PRESIDENCY UNIVERSITY

PROGRAMME REGULATIONS & CURRICULUM

2022-25

PRESIDENCY SCHOOL OF COMMERCE & ECONOMICS

BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

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PRESIDENCY UNIVERSITY

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Approved by AICTE, New Delhi

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PRESIDENCY SCHOOL OF COMMERCE & ECONOMICS

Program Regulations and Curriculum

2022-2025

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/2022-25

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 2022-2025.
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 2022-2025 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, 2022-2025;*

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 2022-2025 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 2022-2025 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 completionof 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 rulesframed 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 otherrules 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.

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	**Course Duration**	**Credit Equivalence**
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 (2022-2025) has a total of 120 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) 2022-2025: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
Sl. No.	**Baskets**	**Credit Contribution**
1	SCHOOL CORE	36
2	PROGRAM CORE	35
3	DISCIPLINE ELECTIVE	44
4	OPEN ELECTIVE	5
	Total Credits	**120 (Minimum)**

15.   Minimum Total Credit Requirements of Award of Degree

A minimum of 120 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	Financial Accounting	4	0	0	4
2	Essentials of English	2	0	0	2
3	Communicative English	2	0	0	2
4	Fundamentals of Environmental Studies	2	0	0	2
5	Sarala Kannada / Savi Kannada	2	0	0	2
6	Stress Management & Well Being	0	0	4	2
7	Business English	2	0	0	2
8	Professional English	2	0	0	2
9	Seminars/ Conference Publications/Journal Publications	0	0	2	1
10	Introduction to Soft Skills	0	0	2	1
11	Introduction to Aptitude	0	0	2	1
12	Employability for Young Professionals	0	0	2	1
13	Preparedness for Interview	0	0	2	1
14	Summer Internship	-	-	-	4
15	Corporate Governance and Business Ethics	3	0	0	3
16	Dissertation	-	-	-	6
Total No. of Credits					**36**

Table 3.2 : List of Program Core Courses					
S.no	Course Name	L	T	P	C
1	Management and Behavioural Practices	4		0	4
2	Business Information Systems	4		0	4
3	Human Resources Management	4		0	4
4	Marketing Management	4		0	4
5	Service Management	4		0	4
6	Consumer Behavior & Market Research	4		0	4
7	Business Economics	3		0	3
8	Consumer Behavior & Market Research	4		0	4
9	Financial Management	4		0	4
Total No. of Credits					**35**

Table 3.3 : Discipline Electives Courses – Minimum of 44 credits is to be earned by the student.					
Sl.No.	Course Name	L	T	P	C
1	Internet and Related Technologies	4	0	0	4
2	Social and Web Analytics	4	0	0	4
3	Web design and Development	4	0	0	4
4	Digital Media Laws	4	0	0	4
5	Digital Marketing Strategy	4	0	0	4
6	Social Media Marketing	4	0	0	4
7	Search Engine Optimization	4	0	0	4
8	Web Analytics	4	0	0	4
9	Content Strategy	4	0	0	4
10	Introduction to Digital Marketing	4	0	0	4
11	Customer Relationship Management	4	0	0	4

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	CIV2004	Integrated Project Management	3	0	0	3
2	FRL1002	Basic French	2	0	0	2

*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   The various evaluation components and method of grading for the Internship Project in an Industry / Organization shall be prescribed and approved by the Departmental Academic Committee. The same shall be prescribed in the Internship Course Plan.

18.1.5   The Evaluation components for internship and the respective weightages are detailed in Table 4:

Table - 4	
Internship Evaluation Components and Weightage	
Evaluation Components	**Weightage (of the total marks)**
Internship Report	25%
Supervisor Evaluation and Feedback	40%
Viva-Voce	35%

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 independently or 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 members shall 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

SEMESTER I				CREDIT STRUCTURE						
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	CONTACT HOURS	Skill Development	Focus Areas
1	SOC2001	Financial Accounting	SC	4	0	0	4	4	EM, P	PE
2	BBA2008	Management and Behavioural Practices	PC	4	0	0	4	4	P	GE, HV, PE
3	BBA2002	Business Information Systems	PC	4	0	0	4	4	EM	ES
4	ENG1004	Essentials of English	SC	2	0	0	2	2	EM	
5	ENG1003	Communicative English	SC	2	0	0	2	2	P	
6	CHE1019	Fundamentals of Environmental Studies	SC	2	0	0	2	2	P	ES
7	KAN1002/ KAN2002	Sarala Kannada / Savi Kannada	SC	2	0	0	2	2	EM,P	HV
8	PPS1008	Stress Management & Well Being	SC	0	0	4	2	4	EM, E, P	HV, PE
		TOTAL					22	24		

SEMESTER II								CREDIT STRUCTURE		
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	CONTACT HOURS	Skill Development	Focus Areas
1	BBA2003	Human Resources Management	PC	4	0	0	4	4	P	GE, HV, PE
2	BBA2005	Marketing Management	PC	4	0	0	4	4	EM, P	PE
3	BBA2009	Service Management	PC	4	0	0	4	4	PS	PE
4	BBAXXX	Discipline Elective – I	DE	4	0	0	4	4	EM	ES
5	ENG2002	Business English	SC	2	0	0	2	2	EM	
6	ENG2003	Professional English	SC	2	0	0	2	2	P	
7	SOC2004	Seminars/ Conference Publications/Journal Publications	SC	0	0	2	1	2	P	ES
8	PPS1001	Introduction to Soft Skills	SC	0	0	2	1	2		
		TOTAL					22	24		

SEMESTER III								CREDIT STRUCTURE		
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	CONTACT HOURS	Skill Development	Focus Areas
1	BBA2015	Consumer Behavior & Market Research	PC	4	0	0	4	4	EM	ES
2	BBAXXX	Discipline Elective – II	DE	4	0	0	4	4	EM	PE
3	SOC1002	Business Economics	PC	3	0	0	3	3	EM	ES
4	BBAXXX	Discipline Elective – III	DE	4	0	0	4	4	EM	
5	BBAXXX	Discipline Elective – IV	DE	4	0	0	4	4	EM	
6	PPS4002	Introduction to Aptitude	SC	0	0	2	1	2	S/ EM	GS
		TOTAL					20	21		

SEMESTER IV								CREDIT STRUCTURE			
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	CONTACT HOURS	Skill Development	Focus Areas
1	BBA2004	Entrepreneurship Development	PC	4	0	0	4	4	E	PE
2	SOC1001	Corporate Governance and Business Ethics	SC	3	0	0	3	3	EM	PE
3	BBAXXX	Discipline Elective – V	DE	4	0	0	4	4	EM	
4	BBAXXX	Discipline Elective – VI	DE	4	0	0	4	4	EM	
5	XXxxx	Open Elective – I	OE	3	0	0	3	3		
6	PPS1006	Employability for Young Professionals	SC	0	0	2	1	2		
		TOTAL					19	20		

SEMESTER V								CREDIT STRUCTURE		
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	CONTACT HOURS	Skill Development	Focus Areas
1	BBAXXX	Discipline Elective – VII	DE	4	0	0	4	4	EM	ES
2	BBAXXX	Discipline Elective – VIII	DE	4	0	0	4	4	EM	
4	BBAXXX	Discipline Elective – IX	DE	4	0	0	4	4	EM	PE
5	BBA2030	Financial Management	PC	4	0	0	4	4	EM, P	PE
6	FLR1002	Open Elective – II	OE	2	0	0	2	2		
7	PPS3018	Preparedness for Interview	SC	0	0	2	1	2		
8	SOC3001	Summer Internship	SC	-	-	-	4	-	EM, E, P	ES
		TOTAL					23	20		

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SEMESTER VI				CREDIT STRUCTURE						
SL No	COURSE CODE	COURSE NAME	Course Type	L	T	P	C	CONTACT HOURS	Skill Development	Focus Areas
1	BBAXXX	Discipline Elective – X	DE	4	0	0	4	4	EM	
2	BBAXXX	Discipline Elective – XI	DE	4	0	0	4	4	EM	
3	SOC4001	Dissertation	SC	-	0	-	6	-	EM, P	PE
		Total					14	8		

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Course Catalogues

Course Code: SOC2001	Course Title: Financial accounting Type of Course: Core, Theory Only Course	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	Basic Communication General Knowledge in Accounts Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	This course is intended to provide basic knowledge about the principles and practices of accounting and equip the student with various concepts like book-keeping, subsidiary books, hire purchase and final accounts. The course enables the students to maintain the books of accounts in various forms of business firms leading to the preparation of financial statements.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Describe the basic principles of accounting. [Knowledge] CO 2: Explain the process of preparation of books of accounts. [Comprehension] CO 3: Discuss the different methods of recording transactions in the subsidiary books. [Comprehension] CO 4: Compute the cash price under the Hire Purchase System. [Application] CO 5: Prepare the final accounts of a sole trading concern. [Application]				

Course objective	The objective of the course is to familiarize the learners with the concepts of Financial Accounting and attain <mark>Skill Development</mark> through Problem Solving techniques.			
Course Content:				
Module 1	Introduction to Accounting	Case Study	E-Resource Review	08 Sessions

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting, Branches of accounting, Basis of Accounting; cash basis and accrual basis, Systems of accounting viz., single entry and double entry system. The nature of financial accounting principles- Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

Accounting Standards: Introduction, Objectives of Accounting Standards, Procedure for Issuing Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India, Introduction to IFRS.

Module 2	Accounting Process	Case Study	E-Resource Review	10 Sessions

Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationships between Journal and Ledger; Rules regarding posting; Preparation of Ledger Accounts; Preparation of trial balance including adjustments.

Module 3	Subsidiary books	Experiential Learning	Field Observation	10 Sessions

Sales book, Sales return book, Purchases book, Purchase returns book, Cash Book- three column cash book, and journal proper.

Module 4	Hire Purchase Accounting	Assignment	E-Resource Review	10 Sessions

Meaning of Hire Purchase and Installment Purchase System- Hire Purchase v/s sale – differences between Hire Purchase and Installment system, meaning of Some important technical terms – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal

Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only and excluding repossession).				
Module 5	Final Accounts	Case Study	E-Resource Review	10 Sessions
Preparation of Trading and Profit and Loss Account and Balance Sheet of Sole Trading Concerns including all adjustments.				
Targeted Application: Book-keeping & Tools that can be used: Microsoft PowerPoint Presentation				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Writing basic journal entries of book-keeping. Assignment 2: Experiential Learning: Preparation of final accounts of a selected business organization.				
Delivery procedure (pedagogy): Lecture: All Modules Self-learning: Module 1: Objectives of Accounting standards. Participative learning: Module 5: Group discussion on case studies in concepts or issues related to Final Accounts.				
Reference: Text Book: T1. Jain & Narang, Financial Accounting. Mumbai: Kalyani.				

E-Reading / Essential Reading:

R1. Maheswari S. N. & Maheswari S. K. Advanced accountancy. New Delhi: Vikas

R2. Shukla M. C.& Grewall T. S. Advanced accountancy (15 Ed.). New Delhi: S. Chand

R3. Horngren, Introduction to Financial Accounting, Pearson Education.

R4. Bansal.K.M - Financial Accounting – Taxman Publication

R5. Anthony, R.N. Hawkins, and Merchant, Accounting: Text and Cases. McGraw-Hill Education.

R6. Tulsian, P.C. Financial Accounting,S. Chand

Web based Resources:

W1. Module 1: Accounting standards:

https://www.icai.org/post/icai-publications-accounting-standards-board

W2. Module 2: Accounting cycle:

https://www.investopedia.com/terms/a/accounting-cycle.asp

W3. Module 3: Subsidiary books:

https://www.toppr.com/guides/fundamentals-of-accounting/books-of-prime-entry/what-are-subsidiary-books/

W4. Module 4: Hire purchase system:

https://static.careers360.mobi/media/uploads/froala_editor/files/Hire-Purchase-and-Instalment-Sale-Transactions.pdf

W5. Module 5: Final accounts:

https://www.wallstreetmojo.com/final-accounts/

PU E-RESOURCES LINK:

E1. Book-keeping system-Computerized:

Plugging into a great book-keeping system saves time TECHNOLOGY: [london edition]. (2000, Jul 11). Financial Times Retrieved from:

https://www.proquest.com/docview/248849130/5D680CD99E0F4714PQ/2?accountid=177896

NTPEL Video:

1. https://archive.nptel.ac.in/courses/110/101/110101131/

Case study references:

1. Financial statements preparation:

https://corporatefinanceinstitute.com/resources/knowledge/accounting/financial-statements-example-amazon-case-study/

Topics relevant to SKILL DEVELOPMENT: Concept of Accounting for <mark>Skill Development</mark> through <mark>Problem Solving methodologies/</mark>. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Monica S
	Assistant Professor
	School of Commerce
	Prof Lokesh Y R
	Assistant Professor
	School of Commerce

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- P- C	4	0	4
	Type of Course: Core, Theory				
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 Skill Development through Participative Learning techniques.			
Module 1	Introduction to Management	Case Study	Case study on Managerial Skills	10 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	Group Discussion	Group Discussion on Planning and Decision Making	10 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	Case study	Case study on types of Organization	10 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	Case study	Case study on Leadership	10 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	Case study	Case study on Challenges and Opportunities in organizational behavior	10 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

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

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:

https://www.digimat.in/nptel/courses/video/110107150/L01.html

http://digimat.in/nptel/courses/video/110105146/L01.html

Case Study Links:

https://www.citehr.com/296129-case-studies-principles-management-business-management.html

Chrome extension://efaidnbmnnnibpcajpcglclefindmkaj/http://punainternationalschool.com/assets/upload/ck-images/XII%20BST%20Case%20Studies-ch-2.pdf

https://studyresearch.in/2018/03/11/case-studies-principles-of-management/

https://cbsencertsolutions.com/case-study-chapter-2-principles-of-management/

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, Hyderabad

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: Different Managerial Practices for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr.Ch.Sahyaja
	Assistant Professor
	School of Commerce
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: BBA2002	Course Title: Business Information Systems Type of Course: Core Theory	L- P- C	4	0	4
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 Description	The course provides the foundation to the business information system which describes the process and its management functions. Also overview the significance of business process re-engineering, evolution of ERP, e-enterprise and decision making helps to train the managers through the functions of business and technology effectible to achieve organization goal. Lastly, the recent technological advancements in several management domains delivers a value-added IT solution to the industry.				
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Understand the basics concepts and working of information technology(Knowledge) CO2: Explain the role of information systems support that enables the business functions. (Knowledge) CO3: Discuss the concepts of BPR and E-enterprise (Knowledge)				

	CO4: Outline how organizations effectively use information systems to achieve competitive advantage(Comprehension) CO5: Discuss the potential values emerging and disruptive technologies that brings organization success. (Comprehension)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Business Information System and attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Business Information System	Discussion	System view of business	9 Sessions
Topics: Business Organization -Business Work Area-Business Information-Levels of Information-Categories of Information-Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS. Introduction to Information Systems - Definition - Features - Steps in Implementation of MIS - Need for Information-Information System for Decision Making - MIS as Competitive Advantages – MIS Structures.				
Module 2	Information and Managerial Effectiveness	Presentation and Case analysis	Presentation & Case analysis on Google Adwords	9 Sessions
Topics: Information and Managerial Effectiveness, Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.				

Module 3	E-Enterprise systems	Assignment	E-commerce, E-communication	8 Sessions
Topics: Introduction: Managing the E-enterprise, Organization of Business in an E-enterprise, E-business, E-commerce, E-communication, E-collaboration. Intelligent Systems and AI in an Enterprise.				
Module 4	Managerial Decision Making	Group discussion	data management, file design, program design, control and security.	12 Sessions
Topics: Meaning of MDM, characteristics and components of Decision Support System, Model, Approaches & Applications; Decision making process, Business Intelligence and Analytics in MDM, Applications of BI and Analytics in MDM; Leadership in Information System- ITC e-choupal & Volkswagen of America: Managing IT Priorities cases				
Module 5	Recent Developments in Information system in Business [Emerging Trends, Technologies & Applications]	Case analysis	Information Technology in Business areas	7 Sessions

  Artificial Intelligence- Definition, importance and application; 5G proliferation- importance; Quantum Computing – meaning and importance; Blockchain - Definition, importance and application; AR & VR – Metaverse; Growth of IoT; Cloud Migration
Targeted Application & Tools that can be used: Google Analytics and Facebook Marketing
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Information Technology in Business areas program design, control and security.
Textbook Ahuja, V. (2015). Business information systems. New Delhi: Oxford University Press. Deepak Bansal, A (2019). SEO The Ultimate Guide for Website Owners. BUUKS, India
References : Sousa, K. J., & Oz, E. (2014). Management information systems. Cengage Learning. Laudon, K. C. (2007). Management information systems: Managing the digital firm. Pearson Education India. Jaytilak Biswas. (2020) Management Information Systems. Sage publications University E resources: MIS https://web.p.ebscohost.com/ehost/detail/detail?vid=2&sid=0d10b28d-cb19-4a50-8627-07002ca75b5 https://www-jstor-org-presiuniv.knimbus.com/journal/jmanainfosyst

https://www.ef.uns.ac.rs/mis/archive-pdf/2012%20-%20No4/MIS2012-4-4.pdf

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

Topics relevant to SKILL DEVELOPMENT: : Implementation of Information Technology in the Business for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. D. Annette christinal
	Assistant Professor
	School of Commerce
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: BBA2003	Course Title: Human Resource Management Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
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	Group discussion	Group discussion on promotion	08 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	Human Resources Planning and Job Analysis	Case analysis		08 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 3	Recruitment and selection	Case analysis & presentation		12 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 4	Training and development	Case analysis and presentation		12 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.

Module 5	Performance appraisal	Case analysis and presentation		09

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.

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 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 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: Human Resource Planning, Job Analysis, Job Description 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. Janmitha KL Assistant Professor School of Commerce

	Dr. Hemanth Professor School of commerce
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-P-C	4	0	4
	Type of Course: Program Core, Theory Only Course				
Version No.	1.0				
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 is conceptual in nature and will help the students to gain insight about Marketing management practices from product and services perspective. After the completion of the course students will be able to understand products and services mix, its applicability in business.				
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: Relate the factors influencing consumer behavior and its impact on consumer decision making process. (Application)				
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	Case study analysis		10 sessions
Meaning & Definition of Market, core concepts of marketing, Difference between Marketing & Selling-History of Marketing, Process of Marketing-Approaches to Marketing- Functions of Marketing. Contemporary Marketing Practices - E Marketing-, E- business, Green marketing, Green Marketing myopia, Social marketing, Societal marketing.				
Module 2	Marketing environment	Group discussion		10 Sessions
Type of Marketing Environment – Internal & External (Micro/Macro)- Internal Environment :5Ms- Micro Environment: Porters 5 force Model – BCG Matrix – Macro Environment – PESTEL. Value chain analysis,. Ansoff Matrix.				
Module 3	Marketing mix	Group discussion		10 Sessions
Introduction to 4 Ps of Marketing- History – Product-Concept – Classification of Products – Levels of products – PLC. Pricing- Factors affecting pricing, Types of Pricing, Cost based, Buyer based & Competition based. Place – introduction - Factors affecting Channel selection- Types of Marketing channel levels. Promotion – Promotional mix, Personal Selling, Direct Marketing, Sales Promotion, PR, Advertising, AIDA.				
Module 4	Segmentation, targeting , positioning	Case study	Case study on industrial disputes	10 Sessions
Mass marketing Vs Segmentation. Need for Segmentation, Types of segmentation, Market segmentation process, Requirement of effective segmentation, Market Targeting: Target market, types of target market. Differentiation & Positioning: Positioning, Types of positioning, Brand positioning errors, Positioning Maps.				

Module 5	Consumer behavior and CRM			10 Sessions

Understanding Consumer Behaviour in Indian and Global context: Factors influencing buyer behaviour – Cultural, Social, Individual and Psychological Influences.–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

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.

Presidency University link

L1 : Lane, E. (2012). Green Marketing Goes Negative: The Advent of Reverse Greenwashing. European Journal of Risk Regulation, 3(4), 582-588. doi:10.1017/S1867299X00002506

https://www.cambridge.org/core/journals/european-journal-of-risk-regulation/article/abs/green-marketing-goes-negative-the-advent-of-reverse-greenwashing/B413E8406151C8340665CB2FA50991EB

L2: J. Haverila, M. (2013), "Market segmentation in the cell phone market among adolescents and young adults", Asia Pacific Journal of Marketing and Logistics, Vol. 25 No. 3, pp. 346-368. https://doi.org/10.1108/APJML-07-2012-0064

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/APJML-07-2012-0064/full/html

Topics relevant to SKILL DEVELOPMENT: 7 P's of marketing for ==Skill Development== through ==Participative Learning Techniques==. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra Assistant Professor School of Commerce
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 Type of Course: Discipline Elective	L- P- C	4	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 behavior 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 Employability through Participative Learning techniques.
Course Content:	

Module 1	Introduction to Digital Marketing	Scenario Analysis	Scenario analysis on Traditional vs Digital Marketing	10 Session
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	Case Study	Case Study on STP	10 Session
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	Assignment	Assignment on launching digital Marketing using Google AdWords	9 Session
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	Practical Session	Practical Session on Facebook Marketing	9 Session
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	Hands-on Session	Hands on training - Google analytics	10 Session

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: Launch digital Marketing campaign using Google Adwords   Create a blog and measure its performance using Google Analytics
Text books   Ahuja, V. (2015). Digital Marketing. New Delhi: Oxford University Press.   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 EMPLOYABILITY SKILLS : Digital Marketing model of Companies 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. Chaitra VH Assistant Professors School of Commerce
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 2015	Course Title: Consumer Behavior and Market Research Type of Course: Program Core	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	Basic Communication Basics of Marketing				
Anti-requisites	Nil				
Course Description	The course gives a conceptual insight on the influence of consumer behavior on marketing activities by giving due importance to Market research. Students shall be able apply the concepts of psychological, social and cultural concepts to marketing decision making.				
Course Out Comes	Upon successful completion of the course the students shall be able to: CO1: Identify the behavior of consumer before, during and after purchase (Knowledge) CO2: List various internal and external factors that influence consumer behavior (Comprehension)				

	CO3: Express the growing significance of consumer behavior in various areas of marketing. (Comprehension) CO4: Explain the decision making process of consumers and the various models of consumer behavior. (Comprehension) CO5: Demonstrate Market research with consumer behavior to gain managerial insights. (Application)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Consumer behavior and Market Research and attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	Introduction	Article Review	https://hbr.org/2019/01/neuromarketing-what-you-need-to-know	10 Session
Introduction to Consumer Behaviour – Consumer mind as black box- Rational and irrational behavior of consumer- A managerial & consumer perspective; Need to study Consumer Behaviour; Role of Consumer Behaviour in Marketing; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour-Demographics and market segmentation-lifestyle and psychographic segmentation-usage and benefit segmentation				
Module 2	Internal determinants of	Course project	Project	10 Session

	Consumer behavior			
Consumer Needs and Motivation- Types & System of needs- Maslow's Hierarchy of Needs-McClelland's Theory of need Achievement-Vroom's Expectancy theory-Freud's Psychoanalytical theory- Meaning and nature of Personality- Freudian & Trait theories of Personality-Self Concept - Self Images-Lifestyle and AIO inventories-Brand Personality- Meaning and dynamics of Perception – Elements of Perception- Absolute and Differential threshold-Selective Perception- learning & memory; nature of consumer attitudes; consumer attitude formation and change.				
Module 3	External Determinants of Consumer behavior	Article Review	https://hbr.org/2010/11/using-customer-journey-maps-to improve customer satisfaction	09 Session
Influence of family on consumer behaviour- Types of family-Family decision making-Family Life Cycle- Consumer socialization-Influence of culture, sub culture and reference groups on consumer behaviour-Types of reference groups- Types of social class-Influence of social class on consumer behavior				
Module 4	Consumer Decision making Process	Assignment	E-resource review	10 Session
Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; Consumer life time value- personal influence& opinion leadership process; Diffusion of innovations Model of Consumer Decision making: Black Box Model, Howard-Sheth Model, Hawkins Stern Impulse Buying.				
Module 5		Assignment	E-resource review	08 Session

	Role of market research in consumer behaviour			

Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research – Types of research – Marketing research process - Marketing decision problem and marketing research problem – role of research in consumer behavior -online consumer behaviour, online platforms and impact of social media in buying decisions

Targeted Application & Tools that can be used: Projective techniques for understanding customer perception

Textbook

T1: Schiffman, L. G, Wisenblit, J. & Kumar, S. R (2019). Consumer behavior (12th ed.). Pearson Publications

References

R1: Solomon, M.(2016) Consumer Behavior: Buying, Having, and Being, 12th Edition, Pearson.

R2: Close, A. G(2012). Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail, 1st Edition, Routledge Publishing. (Kindle Edition)

R3: Batra S. K and Kazmi S.H.H.(2009). Consumer Behaviour, 2nd Edition , Excel Books.

R4: Sethna, Z and Blythe, J(2019). Consumer Behaviour, 4th Edition, Sage publication.

R5: Assael, H. (2001). Consumer behaviour & marketing action (6th ed.). Thomson Learning Publications.

Web Based Resources	
W1. https://hbr.org/2018/05/why-marketing-analytics-hasnt-lived-up-to-its-promise	
W2. https://hbr.org/2010/11/using-customer-journey-maps-to improve customer satisfaction	
W3. https://www.zoho.com/subscriptions/guides/what-is-customer-lifetime-val	
W4 https://hbr.org/2019/01/neuromarketing-what-you-need-to-know	
Swayam & NPTEL Video Lecture Sessions on Consumer Behaviour:	
NPTEL course on Consumer behaviour	
https://nptel.ac.in/courses/110/105/110105029/	
PU-List of e-Resources	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/BFJ-12-2021-1277/full/pdf?title=consumer-decision-journey-for-online-group-buying-psychological-and-intentional-procedure-perspectives	
Topics relevant to SKILL DEVELOPMENT: Consumer behaviour and family decision making 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. Sreya R Dr. Ameer Hussain Assistant Professor School of Commerce

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:	Course Title: INTERNET AND RELATED TECHNOLOGIES		4	0	4
BBA3056	Type of Course: Discipline Elective	L-P-C			
Version No.	1.0				
Course Pre-requisites	General Knowledge in usage of Internet and IoT application Basic Knowledge about chip and control system				
Anti-requisites	Nil				
Course Description	This course designed to introduce the concept of Internet on things and its applications to students. The course is more theoretical in nature, and it gives an idea to the students about the structure of the data used for the IoT applications in Industry 4.0 and 5.0.				
Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Describe the basics of IoT (Knowledge) CO 2. Discuss the state of the Architecture of an IoT (Comprehension) CO 3. Identify the design methodology and hardware platforms involved in IoT (Comprehension) CO 4. Classify the data and analyze the data (Comprehension) CO5. Illustrate the uses of IOT Applications in Industrial & real-world (Application)				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Internet and Related Technologies and attain Employability through Participative Learning techniques.				

Course Content:				
Module 1	Fundamentals of IoT	Term paper	Paper /Articles related to IoT	10 Session
Topics:				

Evolution of Internet of Things, Enabling Technologies, M2M Communication, IoT World Forum (IoTWF) standardized architecture, Simplified IoT Architecture, Core IoT Functional Stack, Fog, Edge and Cloud in IoT, Functional blocks of an IoT ecosystem, Sensors, Actuators, Smart Objects and Connecting Smart Objects.

Module 2	IoT Connectivity, Communication and Protocols	Assignment	IoT Application	10 Session
Topics:				

IoT Access Technologies: Physical and MAC layers, topology and Security of IEEE 802.15.4, Zigbee, Thread, ISA 100.11 A, WirelessHART, RFID,NFC, Z-wave,Sigfox,LoRa,NB-IoT,Wifi and Bluetooth, Communication- Constrained nodes and networks, Infrastructure Protocols – Internet protocol version 6 (IPv6), LOADng,RPL,6LoWPAN, Micro internet protocol (uIP), Nano internet protocol (nanoIP), Discovery Protocols- Physical web, Multicast DNS(mDNS) and Universal plug and play, Application Transport Methods: SCADA, Application Layer Protocols: CoAP , MQTT and REST.

Module 3	Design and Development	Presentation	Student Group are divided into group for presenting the Board details used for IoT	8 Session
Topics:				

Design Methodology, Embedded computing logic, Microcontroller, System on Chips, IoT system building blocks IoT Platform overview: Overview of IoT supported Hardware platforms such as: Raspberry pi, Arduino Board details.

Module 4	Data Analytics and Supporting Services	Assignment	Data and cloud service model	10 Session

Topics:

Data Analytics: Introduction, Structured Versus Unstructured Data, Data in Motion versus Data at Rest, IoT Data Analytics-ML, Selected Algorithms in ML- k-nearest neighbor, Decision tree, K-means clustering, Challenges, Data Acquiring, Organizing in IoT/M2M,

Supporting Services: Computing Using a Cloud Platform for IoT/M2M Applications/Services, Everything as a service, Cloud Service Models, Cloud Implementation- Open-source cloud (OpenStack), Commercial cloud (Amazon web service) and Sensor-cloud.

Module 5	Industrial Applications	Case study	IoT Application in different sector	12 Session

Topics:

IoT applications in Agricultural, Healthcare, home, infrastructures, buildings, security, Industries, Home appliances, other IoT electronic equipment's, Industry 4.0 and 5.0 concepts.

Targeted Application: Developing of IoT application for industrial needs or different sector
Tools that can be used: Zetta.js (IoT API-First platform), Arduino, OpenRemote (IoT platform) , Node-RED (visual tool for lining IoT),ThingsBoard, Kinoma , Kaa IoT Platform , Eclipse IoT (iot.eclipse.org), DeviceHive.com , Home-Assistant.io and Thinger.io
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
Project on on Overview of IoT Application by creating podcast and infographics Assignment on IoT Application, Data and cloud service model

Case study on IoT Application in different sector

Text Book
 	
 T1. IoT Fundamentals: Networking Technologies, Protocols and Use Cases for Internet of Things, David Hanes, Gonzalo Salgueiro, Patrick Grossetete, Rob Barton and Jerome Henry, Cisco Press, 2017
 	
 Reference Books
 	
 T2. Internet of Things – A hands-on approach, Arshdeep Bahga, Vijay Madisetti, Universities Press, 2015
 	
     T3. Internet of Things: Architecture, Design Principles And Applications, Rajkamal, McGraw Hill Higher Education.
 	
 PU-List of e-Resources
 	
 R1: Shambayati, H., Nikabadi, M. S., Firouzabadi, S. M. A. K., Rahmanimanesh, M., & Saberi, S. (2022). Optimization of virtual closed-loop supply chain under uncertainty: application of IoT. Kybernetes.
 	
 https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/SASBE-11-2020-0167/full/html
 	
 R2: Ammirato, S., Sofo, F., Felicetti, A. M., & Raso, C. (2018). A methodology to support the adoption of IoT innovation and its application to the Italian bank branch security context. European Journal of Innovation Management.
 	
     https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/EJIM-03-2018-0058/full/html

References

R1.Olivier Hersent, David Boswarthick, Omar Elloumi and Wiley (2012). The Internet of Things – Key applications and Protocols. (for Unit2).

R2.Sudip Misra (2021). IoT Cambridge University Press .New Delhi .India (for Unit 2 and 4).

R3.Jan Holler, Vlasios Tsiatsis, Catherine Mulligan, Stamatis, Karnouskos, Stefan Avesand. David Boyle and Elsevier (2014). From Machine-to-Machine to the Internet of Things – Introduction to a New Age of Intelligence.

R4.Dieter Uckelmann, et.al. (2011). Architecting the Internet of Things. Springer.

R5.Michael Margolis, Arduino Cookbook and O'Reilly Media (2011). Recipes to Begin, Expand, and Enhance Your Projects. 2nd Edition.

Ebook collection- EBSCOhost

E1.Jan Holler; Vlasios Tsiatsis; Catherine Mulligan; Stamatis Karnouskos; Stefan Avesand; David Boyle. Burlington: Academic Press. 2014. eBook., Database: eBook Collection (EBSCOhost)

E2. Watts, Silvia. Series: Internet Theory, Technology and Applications. New York : Nova Science Publishers, Inc. 2016. eBook., Database: eBook Collection (EBSCOhost)

Online Recourses

https://www.iotworldtoday.com/

https://iot-analytics.com/

https://aws.amazon.com/iot/

http://www.netvox.com.tw/category.asp?pro=l1

controleng.com

https://thingsboard.io/iot-use-cases/

Vii. https://blynk.io/clients

Topics relevant to EMPLOYABILITY SKILLS : Applications of an IoT ecosystem, Sensors for ==Employability Skills== through ==Participative Learning Techniques==. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Hariharan Ravi
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: SOC 1002	Course Title: BUSINESS ECONOMICS Type of Course: Core, theory	L- P- C	3	0	3
Course Pre-requisites	Basic Communication Basic numeric skills Familiarity with graphs and charts General Knowledge in Business world				

Course Description	This course intends to provide the basis for understanding managerial economics concepts and theories that influence the decisions of consumers and business firms.
Course Outcomes	CO 1: Outline the concept of Managerial Economics and apply economic principles in decision making. (Knowledge) CO 2: Identify the determinants of demand and supply for various goods and recognize the exceptions. (Comprehension) CO 3: Explain the Diminishing Marginal Utility and Consumer's equilibrium(Comprehension) CO 4: Summarize the various Production functions and cost concepts relevant to decision making(Comprehension) CO 5: Recognize price determination in different market structures(Comprehension)
Course Objective	The objective of the course is to familiarize the learners with the concepts of Business Economics and attain Skill Development through Participative Learning techniques.
Course Content:	

Module 1	Introduction to Managerial Economics	Self-learning	Role of a managerialist	06 sessions

Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist – Economic Principles relevant to Managerial Decisions, Opportunity Cost And Production Possibility Curve

Module 2	Theory of Demand and Supply	Discussion	Determinants of supply	08 Sessions

Demand-law of demand, demand curve, Individual And Market Demand Schedule determinants of demand, exceptions to Law of demand. Elasticity of demand-types and its measurements. Supply-law of supply, supply curve and determinants of supply. Elasticity of supply-its type, Equilibrium of demand and supply.				
Module 3	Theory of Consumer Behavior	Discussion	Budget line	08 sessions
Utility: cardinal and ordinal utility, Diminishing marginal utility, Indifference curve analysis, properties Price-consumption curve, Income-consumption curve; Price, Income and substitution effects, Consumer's equilibrium, Consumer surplus.				
Module 4	Introduction to Index numbers	Debate	Break-even point	10 sessions
Production function, Factors of production. TP, AP AND MP, And Their Relationship, Law of Variable Proportion, Returns To Scale, Isoquant- Meaning And Properties. Isocost Lines, Theory of Cost: classification of cost, short-run and long-run cost curves and Its Calculations. Derivation Of AC Curve. Producer Equilibrium Revenue curves: total revenue, average revenue and marginal revenue. Profits: Meaning And Types.				
Module 5	Market Structure	Comparative analysis	Different market structure	06 sessions
Perfect Competition, Imperfect competition – Monopolistic, Monopoly Features And Price Determination In Various Market Conditions. Oligopoly - Kinked Demand Curve				
Text Book:	1. Dwivedi D N (2015). Managerial Economics (8th Ed.). New Delhi: Vikas Publishing House Pvt Ltd.			

REFERENCE MATERIALS: Text Books and Reference Books:

1. Dwivedi D N (2015). Managerial Economics (8th Ed.). New Delhi: Vikas Publishing

House Pvt Ltd.

Essential Reading/ Recommended Reading:

N. Gregory Mankiw (2012), Principles of Microeconomics, 4th Edition, Cengage Learning

India.

Dominick Salvatore, (2012) "Managerial Economics: Principles and Worldwide

Applications", 7th Edition, Oxford University Press,

Salvatore Dominick, (2014) Managerial Economics in a Global Economy, McGraw Hill Inc., New York. Mehta P.L., (2007)

A.R. Aryasri, (2012) "Managerial Economics and Financial Analysis", 4th Edition, TMH

Publication, 2012.

R.L.Varshney & K.L Maheswari, (2018) "Managerial Economics", 19 th Edition, S.Chand

Publishers.

Pindyck, R. S., & Rubinfeld, D. L. (2013). Micro Economics (8th Ed.). Pearson Education, USA.

Managerial Economics: Analysis, Problems and Cases, Sultan Chand and Sons, New Delhi.

Websites:

https://www.cengage.com/c/principles-of-microeconomics-9e-mankiw/9780357133484PF

https://www.investopedia.com/ask/answers/032515/how-does-government-policy-impact-microeconomics.asp#:~:text=The%20models%20in%20microeconomics%20study,costs%20changes%20inputs%20for%20firms

E-resources   https://presiuniv.knimbus.com/login

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=EBOOKDIRECTORY_1_182

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=BOOKBOON_1_236

NPTEL VIDEOS :

https://nptel.ac.in/courses/109104125

https://nptel.ac.in/courses/110104093

Topics relevant to SKILL DEVELOPMENT: Scope of Business Economics for ==Skill Development== through ==Participative Learning Techniques==. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by:	ASST. PROF. RAJSHREE S
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				
	Type of Course: Discipline Elective	LPC			
			4	0	4
Version No.	1.0				
Course Pre-requisites	Awareness of the role of Information Technology in digital era Soft Skills - Creativity, communication Prior knowledge of handling spreadsheets Basic analytical ability (Basic foundation of statistics and mathematics)				
Anti-requisites	Nil				
Course Description	In this digital era, analytics plays a significant role in Social and web domain. The aim of this course unit is to showcase the opportunities that exist today to leverage the power of the Web and social media; to develop students' expertise in assessing web marketing initiatives, evaluating web optimization efforts, and measuring user experience; and to equip students with skills to collect, analyse and derive actionable insights from web clickstream, social media chatter, usability testing and experiments. A key feature of this course is the use of hands-on software tools for analyzing web and social media interactions. This course gives an insight on Social media and web analytics in application point of view. By the end of the course, the students shall be able to create, launch, run, monitor and modify the digital marketing campaign to reach specific marketing objective.				
Course Out Comes	CO1: Describe Social media analytics and web analytics. (Knowledge) CO2: Discuss the fundamentals of social media analytics and web analytics. (Comprehension)				

	CO3: Appraise the importance of analytics and their potential impact. (Application)		
	CO4: Apply Academic knowledge, Intellectual skills, subject practical skills and Transferable skills. (Application)		
	CO5: Relate the application of social media analytics and web analytics in real time. (Application)		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Social and Web Analytics and attain Employability through Participative Learning techniques.		
Course Content:			
Module 1	Introduction to Web Analytics	Book and Articles review	Conceptual understanding of Web analytics	9 Session
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,(key performance indicator) 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	10 Session
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 of Fairmont Hotels				
Module 3	Web analytics Fundamentals	Assignment	Assignment on Web Analytics Fundamentals	10 Session

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 – Different reports.

Module 4	Advance Web analytics	Comparative Study	Comparative study on Web 1.0, 2.0 and 3.0	9 Session

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, (Internet service provider 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.

Module 5	Google Analytics	Hands on Experience	Google Analytics Tool using Google merchandise store	10 Session

Google analytics objective – Track website/blog using Google Analytics -   Create audience segment based in 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 ad campaign

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.

Reference books:

R1 Jim Sterne (2010). Social Media Metrics: How to Measure and Optimize Your Marketing Investment, John Wiley & Sons.

R2 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:

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/9793356

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/7398708

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4755625

https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/8485212

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 EMPLOYABILITY SKILLS :   Significance of social media analytics for ==Employability Skills== through ==Participative Learning Techniques==. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Ameer Husain
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 Type of Course: Discipline Elective	L- P- C	4	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 Employability through Participative Learning techniques.
Course Content:	

Module 1	Web Design Principles	Knowledge	To provide a comprehensive introduction to 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	Application	To Elucidate the basics of web designing with basic HTML and CSS programs.	08 Sessions
Topics: Introduction to web design and web publication- Brief History of Internet - What is World Wide Web - Why create a web site - 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	Comprehension	To provide idea to students about the basic web publishing and web hosting principles involved in website deployment	08 Sessions
Topics: Website Structure and Hosting - Server and Web Interaction – Hosting a website –– Maintenance of Website Progressive Web Apps (PWAs) - Static Websites - Serverless Development – Mobile Web Development - Validating web pages as per W3C standard (Using simple servers such as Hello World, PingPong, Duke's Age) - Promotion – Web Analytics.				
Module 4	E-Commerce Website	Comprehension	To provide the comprehensive information about the basic designing	10 Sessions

			on E-Commerce website.	

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	Application	To provide real life simulation on designing an interactive website using wordpress.	10 Sessions

Topics: Wordpress Basics – Wordpress Settings – Wordpress 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 - <mark>Authentication & security</mark>.

Targeted Application & Tools that can be used: Nil

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

Prepare a E-Commerce website for a company of your choice using HTML.

Prepare a Website using Wordpress.

Case study analysis as per the requirement of modules prescribed above.

Analyze the Amazon India website and prepare a report on that.

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:

https://www.business.qld.gov.au/starting-business/internet-start-ups/online-basics/creating-websites

https://www.tutorialspoint.com/wordpress/index.htm

PU-List of e-Resources: https://presiuniv.knimbus.com/user#/home

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/el.2001.19.6.445.4/full/html

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/07363760910965882/full/html

You Tube and NPTEL Videos:

https://www.youtube.com/watch?v=C72WkcUZvco

https://www.youtube.com/watch?v=R_gFhRsWLMw

https://www.youtube.com/watch?v=O79pJ7qXwoE

https://elearn.nptel.ac.in/shop/nptel/e-business/

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Topics relevant to EMPLOYABILITY SKILLS : World wide web consortium for ==Employability Skills== through ==Participative Learning Techniques== This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Vijayakumar N C
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: BBA2004 | Course Title: ENTREPRENEURSHIP DEVELOPMENT | L- P- C | | |
	Type of Course: Program Core		4	0	4
Version No.	1.0				
Course Pre-requisites	Basic Communication				
	General Knowledge in Business Environment				
	Knowledge about different organizational structures				

	Knowledge of a Managerial activities
Anti-requisites	Nil
Course Description	This course provides an overview of basic concepts of entrepreneurship and MSME. It also enables the students to understand and prepare a business plan and also the formalities in launching a business by availing various financial and non-financial assistance offered for MSME.
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Discuss the theories of entrepreneurship. (Knowledge) CO 2: Identify the qualitative aspects of entrepreneur.(Comprehension,) CO3:Recognize the role of entrepreneurs in economic development.(Comprehension,) CO 4: Explain the process of formation of a new venture.(Comprehension,) CO 5: Identify various problems and measures to overcome the problems of MSME.(Analysis)
Course objective	The objective of the course is to familiarize the learners with the concepts of Entrepreneurship and Development and attain Skill Development through Participative Learning techniques.
Course Content:	

Module 1	Introduction to Entrepreneurship	Lecture & Flipped Learning	Lecture & Flipped Learning Theories of Entrepreneurship	8 Sessions
Topics: Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship- Theory of McClelland, Theory of profit by knight, Innovation theory by Schumpeter				

Module 2	Qualitative aspects of entrepreneur	Lecture & Group discussion	Group discussion on Risk taking and decision making aspects of Entrepreneurship	10 Sessions

Topics Managerial versus entrepreneurial Decision Making; Entrepreneurs versus inventors; Entrepreneurial attributes and characteristics; Traits/Qualities of Entrepreneurs, Entrepreneurial Culture, Entrepreneur leadership; Risk taking; Decision-making.

Module 3	Types and Role of an Entrepreneurs	Lecture & Case study	Case study on challenges faced by entrepreneurs	10 Sessions

Topics: Types of entrepreneur-Women Entrepreneurs; Social Entrepreneurship, Serial entrepreneur Corporate Entrepreneurs, Green entrepreneur Role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries, Challenges faced by an entrepreneur.

Module 4	Formation of New Venture	Lecture & Class presentation	Class group presentation on External Environmental analysis	10 Sessions

Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Entrepreneurial strategy, Business planning process; Drawing business plan; Business plan failures. Promotion of a Venture: External environmental analysis- economic, social and technological, Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required.

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: Assignment 1: Written assignment should be submitted where the students will have to identify the environment and use the business plan process and create a business plan. (Experiential Learning)

Assignment 2: The students will be divided into groups and group discussions will be done on the existing problems in the formation of a new venture and measures to overcome these problems.(Participative Learning)

Text books and Reference books:

1. Dr. Vasant Desai: Entrepreneur development program & Management of SSI

 2. Anil Kumar: Management and entrepreneurship, I.K International Publishers.

3. Dr. Venkataramana, Entrepreneurial Development, SHB publications

E-Reading / Recommended Reading:

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

PU RESOURCES:

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

Catalogue prepared by	Prof Umme Jahanara
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 Type of Course: School Core	L- P- C	3	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 student 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				
	CO 5 : 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	Type of class activity	Specifically mention the class activity	8 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	Type of class activity	Specifically mention the class activity	12 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	Type of class activity	GD	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	Type of class activity	Problem solving	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	Type of class activity		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: Group Discussion Case Study				

Reference
Text book
Text Books and Reference Books:
A C Fernando (2011). Business Ethics and Corporate Governance: Principles, Policies & Practices, Pearson Education.
Essential Reading/ Recommended Reading:
Balachandran V, & Chandrashekharan V, (2011). Corporate Governance, Ethics and social responsibility, PHI
Subhash Chandra Das (2013). Corporate Governance: Codes, Systems, Standards and Practices, PHI
P K Ghosh (2014). Corporate Governance, CBS Publishers & Distributors.
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: Internal Governance Structure for ==Skill Development== through ==Participative Learning Techniques==. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Janmitha
	Assistant Professor
	School of Commerce
Recommended by the Board of Studies on	4th Board of Studies, 11th July, 2024

Course Code:	Course Title: Digital Media Laws	L- P- C	4	0	4
BBA3075	Type of Course: Discipline Elective				
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 Employability through Participative Learning techniques.
Course Content:	

Unit 1	Introduction to the Digital Media Laws	Lecture	Emergence of Digital Media Laws and updated knowledge of the Media discourses in India and the world	09 Session

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	Lecture and Case Study	Copyright Laws, legal protection of the digital media content and exceptions.	11 Session

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 and Digital Media	Lecture and Case Study	Group discussion on socio-legal morality, the threat of obscenity in the society and digital media's contribution.	08 Session

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	Lecture and Case Study	Case Study on the breach of Official secrets and confidential information and the legal repercussion there after	08 Session
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	Lecture and Case Study	Lecture and case study Role of Digital Media in the new era, Judicial performance and media privilege	08 Session
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.
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), Bloomsburry, 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 EMPLOYABILITY SKILLS : Confidential information and categories 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. Shahab Shabbir Associate Professor
<mark>Recommended by the Board of Studies on</mark>	4th Board of Studies, 11th July, 2024
<mark>Date of Approval by the Academic Council</mark>	24th Academic Council meeting held on 3rd August 2024

Course Code: BBA3060	Course Title: DIGITAL MARKETING STRATEGY Type of Course: Discipline Elective Theory	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	MGT237/MGT22 Social and Web Analytics course Understanding the application of digital marketing Awareness about social network analysis				
Anti-requisites	NIL				
Course Description	COURSE DESCRIPTION: This course is blend of conceptual and practical in nature and provides the fundamental concepts of digital marketing strategies and social network analysis. By completing this course students would be able to understand the importance of digital marketing strategies and network analysis in the organization				
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Identify the strategies used in digital marketing to achieve multiple goals in the industry CO 2: Discuss the importance of digital marketing strategies to attains hybrid business CO 3: Explain the concepts of composite digital marketing strategies and their applications CO 4: Discuss the mechanisms of social network analysis (SNA) in digital space CO 5: Practice the data extraction to manage data by using R/ R -Studio to understand online social networks				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Digital Marketing Strategy and attain Employability through Participative Learning techniques.				

Course Content:				
Module 1	Digital Strategies	Case study	Case study analysis	08 Session
Digital Strategies- Definition-importance-business transformation- strategy framework-digitalization Vs digitization - digital technologies - drivers of digital technologies – digital adoption in process and product innovation; digital technologies in strategy planning				
Module 2	Digital Marketing Strategy	Case study	Case study analysis	10 Session
Creating a Marketing Strategy- Going Digital; Defining Digital Marketing Strategies-Achieving marketing strategies through digital media; Composite Digital Marketing Technologies -The Internet of Things (IoT)- Artificial Intelligence (AI)- Blockchain-Frontier of Emerging Digital Technologies				
Module 3	Social Network Analysis (SNA)	Case study	Case study analysis	09 Session
Social Network Analysis – definition – types - structural properties; Graph theory; Social networks -definition-types; Evolution of SNA; SNA metrics -degree centrality-closeness centrality; SNA tools & Selection criteria for SNA analysis; Applications of SNA in various domain				
Module 4	SNA Analysis and its Applications	Group discussion	Group discussion	Case study analysis
Managing Brands – importance; Brand reinforcement- importance; Brand revitalization- meaning, options- strategies; Brand Crisis; Geographic boundaries – marketing strategy-global brands				

Module 5	SNA Analysis and its applications	Group discussion	Group discussion	07 Session

R & R Studio -Introduction; Descriptive network analysis – customer / employee; Local properties of networks; Descriptive Network Analysis of customer/employee as a node; Understanding local properties of networks - positions that individuals hold -Global properties; Network Data Collection; Network comparisons- Individual- organizational and industry level analysis; Applications in Marketing

Targeted Application & Tools that can be used: Case, Mind mapping and SNA tools (Practical session) helps the understand the digital marketing strategies

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Prepare a project on SNA using descriptive analysis

Textbook

T1 - SR Pingali, S Prakash, JR Korem (2021). Digital Transformation Strategies: Theory and Practice. SAGE Publishing India.

Reference Reading

R1 - Borgatti, S. P., Mehra, A., Brass, D. J., & Labianca, G. (2009). Network analysis in the social sciences. science, 323(5916), 892-895.

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=3&sid=0d4fe9e9-09f3-49d1-88df-8b0853d5a683%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=36934754&db=iih

R2 -Borgatti, S. P., Everett, M. G., & Johnson, J. C. (2013). Analyzing social networks (No. 302.3 B732a). Sage.

https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzcwNTIyNV9fQU41?sid=0d4fe9e9-09f3-49d1-88df-8b0853d5a683@redis&vid=6&format=EB&rid=1

R3 -Prell, C. (2012). Social network analysis: History, theory and methodology. Sage.

R4 - Cross, R., Oakes, K., & Cross, C. (2021). Cultivating an Inclusive Culture Through Personal Networks. MIT Sloan Management Review, 62(4), 33-37.

R5 - Leonardi, P., & Contractor, N. (2018). Better people analytics. Harvard business review, 2018(November-December).

R6 - Cross, R., &Carboni, I. (2021). When collaboration fails and how to fix it. MIT Sloan Management Review, 62(2), 24-34. https://www.proquest.com/docview/2555434011/fulltextPDF/BADE3A13341A4056PQ/1?accountid=177896

R7 - Yang, L., Holtz, D., Jaffe, S., Suri, S., Sinha, S., Weston, J., ... &Teevan, J. (2021). The effects of remote work on collaboration among information workers. Nature human behaviour, 1-12.

R8 - Cross, R., & Gray, P. (2021). Optimizing Return-to-Office Strategies With Organizational Network Analysis. MIT Sloan Management Review, 62(4), 1-7. https://www.proquest.com/docview/2555433080/37F821582DB84B08PQ/1?accountid=177896

Web Based Resources

W1.http://www.orgnet.com/sna.html

W2.https://www.oreilly.com/library/view/social-network-analysis/9781449311377/ch01.html

Swayam & NPTEL Video Lecture Sessions on Digital Marketing Strategies

https://onlinecourses.nptel.ac.in/noc20_cs78/preview

https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview

PU-List of e-Resources:

Topics relevant to EMPLOYABILITY SKILLS :   Composite marketing technologies 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. Raksha R Deshbhag Assistant Professor School of Commerce
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: BBA2030	Course Title: Financial Management Type of Course: Core, Theory Only Course	L-P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	• Basic Communication • General Knowledge of Finance. • Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	This course intends to provide the basis for understanding the financial concepts and theories that influence the decisions relating to the financial attributes of investors and business firms. It enables the student to study the role and responsibilities of finance manager, finance				

	function, accounting and financial information to management for decision making and will cover management of capital and dividend policy.			
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Outline the concept and nature of Finance, Financial Management and Financial Manager**. [Remember]** CO 2: Discuss the Theory of Time value of Money. **[Understand]** CO 3: Examine the Financing Decisions of an Organization. **[Apply]** CO 4: Illustrate the investment decisions of an organization. **[Apply]** CO 5: Recognize various types of dividend policies. **[Understand]**			
Course objective	The objective of the course is to familiarize the learners with the concepts of <mark>Financial Management</mark> and attain <mark>Skill Development</mark> through <mark>Problem Solving Methodologies.</mark>			
Course Content:				
Module 1	**Introduction to financial management**	**Case Study**	**E-Resource Review**	**10 Sessions**
Introduction – Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.				
Module 2	**Time value of money**	**Assignment**	**E-Resource Review**	**10 Sessions**

Introduction – Meaning & Definition – Need – Future Value (Single Flow – Uneven Flow& Annuity) – Present Value (Single Flow – Uneven Flow & Annuity)– Doubling Period – Concept of Valuation				
Module 3	**Financing decisions**	**Experiential Learning**	**Field Observation**	**12 Sessions**
Capital Structure – Optimum Capital Structure – EBIT – EBT – EPS – Analysis – Leverages – Types of Leverages – Simple Problems.				
Module 4	**Investment Decisions**	**Case Study**	**E-Resource Review**	**12 Sessions**
Investment Decisions: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index - Simple Problems.				
Module 5	**Dividend decisions**	**Case Study**	**E-Resource Review**	**10 Sessions**
Dividend Decisions: Introduction – Meaning and Definition –Objectives of dividend decisions – Nature of dividend decisions - Factors influencing the dividend policy – Types of Dividend policy.				
Targeted Application: Financial Planning & Tools that can be used: Microsoft PowerPoint Presentation				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assignment 1: Experiential Learning: Case study analysis of capital structure of a given business organization. Assignment 2: Solving basic problems on time value of money.				
Delivery procedure (pedagogy): **Lecture:** All Modules **Self-learning:** Module 1: Role of Financial Manager **Problem-solving:** Module 5: Problems will be solved in investment selection decisions.				
Reference: **Textbook:** **T1:** Khan and Jain, Financial Management, Tata McGraw Hill **E-Reading / Essential Reading:**				

R1: R.M. Srivastava: Financial Management –Management and Policy, HimalayaPublishers.

R2: Dr. K.V. Venkataramana, Financial Management, SHB Publications.

Web based resources:

W1: Principles of sound financial planning:

https://www.cfo.com/accounting-tax/2019/07/the-12-key-principles-of-financial-planning-and-analysis/

W2: Case study on Time value of money:

https://www.allfinancejournal.com/article/view/5/1-1-5

W3: Types of Leverages:

https://www.youtube.com/watch?v=6CirWwz9GW

PU E-RESOURCES LINK:

E1. Time value of Money:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JIABR-09-2018-0155/full/pdf?title=time-value-of-money-in-islamic-accounting-practice-a-critical-analysis-from-maqasid-al-shariah

E2. Financial decisions:
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/08876049510079862/full/html

NTPEL VIDEO:

Financing Decisions:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=RyA2Qk2

Case study references:

Evergrande crisis:

https://www.thehindu.com/business/explained-chinese-real-estate-firm-evergrande-crisis-a-lehman-moment/article36643709.ece

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

Catalogue prepared by	Prof. Monica S Assistant Professor School of Commerce
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 2009	Course Title: Services Management Type of Course: Program Core Theory Only Course	L-P-C	4	0	4
Version No.	1.1				

Course Pre-requisites	Basic knowledge of Marketing functions
	Awareness of service industries in the global scenario
	Soft Skills - Creativity, communication
	Basic analytical ability
Anti-requisites	Nil
Course Description	Services today account for an increasing share of the gross domestic product and the employment base in most developed and developing economies. While the service sector is going through a revolution, marketing and other strategic decisions are still based on antiquated product-centric business models. Strategic thinking is being driven by outdated assumptions of what makes firms succeed in markets. This course is designed to focus on the unique marketing and management problems faced by service firms or the service arms of manufacturing firms, and develop an understanding of the strategic initiatives necessary to build world-class service organizations.
Course Out Comes	On successful completion of the course, the student shall be able to:
	CO1: Describe the factors responsible for growth of service sector (Understand)
	CO2: Examine the consumer behaviour in services (Apply)
	CO3: Identify the role of non-monetary cost in services (Analyze)
	CO4: Infer the stages in service innovation (Analyze)
	CO5: Relate the role of services in diverse sectors (Analyze)
Course Objective	The objective of the course is to familiarize the learners with the concepts of Service Management and attain Skill development through Participative Learning techniques.

Course Content:				
Module 1	Introduction to Services	Group Discussion	Group discussion in the class regarding current trends in Services	08 Hours
Topics: Meaning of Services, differences between goods and services, characteristics of Services, Service marketing mix, challenges in services pricing, classification of Services, significance of services marketing, growth of service sector, factors responsible for growth of service sector in India.				
Module 2	Consumer Behavior in Services	Assignment & Case analysis	Case study on Ola Cabs and Consumer Behaviour in services topic for group discussion	11 Hours
Topics: Service Expectations, Types of expectations, Zone of tolerance, Factors influencing customer expectations of service, Issues involved, Customer Perceptions, Customer satisfaction, Service quality and E-service quality, GAPS Model, Service encounters-importance and types, Service Life cycle.				
Module 3	People and Price Element in Services	Case study	Case study on Beyond booking	12 Hours
Topics: Employees' Roles in Service Delivery- Strategies for Delivering Service Quality through People- SERVQUAL model-Boundary-Spanning Roles-Service scape, Customer-oriented service delivery. Role of non-monetary costs, price as an indicator of service quality, approaches of pricing services: cost based and competition-based pricing, pricing and service tiering.				

Module 4	Process & Physical Evidence Elements in Service	Case study	Case study analysis of Make my trip.com	12 Hours

Topics: Process-Service Blueprinting: components of blueprint; Impact of service failure and recovery; Service Recovery Strategies, Challenges of Service Innovation & Design, types of service innovation, stages in service innovation and development.

Physical evidence-types of Servicescapes, strategic roles of Servicescape, Role of information technology in improving service quality post COVID.

Module 5	Service Management across diverse sectors	Case study	Case study analysis of Quantas Airlines	12 Hours

Topics: Introduction to Banking and Insurance Services, Hospital and Educational Service and Tourism Service Marketing strategies in service sectors post COVID - Financial services, hospitality, IT & ITES, healthcare, telecom, tourism, retail, NGOs and public utility services.

Targeted Application & Tools that can be used: Service manager, retail manager & MS office

Project work/Assignment:

Presentation on Service industries in India, analysis of case study on different types on service sector companies.

Text Book

T1: Services Marketing: Integrating Customer Focus across the Firm, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, Ajay Pandit, 5th Edition, Tata McGraw Hill, International Edition.

References

R1: Services Marketing: The Indian Context, R Srinivasan, 4th Edition, Prentice Hall of India.

R2: Services Marketing: Text & Cases, Harsh V Varma, Pearson Education.

R3: Services Marketing: Text and Cases – Dr. Rajendra Nargundkar, 3rd Edition, Tata McGraw Hill, International Edition.

R4: Lovelock,C., Wirtz, j. Chaterjee, J.(2011). Services Marketing. Pearson Prentice Hall.

R5: S.M. Jha: Services Marketing HPH

 E-Library resources Presidency university

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

E-Resources:

https://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdf

https://www.drnishikantjha.com/booksCollection/Service%20Sector%20Marketing%20TYBMS%202016-17.pdf

Topics relevant to SKILL DEVELOPMENT: : Types of service innovation 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 Mounica Vallabhaneni,
	Assistant Professor,
	School of Commerce
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: BBA3024	Course Title: Customer Relationship Management Type of Course: Discipline Elective	L- P- C	4	0	4
Version No.	1.0				
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: CO1: Discuss the fundamental concepts of business analytics being used in the business practices CO2 : Summarize the practice of enhancing customer value CO3 : Explain the process of Customer Relationship Management CO4 : Compute CRM metrics CO5 : Illustrate the application of technology with CRM			
Course objective	The objective of the course is to familiarize the learners with the concepts of ==Customer Relationship Management== and attain ==Employability== through ==Participative Learning techniques.==			
Course Content:				
Module 1	**Introduction to CRM**	Group Discussion		**10 Sessions**
Customer Relationship Management (CRM) Introduction – Scope – Evolution and Transformation of Customers, Components of CRM, Understanding the goal of CRM, Touch Point Analysis – Significance of Customer Privacy				
Module 2	**Customer Value**	Case Study	Customer Retention	**10 Sessions**
Customer Relationship Styles – Types of Customer Value, Value Co-creation – Lifetime Customer Value – Value Chain Analysis – Customer Defection – Customer Retention – Customer Expectations: Management & Delivery.				
Module 3	**Managing**	Field Visit	Creating	**12 Sessions**

	customer		Customer Profile – Know Your Customer	
Stages of CRM – CRM process, Techniques to Manage Relations – Customer Relationship Management – Creating Customer Profile – Know Your Customer – Segmentation & Targeting Customers – Tools used for Customer Segmentation & Targeting				
Module 4	**Delivering the customer offer**	Case Study	CRM Program Life Cycle	**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 CRM**	Group Discussion	Barriers to Internet Adoption	**13 Sessions**
Contact Centre Technology, Front Desk Management Technology – Customer Data Management – 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:

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

Reference:
E-Reading / Essential Reading:
   1. Mullick, N. H. (2016). *Customer Relationship Management* Oxford University Press
   2. Rai, A. K. (2012). *Customer Relationship Management: Concepts and Cases* Prentice Hall India
   3. Narasimhan, K. (2004), "Successful Customer Relationship Marketing and The Customer Management Scorecard: Managing CRM for Profit", Measuring Business Excellence, Vol. 8 No. https://doi.org/10.1108/mbe.2004.26708cae.001

PU online library resource

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/mbe.2004.26708cae.001/full/html
Books:
   1. Catalan-Matamoros, D. (2012). *Advances in Customer Relationship Management.* Packt Publishing.
Magazine/ Articles:
   1. CRM Magazine
NPTEL Relevant Course: https://nptel.ac.in/courses/110105145

Course Code: BBA3062	Course Title: Search Engine Optimization			
	Type of Course: Discipline Elective	4	0	4
Catalogue prepared by	Dr. Chaitra VH			
Version No				
Course Pre-requisites	Basic knowledge of digital marketing.			
Recommended by the Board of Studies on	4th Board of Studies 11th July 2024 Awareness regarding the online market trends.			
Anti-requisites	Nil			
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd August 2024			
Course Description	The search engine optimization is the skill of improving a website to upsurge its visibility when people search for products or services. The more visible a website has on search engines, the more likely it is that brand captures business. This is a theoretical cum practical course designed to help students understand the need of SEO and its tool to uses for the business to enhances the visibility of the products or services in the platform of digital marketing.			
Course Out Comes	On successful completion of the course the students shall be able to: CO 1. Enumerate the basic the concepts of SEO (Remember) CO 2. Discuss the basics of On-Page SEO and website designing (Understand) CO 3. Illustrate Off-Page optimization and various social media optimization techniques (Apply) CO 4. Interpret the components of Technical SEO (Apply) CO 5. Analyse the SEO Report to measure the performance and position of websites (Analyse)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Search Engine Optimization and attain Employability through Participative Learning techniques.			
Course Content:				

Module 1	Introduction to SEO	Book and Articles review	SEO and Tools	12 Session
Search Engine – works- SEO vs SEM- need – history- works- Googlebot (Google Crawler)- Types of SEO technique- Search Engine Algorithm- Google Algorithm- Key word search- Types of key words- Competition analysis- Page ranking technology.				
Module 2	On-Page SEO	Hands on Experience	SEO Content creation	12 Session
Introduction to On-Page SEO, Basics of website designing/development, HTML Basics for SEO, Meta Tag, Title Tag, Image Tag and H Tag Optimization- Link building- Optimizing SEO content- Key word search and Analysis.				
Module 3	Off- Page SEO	Hands on Experience	Link creation	10 Session
Introduction to Off-Page optimization- Local marketing of website as per the location- Page ranking- Building back links- Type of links – Natural Link, manually built link & Self-created link- White hat, grey hat and Black hat SEO- Social Media optimization technique.				
Module 4	Technical SEO	Assignment	Sitemap creation	12 Session
Basics of Technical SEO- Crawling and Indexing- HTML Sitemap vs. XML Sitemap, The robots.txt File protocol, Overcoming Error codes, Technical Analysis connected with Redirection, Broken Links - Redirects, 404 Pages Best Practices, Analysis of Crawl Errors.				
Module 5	SEO Reporting	Case study	Report Analysis	10 Session
Website position analysis in various search engine- Analysing performance of the website using Google analytics- Goals and conversion- Tracking and report- Reports submission- Securing Ranks. Targeted Application – SEO, technical SEO , social media , signals and key word research process				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
MCQ on SEO – Assignment on exchanging link creation Assignment on application of social media and signals				

Text Book	
T1 Clay, B. (2015). *Search engine optimization all-in-one for dummies* (3rd ed.). John Wiley & Sons, Inc.	

References

R1. Kelsey, T. (2017). *Introduction to search engine optimization: A guide for absolute beginners*. Apress.

R2. Upendra Rana (2018). Step By Step Guide to SEO. Ocean Books Pvt Ltd.R-Tech Offset Printers.

R3. Clark (2022). Search Engine Optimization (SEO).Grow the Audience. Hack Book Works.

R4. Wally Bax (2022).Google AdWords: A beginner's guide to Google. Use Analytics, SEO, and AdWords. Become an influencer on social media. Notion Press; 1st edition (16 May 2022); Notion Press Media Pvt Ltd.

Presidency University library web links

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=CUSTOM_PACKAGE_06012023_BCCAMPUS_OPEN_TEXTBOOKS_351

Online resources

https://searchengineland.com/

https://www.searchenginejournal.com/#close

https://academic.oup.com/journals/pages/authors/promoting_your_article/seo

Topics relevant to EMPLOYABILITY: Off- Page SEO for Employability through <mark>Participative Learning Techniques</mark>. 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: BBA3061	Course Title: SOCIAL MEDIA MARKETING Type of Course: Discipline Elective, Theory	L-P-C	4	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 Out Comes	On successful completion of the course the students shall be able to: CO 1: Define the key concepts in Social Media Marketing CO 2: Describe a various social media platforms and content designing Marketing strategies CO 3: Explain the best practices used in Social Marketing using various tools CO 4: Apply social media marketing for personal branding and corporate objectives CO 5: Illustrate the metrics used in e marketing and mobile marketing				

Course Objectives	The objective of the course is to familiarize the learners with the concepts of Social Media Marketing and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to SMM	Book and Articles review	SMM Conceptual understanding	**14 Session**
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.ImportanceofSocialMedia 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	Hands on Experience	Content creation	**8 Session**
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	Hands on Experience	Launch social mediacampaign	**10 Session**

	Instagram Marketing			
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 YouTube Marketing	Assignment	Launch social mediacampaign	**12 Session**
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	Discussion	Case analysis	**12 Session**
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 ad campign				

Assignment on launch Hashtag campaign using Twitter
Text Book Singh, S., & Diamond, S. (2012). *Social media marketing for dummies*. John Wiley & Sons. (Latest Version)
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 EMPLOYABILITY SKILLS : Youtube Marketing for **Employability Skills** through **Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr.Saswati Roy Assistant Professor School of Commerce				
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: BBA3066	Course Title: WEB ANALYTICS Type of Course: Discipline Elective	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	Knowledge in Data Analytics Knowledge in online business Knowledge in online marketing				
Anti-requisites	Nil				
Course Description	The course will enable the students to understand the provisions and practices of web analytics in line with significance of organization perspective as well as industrial perspective. Course is conceptual in nature and will give an overview of various aspects existed in web analytics process, web analytics tools and its practical implications in the current global business scenario.				

Course Out Comes	On successful completion of the course the students shall be able to: CO1 Recognize what is web analytics and usage in the business (Knowledge) CO2 Describe the Web metrics process and various activities involved. (Knowledge) CO3 Awareness on different web analytics tools and their performance in helping business world (Comprehension) CO4 Illustrate techniques of Google Analytics (Application) CO5 Explain the current and future trends in web analytics (Comprehension)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Web Analytics and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction of Web Analytics	Class Room Sessions	To understand the basic of Web Analytics and its application and importance in current business world.	12 Sessions
Topics: Web Analytics – Introduction – Importance – Scope – Web Analytics Process – History of Web Analytics – Overview in different mediums of Web Analytics - Data collection methods in Web Analytics – Data Analysis & Web Survey Analysis – KPI's in Web Analytics: Introduction to KPI, characteristics, Need for KPI, Perspective of KPI, Uses of KPI.				
Module 2	Web Metrics	Class Room, PPT, Videos	To have a comprehensive knowledge on the process of Web Metrics and its application	12 Sessions

Topics: Web Metrics: Common metrics: Hits, Page views, Visits, Unique visitors, Unique page views, Bounce, Bounce rate, Page/visit, Average time on site, new visits; Optimization (e-commerce, non-e-commerce sites): Improving bounce rates, Optimizing Adwords campaigns; Real time report, Audience report, Traffic source report, Custom campaigns, Content report				
Module 3	Web Analytics Tools	Class Room, PPT, Videos	Learn about various Web Analytical tools and its application.	12 Sessions
Topics: Web Analytics Tools: Types of Web Analytics Tools: Customer Analytics – Usability (UX) Analytics - Product Analytics – Marketing Analytics – Social Media Analytics – Search Engine Optimization (SEO) Analytics – General Enterprise Analytics – Open source Web Analytics				
Module 4	Google Analytics	Class Room, PPT, Videos	Practical Application-level Knowledge	12 Sessions
Topics: Google Analytics: Brief introduction and working, Adwords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic, Google analytics – Audience Analysis – Acquisition Analysis – Behaviour Analysis – Conversion Analysis – Creating dash boards using google analytics report- Limitations, Performance concerns, Privacy issues.				
Module 5	Trends in Web Analytics	Class Room, PPT	Participative Learning	12 Sessions
Topics: Emerging Trends in Web Analytics: Social Media Analytics: Social Media Audience Analytics - Drawing Meaningful Insights - Reporting Social Media Analytics – E-Commerce Analytics: Product Recommendations – Market Basket Analytics – Price Optimization – Demand Forecasting, Mobile Analytics.				
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: Assignment: Web Metrics Process				

Assignment: Customer Analytics Project: Any e-commerce Web Analysis Report
Reference Text book T1: Web Analytics: An Hour a Day, Avinash Kaushik (2007), While Publishing Inc.
Reference: Complete Web Monitoring: Watching your visitors, performance, communities, and competitors 1st Edition (2009), by Alistair Croll (Author), Sean Power (Author). O'Reilly Media. Web Analytics for Dummies (2022), Pedro Sostre, Jennifer LeClaire, Wiley (Publisher) PU link https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/10662240410555306/full/pdf?title=a-practical-evaluation-of-web-analytics Other E Resources: http://www.diva-portal.org/smash/get/diva2:1482124/FULLTEXT01.pdf https://www.optimizesmart.com/google-analytics-training-resources-and-tutorials/#0-articles-on-getting-started-with-google-analytics https://www.techtarget.com/searchbusinessanalytics/definition/Web-analytics https://www.usability.gov/what-and-why/web-analytics.html

https://www.opentracker.net/article/web-metrics-101/

https://www.leadfeeder.com/blog/website-analytics-tools/

Topics relevant to EMPLOYABILITY SKILLS :   Google analytics application for <mark>Employability Skills</mark> through <mark>Participative Learning Techniques</mark>. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	IC name: Dr. B. Upendra Rao Designation: Asst. Professor School of Commerce
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: BBA3067	Course Title: Content Strategy	L-P-C	4	0	4
	Type of Course: Theory, Discipline Elective				
Version No.	1.0				
Course Pre-requisites	Basic knowledge of Marketing strategy Soft Skills - Creativity, communication 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 (Knowledge) CO2 Recognizing values of keywords and hashtags. (Knowledge) CO3 Preparing different types of contents and choosing the platforms.(Comprehension) CO4 Identifying the target audiences and determining factor affecting their preferences. (Comprehension) CO5 Discussing content management systems and explaining content promotion techniques. (Comprehension)		
Course objective	The objective of the course is to familiarize the learners with the concepts of Content Strategy and attain Employability through Participative Learning techniques.		
Course Content:			
Module 1	Basics to Content Strategy	Class Room Sessions	To understand the concepts of content strategy	12 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	Class Room, PPT, Videos	To have a comprehensive knowledge on keywords and hashtags	8 Sessions
Topics: Understanding keywords- keywords research, keyword report. Understanding the value of hashtags - developing strategy.				
Module 3	Application of Contents	Class Room, PPT, Videos	Practical Application-level Knowledge	12 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	Class Room, PPT, Videos	Learn about audience persona	9 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	Class Room, PPT	To have a comprehensive knowledge of content management system and promotion techniques	9 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	
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 EMPLOYABILITY SKILLS : Platform for content publishing for <mark>Employability Skills</mark> through <mark>Participative Learning Techniques</mark>. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	IC name: Prof. Diksha Bisht Designation: Asst. Professor School of Commerce

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