Work
    2. Case Based Assignment

Reference
Text book
    4. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2020.
    5. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi, 2020.

Reference
    1. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2002

PU library link

Paste the link of reference articles from KNIMBUS as per the course content. (Two links mandatory)

E resources:

https://onlinecourses.nptel.ac.in/noc20_mg31/preview

https://www.careers360.com/university/indian-institute-of-technology-kharagpur/corporate-finance-certification-course	
Topics relevant to EMPLOYABILITY : XXXXXX for **EMPLOABILITY through** <mark>**Problem Solving methodologies**</mark> . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Thoufeeq
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3010	Course Title: Project Finance and Appraisal	L- T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Concepts of Accounting and Financial Management					
Anti-requisites	Nil					
Course Description	This course aims at providing the requisite knowledge related to management of working capital, arranging for the required amount of funds from different sources of finance and deciding the optimum capital structure.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Understand the principles and advanced concepts used in financial management CO2: Ability to find out the best course of action among several financial options CO3: Apply financial concepts and principles in overall management of an enterprise CO4: Manage short-term resources of a business firm CO5: Analyze the financial management decisions taken in the Public Sector Undertakings					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Project Appraisal and Financial Analysis** **and** attain Employability through Problem Solving Methodologies.					
Course Content:						
Module 1	Introduction to project appraisal			10 Sessions		

EProject appraisal and evaluation, Project cycle, Project cycle management, Private and Public sector Projects; Identification of investment opportunities – industry analysis review of project profiles, feasibility study, Project identification and formulation, Basic Principles of Project Analysis to conglomerate diversification - interface between strategic planning and capital budgeting

| Module 2 | Generation and screening of project ideas | | | 10 Sessions | | |

Generation of ideas – monitoring the environment - regulatory framework for projects - corporate appraisal -preliminary screening - project rating index - sources of positive NPV -qualities of a successful entrepreneur - the porter model for estimation of profit potential of industries. Market and demand analysis: Situational analysis and specification of objectives - collection of secondary information - conduct of market survey. Characterization of the market - demand forecasting - market planning. Technical analysis: Study of material inputs and utilities –

manufacturing process and technology - product mixes - plant capacity - location and site -machinery and equipment - structures and civil works - project charts and layouts - work schedule					
Module 3	**Financial Analysis & Social Cost Benefit Analysis(SCBA).**			**10 Sessions**	
Estimation of cost of project and means of financing -estimates of sales and production of production - working capital requirement and its financing - estimates of working r – breakeven points - projected cash flow statement – projected Balance sheet .Projec flows: Basic principles of measurement of cash flows -components of the cash flow st - viewing a project from different points of view - definition of cash flows by fin institutions and planning commission - biases in cash flow estimation. Appraisal cr Net Present Value - benefit cost ratio - internal rate of returns urgency - payback pe accounting rate of returns – investment appraisal in practice. Analysis of Risk. Rationa SCBA – UNIDO approach to SCBA - Little and Mirle approach to SCBA..					
Module 4	**Recent Developments in Project financing**			**10 Sessions**	
Means of finance - norms and policies of financial institutions - SEBI guidelines - Sample financing plans Structure of financial institutions in India - schemes of assistance - term loans procedures - project appraisal by financial institutions					
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method					

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:
    1.Project Work
    2.Case Based Assignment					

Reference
Text book
    6. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2020.
    7. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi, 2020.					

Reference 2. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2002 **PU library link**					

Paste the link of reference articles from KNIMBUS as per the course content. (Two links mandatory)

E resources:

https://onlinecourses.nptel.ac.in/noc20_mg31/preview

https://www.careers360.com/university/indian-institute-of-technology-kharagpur/corporate-finance-certification-course

Topics relevant to EMPLOYABILITY :   XXXXXX for **EMPLOABILITY through** <mark>**Problem Solving methodologies**</mark> **.** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BFI3006	Course Title: International Banking and Finance	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic knowledge on banking theory and finance.				
Anti-requisites	Nil				
Course Description	The course provides an insight about the dimensions of international banking and finance. It creates awareness about various concepts relating to international bank operations, international finance and the risk associated. This course enables the students to analyze and ascertain the economic conditions of various countries which in turn provide relevant perspectives on the dynamics of each economy.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1. Describe the evolution of International Banking. **(Knowledge)** CO 2. Discuss the international banking operations. **(Comprehension)** CO 3. Explain the international finance activities and debt products. **(Comprehension)** CO 4. Discuss about the FEMA ACT and the key regulations of RBI. **(Comprehension)** CO 5. Classified the risk involved in International Banking. **(Comprehension)**				
Course objective	The objective of the course is to familiarize the learners with the concepts of International Banking and Finance and attain Employability through Participative learning techniques.				
Course Content:					
Module 1	International Banking			**10 Sessions**	
Module 2	International Banking Operations			**10 Sessions**	
Off-shore financial centres – Rationale – Characteristics of offshore financial centres – Types of offshore centres – Benefit and reasons for growth – Factors of success – Tax Havens – Major Offshore Financial Canters – International Banking facilities – Special Economic Zones (SEZs) – Regulatory concerns.					

Module 3	International Finance			**10 Sessions**

Fundamental Principles of Lending to MNCs, documentation and Monitoring, International Credit Policy Agencies and Global Capital Markets, Raising resources: Availability features and risks of various Equity and debt products like ECBs, ADRs, ECCBs and other types of Bonds etc, Syndication of loans, Project and infrastructure Finance: Investments both in India (FII & FDI) and abroad, Joint ventures abroad by Indian Corporates.

Module 4	Foreign exchange management			**10 Sessions**

Foreign Exchange Management Act (FEMA), Different types of Exchange Rates, RBI and FEDAI: their role in regulating Foreign Exchange Business of Banks / other Authorised Dealers, Rules regarding rate structure, cover operations, dealing room activities and risk management principles, including correspondent Bank arrangements, NRI customers and various banking and investment products available to them under FEMA, Remittance facilities

Module 5	Risk in international banking			**10 Sessions**

Laws governing trade finance viz, FEMA, NIAct, Indian stamp Act, EXIM policy, RBI / FEDAI guidelines, Role of Banks, including EXIM Bank, in financing Foreign Trade, various facilities to Exporters and importers including project finance, Forfaiting and Factoring, Risks involved in foreign trade finance: Country risk, Currency risk, Exchange risk, legal risk etc, Role of ECGC.

Targeted Application: Cross-border transactions **& Tools that can be used**: MS office, MS excel

Project work/Assignment:
   1. Review an article and write an assignment on global trends and developments in international banking in about 1000-1500 words.
   2. Experiential Learning: Preparation of a project report on a selected business organization for reviewing its international finance products and service usage impact.

Text Books:
   T1. International Banking. (2011). Indian Institute of Banking & Finance. Macmillan Publishers India Limited.

References:
R1. Mehta ,DM.& Fung, H.G (2014). International bank management. Wile. New Delhi.

R2. Apte P.G. International Finance (2017). A Business Perspective, New Delhi, TATA McGraw Hill.

R3. Bhalla .V.K. International Financial Management . S.Chand Publishing.

R4. International Banking Legal and Regulatory Aspects (2007). IIBF- MacMillan Publishers.

PU E-Resources Link:

1.https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/10569210911008476/full/html

2.   https://www.ifcreview.com/articles/2019/november/seven-trends-in-offshorebanking/

3. https://www.proquest.com/docview/1314953637/BB8FDED86AC24805PQ/1?accountid=177896

4. https://academic.oup.com/rof/article/21/4/1513/2670120

5. https://academic.oup.com/joeg/article/20/6/1263/6017416

Online Resources:

1. https://m.rbi.org.in/Scripts/bs_viewcontent.aspx?Id=275

2. https://sbi.co.in/corporate/AR1920/download_center/english/11-3.13-International%20Banking%20Operations.pdf

3. https://www.eximbankindia.in/

4. https://99employee.com/foreign-banks-in-india/

5. https://www.worldbank.org/en/about

6. https://www.ecb.europa.eu/pub/euromoneymarket/pdf/ecb.euromoneymarket202104_study.en .pdf

7. https://www.bis.org/publ/confp03c.pdf

8. https://www.jpmorgan.com/commercial-banking/solutions/international-bankin

Topics relevant to EMPLOYABILITY SKILLS : Investment banking for **Employability Skills through Participative learning techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3077	Course Title: **Strategic Financial Management**	**L- T- P- C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Basic concepts of Financial Management (BBA2001)					
Anti-requisites	NIL					
Course Description	This course emphasizes on core financial management concepts and techniques for strategic decision making. It covers basic concepts of finance, risk analysis, Project cash flow, capital budgeting decisions. The course enables the students to identify and evaluate risk associated with finance, analyze the project cash flow and assess potential investment decisions & strategies.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1. Define Strategic Financial Management. **(Knowledge)** CO 2. Apply the Risk and return analysis to a business project. **(Application)** CO 3. Compute the Terminal cash flow. **(Application)** CO 4. Employ the Capital Budgeting decisions under uncertain and risky situations. **(Application)**					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Strategic Financial Management** and attain ==Employability== through ==Problem Solving Methodologies.==					
Course Content:						

Module 1	**Introduction to strategic financial management**			**10 Sessions**

Meaning of Strategic Financial Management- Reasons for managing business financially – Financial goals and strategy – Value chain analysis – Cost Benefit analysis – Strategic Business units – Strategic Planning process – Life Cycle costing – Activity Based costing

Module 2	**Risk analysis and classification**			**10 Sessions**

Types of Risk – Financial Risk – Market Risk and Credit Risk, Foreign Exchange Risk, Interest Rate Risk, Counterparty risk, Systematic risk – Operational risk, Strategic risk, Risk and return analysis (Practical problems involving expected return and risk) – Difficulties in measuring risk, Risk classification system- COSO.

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Module 3	Project cash flow			10 Sessions
Estimation of Project cash flow – Initial cash flow, Sunk cost, Terminal cash flow (Problems on estimation of cash flow) – Relevant cash flow (Theory only)				
Module 4	Capital budgeting decisions			10 Sessions
Capital Budgeting Decisions –Capital Budgeting Decisions under uncertainty and risky situations – Concept of probability & expected value certainty equivalent approach, Simulation and Decision tree analysis, Sensitivity analysis, Capital Rationing, Adjusted Net Present value, Replacement decisions, MIRR, Effect of inflation on capital budgeting decisions.				
Module 5	Valuation of Business			
Value of Shares and company, Asset based valuation, Valuation relative to industry av valuation Models, Valuation based on Company fundamentals.				

Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

Assignment 1: Case study analysis on a select organization on the concept 'strategic business units'.

Assignment 2: Written assignment on capital budgeting decisions under uncertainty & risky situations.

Delivery procedure (pedagogy):

Lecture: All Modules

Participative learning:

a. Group Discussion: Module 1: Strategic business units
b. Case study: Module 5: Capital budgeting decisions under uncertainty and risky situations

Text Book:
T1. Rustagi. R. P (2010), 4th ed., Financial Management – Theory, Concepts and Problem, New Delhi: Taxmann Publications Pvt. Limited.

Reference:
E-Reading / Essential Reading:
R1. Jakothiya, Girish. (2000). Strategic financial management. New Delhi: Vishal publishing house.

R2. Pandey.I.M. (2015) Financial Management (9th ed.). New Delhi: Vikas Publications.

PU online library

https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/S1479-361X(2013)0000012004/full/html

Web based resources:

W1.Basic concepts of strategic financial management:
https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf

W2. Risk analysis in capital investment:

https://hbr.org/1979/09/risk-analysis-in-capital-investment

W3. Capital budgeting decisions:

https://www.investopedia.com/articles/financial-theory/11/corporate-project-valuation-methods.asp

W4: Introduction to capital budgeting:

https://www.youtube.com/watch?v=Sff3DxOHjJs

NTPEL Videos:

1. Financial management for managers:

https://archive.nptel.ac.in/courses/110/107/110107144/

Case study references:

1. Risk and return analysis:

https://www.emerald.com/insight/content/doi/10.1108/03074350310768454/full/html

2. Capital budgeting decisions:

https://www.emerald.com/insight/content/doi/10.1108/PRR-10-2020-0035/full/html

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Topics relevant to EMPLOYABILITY :   XXXXXX for **EMPLOABILITY through** ==**Problem Solving** **methodologies**== **.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council	Academic Council meeting held on 3rd August 2024

Course Code: BBA3003	Course Title: **Business Valuation**	**L-T-P-C**			
			3	0	3
Version No.	1.0				
Course Pre-requisites	Studying business valuation typically requires a foundational understanding of various disciplines related to finance, accounting, economics, and business**.**				
Anti-requisites	<mark>Capital Budgeting Techniques</mark>				
Course Description	This course is intended to familiarize the students with business valuation concepts. A business valuation provides the management of business with numerous facts and figures pertaining to the actual worth or value of the company in terms of market competition, asset values and income values. The key benefits of business valuation are: Better Knowledge of Company Assets; Understanding of Company Resale Value; Assistance during Merger & Acquisitions; Obtain a True Company Value and Access to More Investors. With the surge in business activities, valuations have occupied the centre stage. Whether it is a start-up or a big corporate house, valuations is pervasive. Right from the setting up of the business entity, during its merger and acquisitions, for obtaining long-term finance from banks / financial institutions, winding-up and for various other business purposes, valuation is an integral component. The subject provides the students with knowledge of numerous facts and figures pertaining to the actual worth or value of the company in terms of market competition, asset values and income values. The key benefits of business valuation are: Better Knowledge of Company Assets; understanding of Company Resale Value; Assistance during Merger & Acquisitions; obtain a True Company Value and Access to More Investors.				

Course Out Comes	On successful completion of the course, the student shall be able to
	1. Explain situations where valuation is crucial, such as mergers, acquisitions, financial reporting, and investment decisions
	2. Describe M&A transactions, including due diligence, valuation, and integration strategies.
	3. Apply the knowledge of relative valuation to benchmark and assess a business's value in relation to peers.
	4. Examine the results and understanding the implications of various valuation approaches on the overall assessment.

Course Objective:	This course is designed to develop a reservoir of knowledge on valuation which can assist the student in undertaking valuation assignments under Companies Act, 2013 including for mergers and Acquisitions based on valuation model understanding.

Course Content:	

Module 1	Overview of Business Valuation			10 Sessions
Genesis of Valuation; Need for Valuation; Hindrances/ Bottlenecks in Valuation; Business Valuation Approaches; Principles of Valuation (Cost, Price and Value).				
Module 2	Purpose of Valuation			10 Sessions
M&A, Sale of Business, Fund Raising, Voluntary Assessment; Taxation; Finance; Accounting; Industry perspective; Statutory Dimension.				
Module 3	Business Valuation Methods			10 Sessions
Business Valuation Methods: Discounted Cash Flow Analysis (DCF); Comparable transactions method; Comparable Market Multiples method; Market Valuation; Economic Value-Added Approach; Free Cash Flow to Equity; Dividend Discount Model; Net Asset Valuation; Relative Valuation; Overview of Option Pricing Valuations.				
Module 4	Factors for the computation of Business Worth	Case Study : Corporate Valuation and Indian Politics – Privatisation of **BALCO**		10 Sessions

Planning and Data Collection; Data Analysis and Valuation including review and analysis of Financial Statements; Industry Analysis; Selecting the Business Valuation Methods; Applying the selected Valuation Methods; Reaching the Business Value Conclusion.	
Targeted Application & Tools that can be used: Case Study of SBI with its associates (Mergers and acquisitions).	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course	
Review of Articles on developments in Business Valuation, Risk and return. Group Discussion. Presentations. Case Study Analysis.	
Text Book: T1: Pitabas Mohanty : Business Valuation ; Text and Cases : Taxmann Delhi.	
References R1: "Business Valuation Management", The Institute of Cost and Works Accountants of India. **http://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-18.pdf** Business Valuation by P.K. bandgar : Himalaya Publishing House R2: "The Challenges with Mergers & Acquisitions", https://blog.impraise.com/360 Kane, Marcus and Mohanty: Investments: Tata McGraw Hill, New Delhi. R3: Study Material of Business Valuations and modelling (ICSI).. **https://www.icsi.edu/media/webmodules/FINAL_VALUATION_BOOK_27.06.2019.pdf** Mergers & Acquisitions and Corporate Valuation- An Excel Based Approach by Dr.Manu Sharma, published by Dreamtech press	
Topics relevant to EMPLOYABILITY : Business Valuation methods and Factors for Computation of Business Worth are related to employability**; this** is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the	24th Academic Council meeting held on 3rd August 2024

Academic Council	

Course Code: BBA3007	Course Title: FINANCIAL MODELLING Type of Course: Discipline Elective	L- T-P- C	3	0	3
Version No.	2.0				
Course Pre-requisites	• Basic Communication • Basic knowledge in MS-Excel • Familiarity with graphs and charts • General Knowledge in business projects and stock market.				
Anti-requisites	Nil				
Course Description	**COURSE DESCRIPTION:** This course is intended to provide a nuanced understanding of Excel's capabilities and the theories shaping financial models, this course offers profound insights into corporate decision-making, project selections by business firms, and the investment choices made by individuals.				
Course Out Comes	CO1: Describe financial modelling concepts, characteristics, and goals for creating effective models. (Understand) CO2: Interpret financial statements, recognizing the importance of financial statements in evaluating a company's financial well-being. (Apply) CO3: Examine businesses via ratios, reports, and valuation, showcasing financial analysis in decisions. (Analyse) CO4: Apply Excel for modelling, using formatting, formulas, and advanced techniques to make practical financial models from theory. (Apply)				
Course objective	The objective of the course is to familiarize the learners with the concepts of ==Financial Modelling== and attain ==Employability== through ==Problem Solving techniques.==				

Course Content:				
Module 1	Introduction to Financial Modelling:			10 Sessions
Introduction, Basics of Financial Modelling, Meaning & Definition, Characteristics, Objectives, Functions, Nature of Financial Modelling, Reasons for Financial Modelling, Applications of Financial Modelling, Who Builds Financial Modelling, how to build Financial Modelling, Uses of Financial Models, Financial Modelling and Strategic Analysts, Skills required to do Financial Modelling to Business.				
Module 2	Financial Statement Analysis			10 Sessions
Accounting Cycle: Introduction to Financial Statement Analysis, Financial Reporting Mechanics, Understanding Income Statement, Balance Sheet, Cash Flow Statement, Financial Analysis Techniques, Inventories, Long Lived Assets, Non-Current Liabilities, Financial Statement Application.				
Module 3	Modelling Techniques			10 Sessions
Ratio analysis of industries, Du point Analysis, Peer to peer analysis, Preparation of Financial Analysis report on an industry, Valuation- Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart),				
Module 4	Excel For Financial Analysis			10 Sessions
Formatting of Excel Sheets, Use of Excel Formula Function, Advanced Modeling Techniques-Extrapolation, Histogram, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, Lookups: VLOOKUP Match & offset, pivot tables.				
Textbook 1. Financial Modeling Using Excel and VBA (Wiley Finance) by Chandan Sengupta (Author)				
Reference 1. Mary Jackson, Mike Staunton., Advanced Modelling using Excel and VBA, John Wiley and Sons Limited, 2007. 2. Simon Benninga., Financial Modeling, The MIT Press Cambridge, Massachusetts, 2008.				

3. Soubeiga, Eric., Mastering Financial Modeling: A Professional's Guide to Building Financial Model in Excel, McGraw-Hill Professional, 2013.

4. Sengupta Chandan., Financial Analysis and Modelling using Excel and VBA, Wiley, 2011.

5. Bodhanwala, Rujbeh., Understanding and Analysing Balance Sheet Using Excel Worksheets, Prentice Hall International, 2010.

6. Gottlieb Isaac., Next Generation Excel: Modeling in Excel for Analysts and MBAs, John Wiley and Sons Limited, 2009.

PU Resources Link:

PU E-Resources:

1.https://www.cambridge.org/core/books/abs/capital-asset-pricing-model-in-the-21st-century/capital-asset-pricing-model/F3087AB0D77C44EABCCCFBED64C92472

2.   https://www.emerald.com/insight/content/doi/10.1108/JPIF-05-2014-0033/full/html

2.   https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb013354/full/html

3. https://dl.acm.org/doi/10.1145/3510858.3511404

4.https://web.s.ebscohost.com/ehost/detail/detail?vid=2&sid=76e4bbd1-d062-4b7f-943b-f13bd58509f3%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=121328066&db=iih

5.https://presiuniv.knimbus.com/openFullText.html?DP=https://www.cambridge.org/core/journals/journal-of-financial-and-quantitative-analysis/article/flotation-costs-and-the-weighted-average-cost-of-capital/7987FCD970EBCE60366AFE46C697FAB4

E-Materials :

3. https://www.kau.edu.sa/Files/0016435/Subjects/Financial%20Modeling%20Using%20Excel%20and%20VBA(1).pdf
4. http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/FINANCE%20Advanced%20modelling%20in%20finance%20using%20Excel%20and%20VBA%200471499226.pdf

Topics relevant to EMPLOYABILITY: Balance Sheet and Cash Flow Statement for <mark>Employability</mark> through <mark>Problem Solving Techniques.</mark> This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3005	Course Title: Management Control system Type of Course: Core, Theory Only Course	L-T- P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	- Basic Communication - General Knowledge of accounting. - Knowledge about the Business World.				
Anti-requisites	NIL				
Course Description	Every organization is meant to achieve pre-set goals and objectives. Well-thought-out strategies are being implemented for this purpose. Execution of these strategies assumes as much importance as formulation itself. Management control systems are designed to implement these strategies successfully. The process of implementation of the strategies and the dilemma faced by managers are the main focus of this course. It envisages strategic planning, budgeting, resource allocation, performance measurement, evaluation, and reward/ responsibility center allocation. Thus, the main objective of this course is to equip the students with the skills for effective implementation of strategies and resolving attendant problems.				
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the concepts of Management Control (Knowledge) CO2: Discuss the practices of Strategic Planning and Management Control (Comprehension) CO3: Explain the Management Control process (Comprehension) CO4: Illustrate the variations in Management control (Application)				
Course objective	This course is designed to improve the learner's **EMPLOYABILITY SKILLS** by using **EXPERIENTIAL LEARNING** Techniques of Class Presentation and Case Study.				
Course Content:					
Module 1	Fundamentals of Management Control			**10 Sessions**	

Topics: Nature of Management Control Systems – Basic concepts – Boundaries of Management Control – Impact of the Internet on Management Control – Management control environment- Goal congruence – Informal factors that influence goal congruence – Formal control systems- types of organizations – Functions of the controller – Performance measurement – Difficulties in implementing performance measurement systems – interactive control.				
Module 2	Strategic Planning and Management Control			**10 Sessions**
Topics: Responsibility centers – Revenue centers – Expenses centers- Administrative and support centers – Research and Development centers – Marketing centers- Profit centers- General considerations- - Business units as profit centers – Other profit centers- Measuring profitability – Transfer pricing – Objectives of transfer prices – Transfer pricing methods Pricing corporate services – Administration of transfer prices				
Module 3	Management control process:			**10 Sessions**
Topics: Strategic planning – Nature of strategic planning – Analyzing proposed new programs Analyzing ongoing programs – strategic planning process – Understanding strategies – Concept of strategies – Corporate level strategies – Business unit strategies. Budget preparation – Nature of a budget- Other budgets – Budget preparation process – Behavioral aspects- Quantitative techniques- Calculating variances – Variations in practice- Limitations on variance analysis				
Module 4	Variations in Management control			**10 Sessions**
Topics: Controls for differentiated strategies – Top management style- Service organizations – Service organizations in general, professional service organizations, Financial service organizations, Health care organizations, Non-profit organizations, Multinational organizations – Cultural differences				
Targeted Application: PPT, Videos				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Experiential Learning: Case study analysis difficulties in implementing performance measurement systems Assignment 2: Group discussion on Cultural differences in Multinational organizations				

Delivery procedure (pedagogy):

Lecture: All Modules

Self-learning: Module 1: Impact of the Internet on Management Control

Participative learning: Module 4: Group discussion on Variations in Management control

Reference
Textbook
Robert N Anthony and Vijay Govindarajan, Management Control Systems, The McGraw-Hill, New Delhi, 12th edition, 201

Reference
1. Maciariello, J A and Kirby C J. Management Control System. Prentice Hall of India, New Delhi.
2. Sharma Subhash, Management Control System, Tata Mc Graw Hill Publishing Co., New Delhi
3. Hummel, K., Pfaff, D. and Bisig, B. (2019), "Can the integration of a tax-compliant transfer pricing system into the management control system be successful? Yes, it can!", *Journal of Accounting & Organizational Change*, Vol. 15 No. 2, pp. 198-230. https://doi.org/10.1108/JAOC-09-2017-0077

Topics relevant to the development of "EMPLOYABILITY SKILL": Students shall be able to analyze the capital structure of a business organization and provide insights.

Catalogue prepared by	Dr. Amit Saha
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3068	Course Title: Foreign Direct Investment Type of Course: Discipline Elective Theory	L- T-P- C	3	0	0	3
Version No.	1.0					

Course Pre-requisites	• Knowledge of Management			
Anti-requisites	Nil			
Course Description	The course is conceptual in nature and will help the students to gain detailed insights about foreign direct investment, recent policies and opportunity for investments in international business.			
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concepts of Foreign Direct Investment CO2: Explain the regulatory framework of FDI CO3: Summarize the impact of FDI policies on Home and Host country CO4: Apply the FDI strategies for business development			
Course objective	The objective of the course is to familiarize the learners with the concepts of **Foreign Direct Investment and** attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Foreign Direct Investment			11 Sessions
Topics: Overview of Foreign Direct Investment- Definition and Types of FDI (Greenfield Investment, Brownfield Investment, Mergers & Acquisitions), Historical Context and Evolution of FDI, Importance of FDI in the Global Economy. Theories and Models of FDI, The Eclectic Paradigm (OLI Model), Internalization Theory, Product Life Cycle Theory, Market Imperfections Theory. Drivers and Determinants of FDI- Economic Factors (Market Size, Economic Stability, Growth Potential), Political and Legal Environment, Infrastructure and Technological Factor, Labor Market Conditions. Global Patterns and Trends in FDI- Regional Distribution of FDI, Sectoral Distribution of FDI, Emerging Markets and FDI, Recent Trends and Future Prospects				
Module 2	The Regulatory and Institutional			10 Sessions

	Framework of FDI			

Topics: National Policies and Regulations- FDI Policies and Incentives, Entry and Operational Requirements, Restrictions and Performance Requirements, International Investment Agreements, Bilateral Investment Treaties (BITs), Multilateral Investment Agreements, Role of the World Trade Organization (WTO) in FDI. Role of International Organizations in FDI- United Nations Conference on Trade and Development (UNCTAD), International Monetary Fund (IMF), World Bank and International Finance Corporation (IFC). Investment Promotion Agencies and Their Functions- Role and Importance of Investment Promotion Agencies (IPAs), Strategies for Attracting FDI, Success Stories and Best Practices

Module 3	Impact of FDI on Host and Home Countries			10 Sessions

Topics: Economic Impact of FDI- Impact on Economic Growth and Development, Job Creation and Employment Effects, Technology Transfer and Innovation. Social and Environmental Impact of FDI- Social Benefits and Challenges, Environmental Considerations and Sustainability, Corporate Social Responsibility (CSR) in FDI. Political and Cultural Impact of FDI- Influence on Political Stability and Governance, Cultural Exchange and Adaptation, Managing Cross-Cultural Challenges. FDI and Development- FDI in Developing and Transition Economies, Role of FDI in Poverty Reduction, FDI and Sustainable Development Goals (SDGs)

Module 4	Strategies and Management of FDI			10 Sessions

Topics: Strategic Considerations for Multinational Enterprises (MNEs)- Entry Strategies (Wholly Owned Subsidiaries, Joint Ventures, Strategic Alliances), Location Strategy and Site Selection, Risk Management in FDI. Managing Foreign Subsidiaries- Organizational Structure and Control Human Resource Management in MNEs, Cross-Cultural Management and Communication. Performance Measurement and Evaluation of FDI- Financial Performance Metrics, Operational and Strategic Performance, Impact Assessment and Reporting. Future Trends and

Challenges in FDI- Digital Transformation and FDI, Geopolitical Risks and FDI, Sustainable and Responsible Investment Trends	
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method	
Reference **Text book** 1. Foreign Direct Investment, *National Bureau of Economic Research Project Report*, Kenneth A. Froot, University of Chicago Press, 2008	
Reference 1. **Foreign Direct Investment:** The Indian Experience, Leena Ajit Kaushal, Business Expert Press, 29 Apr 2019 - Business & Economics - 232 pages **PU library link** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJDI-02-2024-0039/full/html **E resources:** **https://onlinecourses.nptel.ac.in/noc24_mg28/preview**	
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Monica Satish
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3007	Course Title: Business Process Engineering	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Management Basic understanding about the concept of reengineering as a part of management					
Anti-requisites	**Nil**					
Course Description	The course is descriptive in nature and will help the students to gain a detailed understanding about Business process Reengineering task and practices implemented in an organization. Students will be benefited by understanding about the importance and procedure involved in execution of BPR process in an organization.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of Business Process Reengineering CO2: Explain the process involved in BPR CO3: Discuss the stages involved in designing and building a new process CO4 : Explain the practice of change management CO5: Relate the practices of BPR with continuous improvement					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Business Process Reengineering and** attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to BPR			10 sessions
Business process reengineering-an overview: Historical background Fundamentals of BPR Concepts and techniques. Changing business processes: the importance of technology as a driver for organization: Nature, significance and rationale of business process reengineering (BPR)				
Module 2	Process Design			10 sessions
Process redesign: Major issues in process redesign: Business vision and process objectives, Processes to be redesigned, measuring existing processes, Role of information technology (IT) and identifying IT levers.				
Module 3	Designing and Building a New process			10 sessions
Designing and building a prototype of the new process: BPR phases, Relationship between BPR phases. BPRE & TQM, benchmarking, ISO standards. Implementation of BPRE-business process management, principles, Business models, barriers.				
Module 4	Change Management			10 sessions
Change management: Change and the manager: change and the human resource: the cultural web and the past: the cultural attributes of change Typical BPR activities within phases: Change management, Performance management, and programme management.				
Module 5	BPR and Continuous improvement			10 sessions
BPR and continuous improvement: Co-ordination and complementary efforts, IT capabilities and their organizational impacts, Implementation of BPR, Stages of implementation and critical aspects, Case studies on BPR. The concept of the learning organization and its influence on systems development: restructuring the organization. The importance of communication and the resistance to change: building the culture for successful strategy implementation; the influence IT will have on the internal appearance of organizations in the future.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Class presentation on BPR process with a company example Case study Analysis				
Reference **Text book** Omar El Sawy, Business Process Re-engineering, Tata McGraw Hill , 2010 R. Srinivasan, Business Process Re-engineering, Tata McGraw Hill , 2011				
Reference				

Warner Winslow, Strategic Business Process Transformation through BPR, , Tata McGraw Hill , 1996

Marjanovic, O. (2000), "Supporting the "soft" side of business process reengineering", Business Process Management Journal, Vol. 6 No. 1, pp. 43-55. https://doi.org/10.1108/14637150010313339

Wong, B.K. and Li, W.X. (1998), "Case study: business process reengineering in an international company", Logistics Information Management, Vol. 11 No. 5, pp. 317-323. https://doi.org/10.1108/09576059810234245

PU library link

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/14637150010313339/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09576059810234245/full/html

E resources:

https://www.youtube.com/watch?v=LtSiTpb7mS0

Topics relevant to EMPLOABILITY : XXXXXX for **Employability through** <mark>**Participative Learning Techniques**</mark>. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3005	Course Title: Emerging Technologies in Logistics and Supply Chain Management	L- T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Introduction to E-Commerce and Supply Chain Management - MGT 131 and also Supply Chain Modelling and Design - BSC 104. • Basic Knowledge in Logistics and Sourcing concepts • Familiarity with graphs and charts					
Anti-requisites	Nil					
Course Description	This course intends to provide the comprehensive coverage on emerging technologies in logistics and supply chain management. After the completion of this course the student gets thorough insights into Logistics 4.0 and internet of things. They also get knowledge about various e-procurement and e-logistics procedures followed by various companies. This course also throws light onto some of the present disruptive technologies like block chain and finally real life cases are also discussed to make really interesting and useful to the students					
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Outline the brief introduction on logistics 4.0 and also the importance of internet of things. **CO 2:** Discuss in detail about the process of E-Procurement and E-Logistics by adopting of advanced process in the logistics process. **CO 3:** Explain the adaptation of new container technology and digital supply chain. **CO 4:** Illustrate the concept of creating resilient supply chains, its risks and also to study the latest updates from resilient supply chains. **CO 5:** Interpret the process of integrating block chain technology with supply chain operations.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Emerging technologies in logistics and Supply Chain Management **and** attain ==Employability== through ==Participative Learning techniques.==					

Course Content:				
Module 1	**Introduction to Logistics 4.0**			**10 sessions**
Topics : The concept of Logistics 4.0- Nature, Characteristics, Comparison with Industry 3.0. The future of logistics industry- Logistics 4.0 and technological applications - Introduction to Internet of things, CPS-Internet of Services(IoS) - Smart Factories-Big Data-Marketplace analysis for e-commerce, Managing Digital Business Infrastructure, E-environment and Factors Driving E-Business. Different Models of IOT. Logistics 4.0 and Emerging Trends				
Module 2	**E Procurement and E Logistics**			**10 sessions**
Topics: IPA/RPA-process automation in purchasing and supply management-nature, characteristics, applications and technological challenges, E- Logistics Technologies Advance Ship Notice (ASN), Tracking systems, Satellite global positioning systems (GPS) and geographic information systems (GIS), Bar-coding and scanning, Digital Signature Technology, Wireless Technology – Radio Frequency Identification and Detection (RFID), -Digital Technology in Delivery-Drones, Unmanned Aerial Vehicles, Smart Forklifts, Pallet Movers, Crane - Assistance system for use across the distribution system-infobroker-integration portal-sensor based production information platform..				
Module 3	**Unlocking digital innovation**			**10 sessions**
Topics: Intelligent Container - Emergence of new Containers in Cold Chain - Conc of new Containers – Impacts of new containers on cold chain – growth potential for controlled atmosphere contai Digital Supply Chain – Principles for driving technology in the supply chain – Case Study on Cool Chain Lc – The banana Chain.				
Module 4	**Creating Resilient Supply Chains**			**10 sessions**
Topics: Concept of Resilient Supply Chain, Principles of Designing a Resilient Supply Chain, Physical Features of a Resilient Supply Chain, Relationships within				

a Resilient Supply Chain, Risk Compensation and Business Continuity. Latest updates in Resilient Supply Chain.				
Module 5	**Innovative Supply Chain Technology Tools**			**10 sessions**

Data science – Quality Control – Real-Time Deployment – Warehouse Efficiency – Predictive Strategies – Inventory, Supply, Demand Management, Tightening KPI – Reverse Management. Autonomous Mobile Robots – Truck Collaboration – Distributed Inventory – Driverless Vehicle and Drone Delivery -   3D Printing – Machine Learning Predictive tools – Fish bowl inventory – Real-time data simulator.

Targeted Application & Tools that can be used: Nil

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Case study analysis as per the requirement of modules prescribed above.
- ❖ Caterpillar Material Handling Strategy
- ❖ GE operational supply chain strategy.

Text Book
1. Anthony. M. Pagano, Matthew Liotine – Technology in Supply Chain Management and Logistics – Current Practices and Future Operations - Elsevier-2020.
2. Ismail Iyigun, Omer Faruk Gorcun – Logistics 4.0 and Future of Supply Chains – Springer-2022.
3. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.0 – CRC Press – 2021.

Reference
1. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management – Springer – 2007.
2. Turan Paksoy, Cigdem Gonul Kochan and Sadia Samar Ali – Logistics 4.O – CRC Press – 2021.
3. Hosang Jung, F. Frank Chen, Bongju Jeong – Trends in Supply Chain Design and Management-Springer 2016.

Web Sources:

1. https://www.how.fm/library/6-emerging-logistics-and-supply-chain-trends-in-2021/

2. https://www.allerin.com/blog/5-emerging-technologies-shaping-the-future-of-logistics

3.	https://www.researchgate.net/publication/299444871_Emerging_Trends_of_Supply_Chain_Management_Where_Are_We_Going

Video Lecture Sessions:

1. https://www.youtube.com/watch?v=7rI4KD2VbPs

2. https://www.youtube.com/watch?v=7DZR5UaAM0E

3. https://www.youtube.com/watch?v=wwjzxHI92Eg

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through <mark>Participative Learning Techniques</mark>.** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3006	Course Title: Global Supply Chain Management	L-T-P- C	3	0	0	3
Version No.	1.0					
Course Pre- requisites	Knowledge of Management Knowledge of Supply Chain Management					
Anti-requisites	**Nil**					
Course Description	This course will provide the analytical framework for assessing the nature and challenges of operating global supply chains. It focuses on the primary activities of global supply chains, distribution and inventory management, and the supporting activities of document management and procurement.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of Global supply Chain Management CO2: Explain the tasks involved in procurement and sourcing CO3: Discuss the practices of production and Inventory Management CO4: Employ practices for effective management of delivery of goods and services.					
Course objective	The objective of the course is to familiarize the learners with the concepts of **Global Supply Chain Management and** attain ==Employability== through ==Participative Learning techniques.==					
Course Content:						
Module 1	**Introduction to Global Supply Chain Management**			**10 sessions**		
Introduction to Global Supply Chain Management, Supply Chain Management Processes and Challenges, Optimizing Customer Value, Using Information Technology (IT), Planning the Global Supply Chain - Supply Chain Plan Essentials, Supply Chain Strategy Development, Implementation of the Strategy.						
Module 2	Managing Procurement and Sourcing			**10 sessions**		
Global Sourcing, Adapting and Improving the Sourcing Process, Forming Partnerships and Alliances, Outsourcing Company Activities, Negotiating with Suppliers, Compliance with International Law, Working with Customs Brokers, Managing documents for international trade transactions, Becoming a Supplier.						
Module 3	Production and Inventory Management			**10 sessions**		

Planning Production Activities, Managing Manufacturing Performance, Meeting Standards and Regulations, Release Procedures. Inventory Management - The Basics of Inventory Management, Maintaining Optimum Inventory Level, Planning Inventory Storage Locations, Centralized and Decentralized Warehousing.				
Module 4	Managing Delivery of Goods and Services			**10 sessions**

Processing Orders, Planning Transportation, Limiting Export Responsibilities, Using Foreign Cargo Facilities, Clearing Foreign Customs, Working with Transportation Intermediaries, Receiving Payment After Delivery, Delivery of Services. Freight Forwarders, Transport Specialists, Trading Houses, Third-Party Logistics Companies, Customs Brokers, Financial Institutions, Cargo Insurance Underwriters. The Reverse Supply Chain (Reverse logistics), Managing the Returns Process, Outsourcing the Returns Process, The circular economy
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Case study analysis Course project on handling reverse supply chain management
Reference **Text book** Hult, Tomas; Closs, David; and Frayer, David, Global Supply Chain Management, McGraw-Hill Education, latest edition

Reference
Global Value Chain Management, FITT, latest edition (Free eBook download for students registered with FITT)
Mathiyazhagan, K., Rajak, S., Sampurna Panigrahi, S., Agarwal, V. and Manani, D. (2021), "Reverse supply chain management in manufacturing industry: a systematic review", International Journal of Productivity and Performance Management, Vol. 70 No. 4, pp. 859-892. https://doi.org/10.1108/IJPPM-06-2019-0293
Kembro, J. and Norrman, A. (2022), "The transformation from manual to smart warehousing: an exploratory study with Swedish retailers", The International Journal of Logistics Management, Vol. 33 No. 5, pp. 107-135. https://doi.org/10.1108/IJLM-11-2021-0525
PU library link
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPPM-06-2019-0293/full/html

E resources:
https://nptel.ac.in/courses/110108056

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3042	**Course Title:** Lean Supply Chain Management	**L-T-P-C**	3	0	0	3
Version No.	1.0					
Course Pre-requisites	BSC 104 – Supply Chain Modelling and Design Fundamental understanding of the organizational structure. Fundamental Knowledge on Supply Chain Concepts Familiarity with working principle of Supply Chain Software Familiarity with graphs and charts					
Anti-requisites	**Nil**					
Course Description	The objective of this course is to make students to understand the basic Lean principles that helps the professionals in providing error free work atmosphere and will always strive to eliminate the wastages in the production. The ultimate goal of this course is to make the student to understand and demonstrate the application of basic lean concepts over organization's supply chain process. It also describes about lean leadership principles of the lean supply chain strategies, tactics in order to enhance the operational efficiency of the organization.					

Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Outline the introduction of lean supply chain management. CO 2: Identify the lean supply chain strategy tactics and operational plans. CO 3: Explain e-commerce interaction with lean supply chain management. CO 4: Illustrate the importance of outsourcing in lean supply chain management. CO 5: Employ the models for implementing s sustainable lean supply chain practices in an organization.
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Lean Supply Chain Management** and attain ==Employability== through ==Participative Learning techniques.==
Course Content:	

Module 1	Introduction to Lean Supply Chain Management			10 sessions

Topics: Lean – Origin of Lean Principles – Lean Principles- Terminologies – Value Added & Non-Value Added – Lean Approaches and Methodology – Toyota Production System (TPS) – Pillars of TPS –Eight supply chain wastes –SIPOC Principle- Process Mapping and Value Stream Mapping – Creating Process Flow - Lean Supply Chain Management Principles – Lean and Supply Chain Nexus Conflicts.

Module 2	Lean Supply Chain Strategy Tactics and Operational Plans			10 sessions

Topics: Lean Supply Chain Leadership – Leadership advice from Lean Consultant – Strategic Customer value focus in Lean Supply Chain Management – Lean Supply Chain Alignment of Strategies, Tactics and Operational Plans – Significance of Lead time – benefits of lead time reductions, techniques to reduce lead times, 5sLittle Law, OEE, Six Sigma & MSA.
.

Module 3	Lean Supply Chain E-Commerce			10 sessions

Topics: E-Commerce and Supply Chain Management – E-Commerce interaction with Supply Chain Management – E-Business Software supports Lean Supply Chain Principles – Integrating Supply Chain Management in E-Commerce Environments – Maximizing B2C Supply Chains.				
Module 4	**Lean Supply Chain Outsourcing**			**10 sessions**
Topics: Benefits of Outsourcing for Lean Supply Chain – Moving Suppliers to be Lean with an outsourcing strategy – Balancing In-house and Outsourcing production – Trends in Outsourcing Sourcing and Procurement and Distribution Management – Lean Paradoxes.				
Module 5	**Sustainable Lean Supply Chains**			**10 sessions**
Topics Implementing a Sustainable Lean Program – Model for Sustainability – Green Supply Chain Strategy – Strategies for Building a Sustainable Lean Program – Measuring Sustainability – Agile and Flexible Supply Chains – Agile Lean Supply Chains – Agility and Global Business.				
Module 6	**Enabling Lean Supply Chain Planning**			**10 sessions**
Topics: Consideration of capacity for Lean supply chain process -Functional integration in planning – APS Lean supply chain integration – Lean supply Chain Optimization issues in planning – Market Demand Planning – Production planning – actual consumption based – Floor Design to enable lean planning – Case Study on AstraZeneca's Lean Planning – PCI Lean Production initiative.				
Module 7	**IT Landscape in Lean Supply Chain**			**10 sessions**
Topics: Master Data Management – Market Demand Planning – Detailed Planning and Scheduling – Configuring and renewing tactical lean supply chain parameters – planning and adjusting production based on actual consumption – building holistic lean IT architecture.				
Targeted Application & Tools that can be used: Nil				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course				
Case study analysis as per the requirement of modules prescribed above. Ford Motor Company Toyota Production System AstraZeneca				

Text Book

Mare. J. Schniederjans, Dara G. Schniederjans, Ray Qing Cao, Vicky Ching Gu – Topics in Lean Supply Chain Management, 2nd Edition, World Scientific Publishing Co, 2018

Paul Myerson – Lean Supply Chain & Logistics Management, Tata McGraw Hill Publishers, 2012

Barry Evans, Robert Mason – The Lean Supply Chain, Kogan Page - 2019

Reference

Francisco Campuzano and Josefa Mula – Supply Chain Simulation: A System Dynamics Approach for Improving Performance, 2nd Edition, Springer, 2011.

Hamed Fazlollahtabar – Supply Chain Management Models, 1st Edition, CRC Press Publishers, 2018.

Jeremy. F. Shapiro – Modelling the Supply Chain, 2nd Edition, Springer, 2006.

Michael Watson, Peter Cacioppi, Sara Lewis – Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Google Books,.2012,

Sunil Chopra, Peter Meindl, Dharam Vir Kalra – Supply Chain Management, Sixth Edition, Pearson Publishing House,2018.

PU-List   of   e-Resources:

https://puniversity.informaticsglobal.com/login

Supply Chain Strategies, Capabilities, And Performance

The Lean, Green Supply Chain Machine

A Faster, Leaner, Supply Chain: New Uses Of Information Technology

https://puniversity.informaticsglobal.com:2068/10.1108/IJPPM-10-2020-0560

ISSN: 1741-0401.

NPTEL Web Sources:

https://www.globaltranz.com/lean-supply-chain/

https://www.industryweek.com/supply-chain/planning-forecasting/article/21946754/the-goal-of-the-lean-supply-chain.

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout

Catalogue prepared by	Dr. Bhakta
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3012	Course Title: Purchase and Inventory Management	L-T-P- C	3	0	0	3
Version No.	1.0					
Course Pre- requisites	• Knowledge of Management • Basic knowledge of purchase and inventory as a part of Management					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the basic understanding to students about the purchasing and inventory operations in supply chain management concepts and processes that helps to bring awareness and make them employable.					
Course Out Comes	On successful completion of the course the students shall be able to: **CO 1:** Highlights the overview of purchasing management in SCM. **CO 2:** Explain the modern contemporary purchasing practices. **CO 3:** Highlight the introduction to inventory management and how demand analysis is performed in SCM. **CO 4:** Explain how the inventory planning and forecasting are performed in SCM. **CO 5:** Analyze the recent trends in purchasing and inventory management.					

Course objective	The objective of the course is to familiarize the learners with the concepts of **Purchase and Inventory Management and** attain ==Employability== through ==Participative Learning techniques.==			
Course Content:				
Module 1	**Overview of purchase and inventory Management**			**10 sessions**
Overview - Purchasing Organizations - Ethical and Professional standards - Make or Buy or outsourcing - Pricing impact - Purchasing Cycle - Vendor Analysis - Global tenders -Negotiations - Contracts / Purchase Orders - Purchasing practice by class of materials – Contract Management				
Module 2	**Purchasing Strategies**			**10 sessions**
Purchasing Activities - The procurement cycle - Computer-aided purchasing - Blanket purchase orders - Vendor performance measurement - Purchasing performance measurement - Public Buying - Purchasing & Forecasting Techniques - Purchase Strategies - Evaluation of Purchasing Function - Modern Purchase Practices - Decisions Support Tools.				
Module 3	**Inventory Management**			**10 sessions**
Introduction to Inventory - Types of Inventory - – Objectives - Concept of Inventory - Need for holding stock - Planning and controlling stock levels - Effects of excess inventory on business - Product Classification - Demand analysis - ABC analysis - Product Coding - Product Handling Groups				
Module 4	**Module title**			**10 sessions**
Costs associated with inventories - Forecasting - Inventory Control - Replenishment of Inventory - Inventory Management Systems - Materials Requirement Planning (MRP) - Works in Process Inventories - Finished goods Inventories - Inventories with Suppliers - Spare Parts Inventories - Warehouse and Inventory Operations - Accounting for Inventories				
Module 5	**Recent trends in purchase and inventory management**			**10 sessions**

Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse - Technology Aids in Retail Warehouse Management: Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID) – Cloud based Technologies for Purchasing and Inventory Planning.
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 18. Case study analysis on purchase and inventory management practices of the company 19. Class presentation on best practices in purchase and inventory management
Reference **Text book** 2. Max Muller – Essentials of Inventory Management, 3rd Edition, 2012, Harper Collins Publishers. 3. Edward.A.Silver, David F.Pyke, Douglas Thomas – Inventory and Production Management in Supply Chains, Fourth Edition, CRC Press.
Reference • Michael Watson, Peter Cacioppi, Sara Lewis – Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, 2012, Google Books. • ED. C. Mercado – Hands on Inventory Management, Series on Resource Management, Auerbach Publications • D. Thote, P. Fulzele, R. Nimishe, M. Thakur, S. Khasale and P. Chinchalkar, "Modern E-Trolley For Goods Purchase With Inventory Management Using Android Application," *2022 Second International Conference on Artificial Intelligence and Smart Energy (ICAIS)*, Coimbatore, India, 2022, pp. 897-902, doi: 10.1109/ICAIS53314.2022.9742900. • J. J. Pangaribuan, H. Margono, O. P. Barus, Y. A. Pratama and A. Maulana, "Sales, Purchase, and Inventory Information System Design at SMEs," *2022 1st International Conference on Technology Innovation and Its Applications (ICTIIA)*, Tangerang, Indonesia, 2022, pp. 1-6, doi: 10.1109/ICTIIA54654.2022.9935929.**PU library link** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01443579810192763/full/html https://ieeexplore.ieee.org/document/9935929

E resources:	
NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.	
Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Dr. Bhakta
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3002	Course Title: Supply Chain Modelling and Design	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	MGT 131 – Introduction to E-Commerce and Supply Chain Management Basic Understanding on Organizations' Production Function Fundamental Computer Knowledge					
Anti-requisites	**Nil**					
Course Description	This course intends to provide the basic understanding of supply chain modelling concepts. It provides comprehensive insights into the reasons and benefits for implementing supply chain software in an organization for an effective supplier selection and other supply chain processes. On completion of the course, the student can be able to devise a supply chain model for the various supply chain process in an organization.					
Course Out Comes	At the end of the course, the student shall be able to: **CO 1:** Explain the process of Supply chain modeling. **(Understand)** **CO 2:** Discuss the application of supply chain software for automating the supply chain processes in an organization**. (Understand)** **CO 3:** Sketch the various models involved in inventory management and risk pooling that automate the supply chain. **(Apply)** **CO 4:** Apply the process of Supply Chain production planning for an organization**. (Apply)**					
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Supply Chain Modelling and Design **and** attain ==Employability== through ==Participative Learning techniques.==					
Course Content:						
Module 1	INTRODUCTION TO SUPPLY CHAIN MODELLING			10 sessions		

Modelling Supply Chain Dynamics; Supply Chain Modelling – Importance –– Main Activities in SCM-SCOR Model; Forecasting Techniques-Moving Average-Exponential Smoothing-Other Forecasting Techniques-Measuring the Error in the Estimations; Decision Support System (DSS) – Modelling a Customer's Decision to Buy – Modelling a Customer perception of a Product – Modelling Competition: Value provided and Perceived – Modelling Market

	share, Revenue, Gross and Net Operating System – Respond to Market Driven demand -Product recovery and recycling – Life Cycle Analysis				
Module 2	**AUTOMATING THE SUPPLY CHAIN**				**10 sessions**
	Investing in Supply Chain Software - Selecting best supply chain management software for business- Cloud computing in Supply Chain – E2open (Front-end Information) – SAP SCM (Front-end Information) – Logility (Front-end Information) - Oracle SCM (Front-end Information)– Global Supply Chain – Agile Supply Chain – Benefits of Agile systems to enterprise – SCOR Model – Real Life Case Analysis on Supply Chain Models and Systems. (Beer Game, Simulation Games).				
Module 3	**INVENTORY MANAGEMENT AND RISK POOLING**				**10 sessions**
	Deterministic Inventory models: EOQ and Power-of-two policies – Stochastic Inventory models: base-stock policies and Q, R policies, forecasting- MAD, MSE and MAPE(Errors), Machine Learning , Neural Networks and Forecasting, - lead times, defining and measuring service levels in inventory systems – Multi-location inventory models: Risk- Advanced Risk-*Force Majeur* or Blow of Fate-Risk Pooling-Quantification Measure for Supply Chain Risk-Downside Risk - Inventory sharing and transshipment, heuristics for multi-echelon inventory control – Bull-Whip Effect.				
Module 4	**SUPPLY CHAIN PRODUCTION PLANNING IN VUCA WORLD**				**10 sessions**
	Volatility, Uncertainty, Complexity and Ambiguity(VUCA) World and Black Swan Events- Addressing VUCA)-Black Swan Events-Global Supply Chain-Disruptions-Geopolitical instability-Cyber Attacks-Transportation Failure ;Mitigating Through Insourcing and Back-shoring-Supplier Management: Assessing Supply Chain Risk in VUCA World– Partnering with External Trading Partners - Distribution Resource Planning (DRP) Systems – Demand Management: Challenges of Collaboration with customers and management levers to improve coordination				

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Participative Learning-Presentation based on an *Article Review on Force Majeur/ Blow of Fate-and Presentation by Students*

Experiential Learning-*Role Play of Black Swan Event*- Solution to be devised impromptu based on concepts of Module 4 &5

Text Book

1 -   B S Sahay, A K Gupta -Supply Chain Modelling and Solutions, Macmillan India Ltd –
        2007.

Reference

1 - Francisco Campuzano and Josefa Mula – Supply Chain Simulation: A System

　　　Dynamics Approach for Improving Performance, 2nd Edition, Springer, 2011.

2 - Hamed Fazlollahtabar – Supply Chain Management Models, 1st Edition, CRC Press

　　　Publishers, 2018.

Reference Articles:

PU-List of e-Resources: 　　　　　　　　　　**Link->**

https://puniversity.informaticsglobal.com/login

Synchronization in Supply Chains: Implications for Design and Management

Optimizing the supply chain configuration for new products

Supply chains and their impact on the environment

NPTEL Video Lecture Sessions on Supply Chain Modelling:

https://nptel.ac.in/courses/110/105/110105141/

https://nptel.ac.in/courses/110/106/110106045/

Other Web Sources:

https://www.riverlogic.com/blog/supply-chain-modeling-heres-what-you-need-to-know

https://www.scmglobe.com/online-guide/supply-chain-modeling-simulation-logic/

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through** ==**Participative Learning Techniques**==. This is attained through assessment component mentioned in course handou

Catalogue prepared by	Dr. Bhakta
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code BBE3003	**Course Title: Supply Chain Risk Management**	**L- T- P-C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	A fundamental knowledge of marketing and market awareness is a basic prerequisite.					
Anti-requisites	**Nil**					

Course Description	This course intends to provide the basic **employability skill to students on managing the key risk** of supply chain management in a complex global environment, chalk out strategies to counter potential unexpected disruptions, implementing new strategies to create resilience required to handle disruptions. It supports practical concepts and processes that helps to bring awareness and **make the students employable**
Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Define risk environment impacts supply chain in an organization **(Knowledge)** CO 2. Explain the risk and opportunities in supply chain **(Comprehension)** CO3. Discuss risk response options available for implementation and activation **(Comprehension)** CO 4. Illustrate risk mitigation models using tools and techniques**. (Application)** CO 5. Discuss the implication of Big Data tools for supply chain risk management **(Comprehension)**
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Supply Chain Risk Management and** attain ==Employability== through ==Participative Learning techniques.==

Course Content:				
Module 1	**Understanding Risk in SCM**			**10 sessions**
Introduction to Risk-Risk Analysis; Identification and Assessment; Risk Management, Mitigation and appetite; Types of Risk-Strategic, Operational, Financial, Compliance, Environment, Reputational; Sources of Risk-Internal & External; Severity of Treat- risk within dynamic environment- Benefit of supply chain risk management				
Module 2	**Risk and Management**			**10 sessions**
Risk in the Supply Chain, Features of Risk, Decisions & Risk, Structure of Decisions; Decisions with uncertainty, Risk, ignorance, Managing Risk Structure of a Supply Chain, Increasing Risk; Trends in Supply Chain Management. Integration of supply Chains, Cost Reduction, Agile logistics, E – Business, Globalization, Outsourcing, Changing practices in Logistics. Approaches to Risk Management.				
Module 3	**Identifying Risks**			**10 sessions**

Types of Risks, Tools for analysing past events, Operations, Problems with Risk Identification, Measuring Risk, Consequences of Risk, Responding to Risk – Alternative responses, Defining Options, Choosing the best response, Implementation & Activation, A Network view of Risk – Shared Risks, Achieving an Integrated approach, Analysing & responding to risk				
Module 4	**Evaluating Supply Chain Risk**			**10 sessions**
Scoping Supply Chain Risks- Internal And External Risks: SIPOC Model, Value Chain Analysis, Work Breakdown Structure; Compare the 4Ts and SCAAM Models of the risk management practices, ISO 31000 and COSO in supply chain context.				
Module 5	**Big Data and Analytics for Supply Chain Risk**			**10 sessions**
Data Science & Digital Supply Networks; Importance Of Predicative Analytics, Internet of Things and their impact of SCRM; Nature and benefits of AI in Supply chain; NLP, Machine Learning and block chain applications in SCM and SCRM; Cybersecurity- Formidable Source Of Risk; Supply Chain Resilience – Case Study				

Targeted Application & Tools that can be used
Agile logistics, E – Business
ISO 31000 and COSO in supply chain context

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
1)Review of digital/e-resource from Presidency University-link given in CHO

Text Book
1. Gregory L. Schlegel , Robert J. Trent Supply Chain Risk Management: An Emerging Discipline (Resource Management) Hardcover – Import, 3 Nov 2014.
 2. Donald Waters – Supply Chain Risk Management, Published by the Chartered Institute of Logistics & Transport, U.K
3. Jeremy F.Shapiro, Modelling the Supply Chain, Duxbury

Reference
1.Managing Supply Chain Risk- Sime Curkovic, Thomas Scannell, Bret Wagner, Routledge CRC Press, ISBN 9781498707107
Presidency University Links   https://presiuniv.knimbus.com/user#/home
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JMTM-10-2017-0218/full/html
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/13598541111171165/full/html

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through** ==**Participative Learning Techniques.**== This is attained through assessment component mentioned in course handou

Catalogue prepared by	Dr. Bhakta
Recommende d by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3009	**Course Title:** Quality Management	**L-T - P-C**	3 0	0	3
Version No.	1.0				
Course Pre-requisites	• Knowledge of Management • Understand the importance of quality as a part of Management domain				
Anti-requisites	Nil				
Course Description	This course emphasizes the importance of Quality management in all areas or segments of business and organizations. Students develop and specialize on various approaches to Quality and problem-solving methodology using Quality tools and also learn current practices in the field of Quality management systems.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1. Describe the concept of quality and best practices **(Knowledge)** CO 2. Explain the factors leading to cost of quality **(Comprehension)** CO 3. Discuss various quality management tools **(Comprehension)** CO 4. Relate the advancement in technology with Quality Management **(Application)**				
Course objective	The objective of the course is to familiarize the learners with the concepts of Quality Management and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	**Introduction to Quality**			**10 sessions**	

Topics : Importance & relevance of Quality in management – History – Dimensions of quality – Evolution of Total quality principles. Quality practices: KAIZEN, KANBAN, JIT.				
Module 2	**Quality practices and cost of quality**			**10 sessions**
Topics: Quality standards – ISO, Indian standards, Quality Audit, KAIZEN, KANBAN, JIT, –Cost of quality – Discretionary cost: Prevention – Appraisal – Consequential cost: Internal failure – External failure. Quality differentiation strategies, Quality strategic planning. COPQ- Cost of poor quality				
Module 3	**Quality control systems**			**10 sessions**
Topics: Management tools for quality, tools for quality planning. Process Design & control., Fishbone diagram, Pareto chart, Lean quality manufacturing and Six sigma (DPMO) .				
Module 4	Quality teams and recent trends in quality management			**10 sessions**
Topics: Importance of teams in TQM – Types of teams –– Principles of empowerment – role of quality leader. Ethical values in quality. Implementing TQM – culture change required. Establishment of effective quality communication system. Introduction to e-QMS - Meaning & Steps in implementation of e-QMS. Remote Audits, Shared supplier audits. Quality management software – Types, Features, Benefits & Challenges.				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Project work/Assignment: Presentation on Fish bone analysis				
Present based on interaction with a corporate employee about quality management practices in the company				
Text Book • T1 T1 Evans, J. R (2012). Quality & Performance Excellence – management, organization and strategy. New Delhi: Cengage Learning 6th Edition				
References • R 1 Bedi, K. (2010). Quality Management. New Delhi: Oxford Press Publications. **Presidency University link** **Online Resources**				

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLSS-11-2015-0043/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJLSS-04-2021-0078/full/html

Topics relevant to EMPLOYABILITY SKILLS :   Just in Time for <mark>Employability Skills</mark> through <mark>Participative Learning Techniques</mark>This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3011	Course Title: **Supply Chain Analytics**	**L-T - P-C**	3	0	0	3
Version No.S	1.0					
Course Pre-requisites	• Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This course equips the student with the skills to leverage data analytics for optimizing supply chains and gaining a competitive edge. The student will delve into practical applications using Python for data analysis, Power BI for data visualization, and MySQL for database management. Through a series of interactive modules, The student will also gain a foundational understanding of key analytical techniques and their application to real-world supply chain challenges.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Define key terms in supply chain analytics and data analysis. Recall the benefits of data analytics in supply chain management. (Remember) CO2: Develop Python scripts to perform descriptive analytics tasks using libraries like pandas and NumPy. Design interactive dashboards and reports in Power BI to communicate insights from supply chain data. (Understand) CO3: Design and implement a basic data warehouse using MySQL to store and organize supply chain data. Connect Python scripts to MySQL databases to access and analyze relevant data (Apply) CO 4: Apply time series analysis techniques in Python libraries like stats models to forecast future demand and inventory levels. Evaluate the accuracy of different forecasting models in the context of supply chain data. (Apply) CO 5: Implement linear programming models using Python libraries (e.g., PuLP) to solve specific supply chain optimization challenges like inventory allocation or transportation routing. (Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Supply Chain Analytics and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	**Introduction to Supply Chain Analytics and Python**				**10 sessions**	

Topics : The Role of Analytics in Supply Chain Management - Introduction to Python Programming for Data Analysis (Basic syntax, data structures, control flow) - Data Collection and Management for Supply Chains - Identifying Analytics Opportunities in Supply Chain Process				
Module 2	**Descriptive Analytics with Python and Power BI**			**10 sessions**
Topics: Data Cleaning and Transformation Techniques in Python (Handling missing values, outliers, data formatting) - Introduction to Power BI for Supply Chain Data Visualization - Descriptive Analytics Methods with Python Libraries (e.g., pandas, NumPy) – Creating Interactive Dashboards and Reports in Power BI for Supply Chain Performance Metrics.				
Module 3	**Predictive Analytics for Supply Chain Forecasting with Python**			**10 sessions**
Topics: Fundamentals of Forecasting Techniques in Supply Chain Context - Time Series Analysis and Forecasting with Python Libraries (e.g., statsmodels) - Demand Forecasting Models (Moving Average, Exponential Smoothing) in Python - Inventory Forecasting Strategies and Python Implementation.				
Module 4	Prescriptive Analytics and Optimization for Supply Chain Management			**10 sessions**
Topics: Introduction to Linear Programming for Supply Chain Optimization Problems with Python Libraries (e.g., PuLP) - Inventory Optimization Techniques using Python - Data- Driven Transportation Planning and Optimization with Python Models - Network Design Optimization Strategies and Case Studies				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Text Book • T1 Waller, M. A., & Fawcett, S. E. (2019). Big data analytics for supply • chain management (2nd ed.). Kogan Page. •				
References • R1. Hands-on machine learning with Scikit-Learn, Keras & TensorFlow (2nd • ed.). O'Reilly Media.. • R2. Wickham, H. (2016). ggplot2: Elegant graphics for data analysis (2nd				

- ed.). Springer International Publishing.
- R3 Géron, A. (2019). Hands-on machine learning with Scikit-Learn, Keras
- & TensorFlow (2nd ed.). O'Reilly Media.

Presidency University link
Online Resources
1. https://www.gep.com/case-studies/fmcg-major-transforms-supply-chain-risk-management
2. https://www.econstor.eu/bitstream/10419/209269/1/hicl-2015-20-557.pdf

Topics relevant to EMPLOYABILITY SKILLS : Just in Time for **Employability Skills** through **Participative Learning Techniques**This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3010	Course Title: Warehouse Management	L-T -P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This is a theory course that aims at providing insights to the students about practices of warehouse management, role of warehouse in managing a business and impact of technological advancement on practices of warehouse management. Post completion of the course students will be able to gain conceptual insights of warehouse management.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the relatedness between warehouse and Supply chain management . (Remember) CO2: Explain the role of warehousing in Retail . (Understand) CO3: Summarize the practices of warehousing operations (Understand) CO 4: Illustrate the impact of technological advancement on warehouse management (Apply)					

Course objective	The objective of the course is to familiarize the learners with the concepts of ==warehouse management== and attain ==Employability== through ==Participative Learning techniques.==
Course Content:	

Module 1	**Supply Chain and Warehousing**			**10 sessions**

Topics : Introduction, Objectives, Supply Chain Impact on Stores and Warehousing, Retail Logistics, Retail transportation, Issues in retail logistics.

Module 2	**Role of Warehousing in Retail**			**10 sessions**

Topics: Introduction, Objectives, Retailing and Warehousing, Challenges in retail warehousing, Warehousing in fashion retail, Setting up a warehouse, Retail product tracking in warehouse using RFID, Types of warehouses, Benefits of warehousing, Role of government in warehousing, Characteristics of an ideal warehouse, Storing products in a warehouse, Warehousing — the way forward, Warehousing and Supply Chain.

Module 3	**Strategic Aspects of Warehousing, Warehouse and its Operations**			**10 sessions**

Topics: Introduction, Objectives, Different Types of Customers in Warehousing, Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations, Worldclass Warehousing. Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Despatching inventory, Equipment Used for a Warehouse.

Module 4	**Warehouse information**			**10 sessions**

Topics: Introduction, Objectives, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse Technology Aids in Retail warehouse Management Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID)

Targeted Application: Application of quality practices
Tools that can be used: MS office, MS excel, PowerPoint

Text Book
- Warehouse management– Student Study Guide – by Gwynne Richard

References
- Essentials of inventory management by Max muller — publishers-HarperCollins
- Warehouse distribution & operations handbook by DAVID E MULCAHY

• Inventory strategy by Edward H Frazelle
Presidency University link
Online Resources
    1. https://www.gep.com/case-studies/fmcg-major-transforms-supply-chain-risk-management
    2. https://www.econstor.eu/bitstream/10419/209269/1/hicl-2015-20-557.pdf	

Topics relevant to EMPLOYABILITY SKILLS : Just in Time for <mark>Employability Skills</mark> through <mark>Participative Learning Techniques</mark>This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3001	Course Title: E – Business Applications	L-P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge in Finance. • Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	The course intends to provide the basis of electronic business applications. This course will help the students understand the dynamics of E – Business and demonstrate the ability to identify, describe and apply the essential current practices in the contemporary scenario.				
Course Out Comes	At the end of the course, the student shall be able to: C01: Describe the fundamentals of E – Business (Remember) C02: Discuss the various E – Business models (Understand) C03: Identify how to manage E – Business (Understand) C04: Summarize the formulation and evaluation of E – Business strategy (Understand)				
Course objective	The objective of the course is to familiarize the learners with the concepts of E Business Application and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	**Introduction to Electronic Business**			**10 sessions**	
Electronic Business: Overview, Definitions, Advantages & Disadvantages of E - Business, History of Electronic Business, Threats of E – Business, Types of E – Business, E – Business Technology: Different Types of Networking for E-Business, Internet, Intranet, EDI Systems					
Module 2	**E-business Markets and Models**			**10 sessions**	

E-business Markets and Models: Introduction, E-business Environment, E – Marketplaces, Types of E – Business Models: Model based on Transaction Type, Model based on Transaction Party – B2B, B2C, C2B, C2C, E-commerce Sales Life Cycle (ESLC) Model, E – Marketing: Key Issues, Introduction, The Scope of E – Marketing, Internet Marketing Techniques, The Marketing Mix, Branding, Online Advertising, Targeting Online Customers, One-to-One Marketing, E – Governance				
Module 3	**The Management of E – Business**			**10 sessions**
Managing Knowledge, Managing Applications Systems for E – Business, Management Skills for E – Business, Comparison between Conventional Design and E – Organization, Supply Chain Management (SCM), Customer Relationship Management, E – Payment Mechanism: Payment through Card System, E – Cheque, E – Cash, E – Payment Threats & Protections				
Module 4	**E –Business Strategy Formulation**			**10 sessions**
E –Business Strategy Formulation: Issues and Challenges, Strategic Management and Objective Setting, The Strategic Management Process in E – Business, Internal Analysis, External Analysis, Competitive Strategies for E – Business, Organizational Learning, Organizational Culture and E – Business, Organizational Structure and E – Business, Organizational Control and Evaluation				

Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

Assignment 1: Participative learning: E-Business Market Research and Competitive Analysis**:** Research on a specific e-commerce market segment, analyzing competitors, trends, and identifying potential opportunities.

Assignment 2: Experiential learning: Students will do research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.

Delivery procedure (pedagogy):

  Lecture: All Modules
Participative learning: Module 2: Affiliate marketing through Blogging or Content Creation

Experiential learning: Module 3**:** Survey: Research on a specific e-commerce market segment and analyze the trends and challenges. Followed by a group discussion.

Text Book:

T1: Textbook-Colin Combe, Introduction to E-business Management and Strategy, Elsevier Ltd

Reference(s):

R1: Tokuro Matsuo and Ricardo Colomo-Palacios (2015), Electronic Business and Marketing: NewTrends on its Process and Applications, Springer

R2: Joseph, P.T. (2019). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India

Online Resources (e-books, notes, ppts, video lectures etc.):

1. Knimbus Open Case Studies, Production and Operations Management ,
   Reference no. 15-163,
   'We Are Market Basket' - The Case Centre
2. An empirical framework developed for selecting B2B e-business models:
   the case of Australian agribusiness firms, An empirical framework
   developed for selecting B2B e-business models: the case of Australian
   agribusiness firms
   An empirical framework developed for selecting B2B e-business models:
   the case of Australian agribusiness firms | Emerald Insight (knimbus.com)
3. E-book on Rethinking the Business Models of Business Schools
   Rethinking the Business Models of Business Schools | Emerald Insight
   (knimbus.com)
4. E-Book on Business-to-Business Marketing Management: Strategies, Cases,
   and Solutions, Volume 18
   Business-to-Business Marketing Management: Strategies, Cases, and
   Solutions: Vol. 18 | Emerald Insight (knimbus.com)

E-content:

1. M. S. Raisinghani, L. Meade and L. L. Schkade, "Strategic e-Business
   Decision Analysis Using the Analytic Network Process," in IEEE
   Transactions on Engineering Management, vol. 54, no. 4, pp. 673-686, Nov.
   2007, doi: 10.1109/TEM.2007.906857.
   Strategic e-Business Decision Analysis Using the Analytic Network Process
   | IEEE Journals & Magazine | IEEE Xplore (knimbus.com)
2. B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market
   Segmentation Based On The Antecedents Of Customer Satisfaction and
   Customer Retention," *2019 International Conference on Information Management*

and Technology (ICIMTech), Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792

E-Commerce Market SegmentationBased On The Antecedents Of Customer Satisfaction and Customer Retention | IEEE Conference Publication | IEEE Xplore

3. B. G. Muchardie, A. Gunawan and B. Aditya, "E-Commerce Market Segmentation Based On The Antecedents Of Customer Satisfaction and Customer Retention," *2019 International Conference on Information Management and Technology (ICIMTech),* Jakarta/Bali, Indonesia, 2019, pp. 103-108, doi: 10.1109/ICIMTech.2019.8843792

Techniques used by E-commerce industries for Customer analysis | IEEE Conference Publication | IEEE Xplore

Swayam & NPTEL Video Lecture Sessions:

1. https://www.digimat.in/nptel/courses/video/110105083/L01.html
2. https://www.digimat.in/nptel/courses/video/110105083/L60.html
3. http://www.digimat.in/nptel/courses/video/110105083/L22.html

Topics relevant to development of "EMPLOYABILITY SKILL": Students shall be able to acquire employability skills through the practical awareness in E-Commerce and SCM Industry.

Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024

Course Code: BBE3004	Course Title: Legal Aspects of E-Commerce	3	0	3
Version No.	2.0			
Course Pre-requisites	Awareness of business world and the legal aspects relating to the field of E-Commerce			
Anti-requisites	**Nil**			
Course Description	This conceptual course provides theoretical knowledge on identifying the factors that impact the business. This course equips students with in-depth knowledge on evaluating and analyzing the relationships between Government and business and understand the political, economic, legal and social policies of the country.			
Course Out Comes	At the end of the course, the student shall be able to: C.O.1. Describe the concepts of Electronic Commerce C.O.2. Explain the contractual and security aspects related to E-commerce C.O.3. Examine the interface of Law and E-Commerce C.O.4. Illustrate the jurisdiction issues in E-Commerce C.O.5. Demonstrate the recent trends in E-Commerce			
Course objective	The objective of the course is to familiarize the learners with the concepts of Legal Aspects of E Commerce and SCM and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	**INTRODUCTION TO ELECTRONIC COMMERCE**			**10 sessions**
Electronic Commerce: Historical evolution of E-Commerce, Definitions, Features, Types of E-Commerce, Advantages & Disadvantages of E Commerce, Threats of E-Commerce, Model of E-Commerce, UNCITRAL Model on E-Commerce, Legal Issues of e-commerce, E-Governance – Meaning, Definitions, Advantages, Principles, Challenges.				
Module 2	**CONTRACT & SECURITY ASPECTS IN E-COMMERCE**			**10 sessions**

Electronic Contracts: Meaning, Definition, Essentials of an e-contracts, Various types of e-contracts, legal validity of e-contracts Breach of Contract, Laws relating to E-contracts in India, cases on validity of E-Contracts.

Digital Signatures: Meaning, Definition, Legal architecture for the validity of digital signature, Security advantages of digital signatures, electronic and digital signature – Functional and procedural Issues, Characteristics of Digital Signatures, Digital signature vs. Electronic signatures

Electronic Signatures: Meaning, Definition, Provisions under IT Act, Certifying authorities, Issuing authorities, Public Key Infrastructure, Electronic Signature Certificate, Grant, Revocation and withdrawal of ESC.

Module 3	INTERSECTION OF LAWS AND E-COMMERCE			10 sessions

Information Technology Act, 2000: Introduction, Objectives of IT Act, Salient Features of IT Act, Offences, Penalties

Intellectual Property Law: Digital copyright, linking, caching, Digital rights management, DMCA, Patents, Trademarks and domain names, Brand identities, search engines and secondary market, ICANN, Database Right – Digital Copyrights, Open Source, Software Patents, Right to forgetting

Banking Laws: Salient Features, offences and penalties

Taxation Laws: Problem of taxation in virtual world, OECD guidelines on taxation, Tax structure on e- commerce in India (Direct, Indirect, and VAT), EU, US practice on taxation on electronic commerce

Criminal Laws: Salient Features, offences and penalties

Data Protection Laws: Salient Features, offences and penalties

Consumer Protection Law: Concept of the rights of consumer, Problems of protection of consumers in virtual world, Consumer Protection Act, 1986, EC Directive on distance selling, E-commerce Directives and consumer protection

Module 4	JURISDICTION ISSUES IN E-COMMERCE			10 sessions

Jurisdiction: Theoretical framework to address multiple jurisdictions, Application of the principles of Private International law, Hague Convention, EC Regulations (Brussels & Rome), Minimum contact test, Effect test, Zippo Test

Module 5	E- COMMERCE AND COMPETITION ISSUES			10 sessions

Impacts of e- commerce in traditional market, Recent trends in E-Commerce	
Text Book T1: E-Commerce: Legal Compliance by Pratima Narayan	
References R1: E-Commerce Law by Ammu Charles **Presidency University library web links** https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09590559610107076/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09600030210415298/full/html	
Topics relevant to EMPLOYABILITY: IPR laws for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Suhasini
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024