



## **Presidency School of Management**

### **Master of Business Administration**

#### **MBA (Digital Marketing)**

### **Program Regulations and Curriculum**

## **2025-2027**

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

**Regulations No.: PU/AC-26.22/PSOM18/MDM/2025-27**

***Resolution No 26.22 of the 26<sup>th</sup> Meeting of the Academic Council  
held on 25<sup>th</sup> July 2025, and ratified by the Board of Management in  
its 27<sup>th</sup> Meeting held on 28<sup>th</sup> July, 2025.***

**July-2025**

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## **PART A – PROGRAM REGULATIONS AND CURRICULUM**

### **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 of the School:**

To inspire and develop responsible leaders who generate meaningful and lasting impact on businesses, communities, and society

#### **1.4 Mission of the School:**

Our mission is to provide students with the knowledge, skills, and ethical foundation needed to lead with integrity and drive sustainable change in business and society

### **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 Master of Business Administration (MBA) Degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Social Project Based Learning, Industrial Training, and Internship 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 Commencement:

- a. These Regulations shall be called the Master of Business Administration (MBA-Digital Marketing) Program Regulations and Curriculum 2025-2027.
- b. These Regulations are subject to, and pursuant to the Academic Regulations.
- c. These Regulations shall be applicable to the ongoing Master of Business Administration (MBA- Digital Marketing) Programs of the 2025-2027 batch, and to all other Master of Business Administration (MBA-Digital Marketing) Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Master of Business Administration (MBA- Digital Marketing) Program Regulations and Curriculum, along with all the amendments thereto.
- e. These Regulations shall come into force from the Academic Year 2025-2026.

### 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 organizing 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/honors 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 program of MBA 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 Technology Degree Program Regulations and Curriculum, 2025-2027;*
- ff. "Program" means the Master of Business Administration (MBA) Degree Program;*
- gg. "PSOM" means the Presidency School of Management;*
- 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 Master of Business Administration (MBA- Digital Marketing) Program Regulations and Curriculum 2025-2027 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the following ongoing Master of Business Administration (MBA- Digital Marketing) Programs of 2025-2027 offered by the Presidency School of Management (PSOM):

1. Master of Business Administration (MBA)
  - 1.1 Master of Business Administration (FinTech)
  - 1.2 Master of Business Administration (Applied Artificial Intelligence)
2. Master of Business Administration (Business Analytics)
3. Master of Business Administration (Digital Marketing)
4. Master of Business Administration (Marketing & Finance)
5. Master of Business Administration (Banking & Finance Management)

- 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 favor or considerations:

## **6. Minimum and Maximum Duration:**

- 6.1** Master of Business Administration (MBA- Digital Marketing) Degree Program is a Two-Year, Full-Time Semester based program. The minimum duration of the MBA- Digital Marketing Program is two (02) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the MBA- Digital Marketing program is four (04) 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 16.1 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, women 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 19.0 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. Program Educational Objectives (PEO)**

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

**PEO1:** Industry ready graduates having high integrity, social responsibility & leadership capabilities.

**PEO2:** Enhanced with analytical skills and design thinking approach to solve business problems.

**PEO3:** Able to foster entrepreneurial mind set through creativity and innovation.

**PEO4:** Enabled graduates to engage in and benefit from lifelong learning.

## **8. Program Outcomes (PO) and Program Specific Outcomes (PSO)**

### **8.1 Program Outcomes (PO)**

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

**PO1:** An ability to lead themselves and others to achieve organizational goals contributing effectively to a team environment.

**PO2:** An ability to integrate functional knowledge and apply managerial skills in changing business environment.

**PO3:** An ability to identify real life problems in different management functions and solve them through strategic planning, critical thinking and innovation.

**PO4:** An ability to identify and evaluate business ideas and opportunities.

**PO5:** An ability to make data driven decisions and effectively communicate to different stakeholders.

**PO6:** An ability to evaluate and integrate ethical and societal considerations when making business decisions.

**PO7:** An ability to demonstrate commitment to continuous learning.

### **8.2 Program Specific Outcomes [PSOs]:**

On successful completion of the Program, the students shall be able to: On successful completion of the Master of Business Administration (MBA-Digital Marketing) program from Presidency University, the student shall possess:

**PSO 1:** Develop and implement comprehensive digital marketing strategies that align with business objectives, leveraging various digital channels and tools to optimize reach and engagement.

**PSO2:** Analyze consumer behavior in digital environments to create targeted marketing campaigns that effectively address customer needs and preferences.

**PSO 3:** Utilize digital analytics tools to collect, interpret, and apply data insights, enhancing campaign performance

**PSO 4:** Lead and manage cross-functional teams in the planning and execution of integrated digital marketing campaigns, ensuring alignment with overall business strategies.

**PSO 5:** Demonstrate an understanding of ethical issues and legal regulations in digital marketing, ensuring compliance with data protection, privacy laws, and advertising standards.

## **9. Admission Criteria (as per the concerned Statutory Body)**

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. All admissions shall be made on the basis of merit in the qualifying examinations; provided that forty percent of the admissions in all Programs of the University shall be reserved for the students of Karnataka State and admissions shall be made through a Common Entrance Examination conducted by the State Government or its agency and seats shall be allotted as per the merit and reservation policy of the State Government from time to time. The admission criteria to the MBA Program is listed in the following Sub-Clauses:

- 9.1** An applicant must have a graduation degree in any field from a recognized university with a minimum of 50% marks in the qualifying examination for the general category or 45% marks for SC/ST and other reserved categories and must have appeared in any national or state-level entrance examination such as CAT, XAT, MAT, CMAT, ATMA, or KMAT.
- 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 2<sup>nd</sup> year (3<sup>rd</sup> Semester) of the MBA- Digital Marketing Program of the University**

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

- 10.1.1** 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 of the concerned year for admission to the 2<sup>nd</sup> Year (3<sup>rd</sup> Semester) MBA- Digital Marketing Program commencing on August on the year concerned.
- 10.1.2** The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.
- 10.1.3** The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1<sup>st</sup> Year of the MBA- Digital Marketing Two 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 2<sup>nd</sup> Year of the MBA Program of the University.
- 10.1.4** 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 Program of the MBA- Digital Marketing Program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program, at the end of 1<sup>st</sup> Year of the MBA- Digital Marketing Program to eligible students in accordance with the following rules and guidelines: framed by the University from time to time.

- 11.1** Normally, only those students, who have passed all the Courses prescribed for the 1<sup>st</sup> Year of the MBA. Program and obtained a CGPA of not less than 6.00 at the end of the 2<sup>nd</sup> Semester, shall be eligible for consideration for a change of Program.
- 11.2** Change of Program, if provided, shall be made effective from the

commencement of the 3<sup>rd</sup> Semester of the MBA Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.

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

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

**11.5** The eligible student may be allowed a change in Program, strictly in order of *inter se* merit, subject to the conditions given below:

**11.5.1** The actual number of students in the 3<sup>rd</sup> Semester in any particular Program to which the transfer is to be made, should not exceed the intake fixed by the University for the concerned Program;

**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 intake fixed by the University for the concerned Program.

**11.5.3** The process of change of Program shall be completed within the first five days of Registration for the 3<sup>rd</sup> Semester of the MBA-Digital Marketing Program.

## **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 0) 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 (Clause 8.10 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 12.5.1: Assessment Components and Weightage for different category of Courses**

Theory Courses - Weightage - 60: 40						
Continuous Assessment* - 35%				Midterm	End term	Total
Assessment 1	Assessment 2	Assessment 3	Assessment 4			
				25%	40%	100%

  

Lab/CA Courses - Weightage - 75: 25					
Continuous Assessment* - 75%				End term	Total
Practice Assessment 1	Practice Assessment 2	Practice Assessment 3	Practice Assessment 4		
				Assessment & Viva 25%	100%

**\*Minimum 03 assessments.**

**Skill based Courses** like Industry Internship, Capstone project, Research Dissertation, Integrative Studio, Interdisciplinary Project, Summer / Short Internship, Social Engagement / Field Projects, Portfolio, and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P-C 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-C) [NTCC], but with assigned Credits (as defined in Clause 5.2 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.

- 12.6.2.1** 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 ANNEXURE **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 are as stated in the following Sub-Clauses:
  - 13.3.1** A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause (as per 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 (as per academic regulations) shall be approved by the concerned Board of Studies and placed.

**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 HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the HOD concerned, the Course(s) and equivalent Credits shall have 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 summarized in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table in the academic regulations.

<b>Table 13.3.2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses</b>		
<b>Sl. No.</b>	<b>Course Duration</b>	<b>Credit Equivalence</b>



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, shall not be included in the calculation of the CGPA.

## PART B - PROGRAM STRUCTURE

### 14 Structure/Component with Credit Requirements Course Baskets and Minimum Basket Wise Credit Requirements:

**MBA (Digital Marketing)** Program Structure (2025-2027) totalling to 102 credits. Table 14.1.3 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 14.1.3: MBA (Digital Marketing) Single Specialization Program Structure 2025-2027: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets			
Sl. No.	Baskets		Credit Contribution
1	PROGRAM CORE (PC)		52
2	SPECIALIZATION TRACK (ST)	TRACK-CORE (STC)	16
		TRACK-ELECTIVE (STE)	24
3	PRACTICE (PR)		10
	Total Credits		102 (Minimum)

### 15. Minimum Total Credit Requirements of Award of Degree:

As per the AICTE guidelines, a minimum of 102 credits is required for the award of a Master of Business Administration (MBA- 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:
- Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets;
  - Secure a minimum CGPA of 5.00 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;
  - No dues to the University, Departments, Hostels, Library, and any other such Centers/ Departments of the University; and
  - No disciplinary action is pending against her/him.

## PART C - CURRICULUM STRUCTURE/LIST

**17. Curriculum Structure – Basket Wise Course List (not Semester Wise) List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Sessions, Course Basket, Type of Skills etc., as applicable).**

<b>Table 17.1.4: MBA (Digital Marketing) Program Structure 2025-2027 Program Core (PC)</b>							
<b>S. NO.</b>	<b>BASK ET</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
2	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
3	PC	GMM4111	Managerial Economics	2	1	0	3
4	PC	ENG4001	Global Business Communication	2	0	2	3
5	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
6	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
7	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
8	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
9	PC	MKT4111	Marketing Management - Theories and Practices	2	1	0	3
10	PC	MKT4112	Digital Marketing Strategy, Tools and Trends	2	1	2	4
11	PC	OBH4111	Human Behaviour in Organizations	2	1	0	3
12	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
13	PC	OPS4111	Production, Operations and Logistics Management	2	1	0	3
14	PC	QNT4111	Applied Business Statistics	2	0	2	3
15	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
16	PC	QNT4113	Business Research and Analytics	3	0	2	4
<b>Total</b>							<b>52</b>

**Table 17.1.5: List of Elective Courses under various Specializations/Stream Basket:**

<b>SPECIALIZATION TRACK</b>							
<b>TRACK CORE – DIGITAL MARKETING</b>							
<b>Sl. No.</b>	<b>Course Basket</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	STC1	DMT5111	E-Mail Marketing Campaign	3	1	0	4
2	STC2	DMT5112	Website Design and Development	3	0	2	4
3	STC3	DMT5113	Social Media Advertising	3	1	0	4
4	STC4	DMT5114	E-Commerce and Digital Payment	3	1	0	4

							<b>Total</b>	<b>16</b>
<b>TRACK ELECTIVE – DIGITAL MARKETING</b>								
<b>List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track</b>								
<b>Sl. No.</b>	<b>Course Basket</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
1	STE	DMT5115	Search Engine Ranking Optimization	2	1	0	3	
2	STE	DMT5116	Search Engine Advertising	2	1	0	3	
3	STE	DMT5117	Mobile App Marketing	2	1	0	3	
4	STE	DMT5118	Generative AI in Digital Marketing	2	1	0	3	
5	STE	DMT5119	Blockchain in Digital Marketing	2	1	0	3	
6	STE	DMT5120	Online Reputation Management	2	1	0	3	
7	STE	DMT5121	Affiliate and Influencer Marketing	2	1	0	3	
8	STE	DMT5122	Google Analytics and Data Studio	2	1	0	3	
9	STE	DMT5123	Video Marketing	2	1	0	3	
10	STE	DMT5124	Interactive Content Marketing	2	1	0	3	
11	STE	DMT5125	Data-Driven Marketing	2	1	0	3	
12	STE	DMT5126	UX/UI Design for Marketers	2	1	0	3	
13	STE	DMT5127	Luxury and Fashion Digital Marketing	2	1	0	3	
14	STE	DMT5128	AR/VR in Advertising	2	1	0	3	
15	STE	DMT5129	B2B Digital Marketing	2	1	0	3	
16	STE	DMT5130	AI and Chatbots in Marketing	2	1	0	3	

<b>Table 17.1.6: MBA-(Digital Marketing) Program Structure 2025-2027:</b>							
<b>Practice (PR)</b>							
<b>S. NO.</b>	<b>BASKET</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PR	INT7111	Summer Internship Project	-	-	-	4
2	PR	CRP7111	Capstone Research Project	-	-	-	6
<b>Total</b>							<b>10</b>

### **18. Practical/Skill based Courses -Internships/Thesis/Dissertation/Capstone Project Work/Portfolio/Mini project:**

Practical / Skill based Courses like internship, project work, capstone project, research project / dissertation, 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 fulfill 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 MBA post 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.

### **18.1 Internship**

A student may undergo an internship for a period of 4-6 weeks in an industry / company or academic / research institution during the Semester Break between 2<sup>nd</sup> and 3<sup>rd</sup> Semesters, subject to the following conditions:

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

**18.1.2** The number of Internships available for the concerned Academic Term. Further, the available number of internships shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as applicable, specified by the Industry / Company / research institution providing the Internship, as stated in Sub-Clause 2.6.1.2 above.

**18.1.3** A student may opt for Internship in an Industry / Company / 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 or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations.

**18.1.4** 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 University.

### **18.2 Dissertation**

A student may opt to do a Research Project / Dissertation for a period of 6-8 weeks in an Industry / Company or academic / research institution or the University Department(s) as an equivalence of Capstone Project, subject to the following conditions:

**18.2.1** The Research Project / Dissertation shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

The student may do the Research Project / Dissertation in an Industry / Company or academic / research institution of her / his choice subject to the above-mentioned condition (Sub-Clause 2.6.4.1). Provided further, that the Industry / Company or academic / research institution offering such Research Project / Dissertation confirms to the University that the Research Project / Dissertation work will be conducted in accordance with the Program Regulations and requirements of the University.

## **19 List of Elective Courses under various Specializations/Stream Basket:**

**Table 19.1.7: List of Elective Courses under various Specializations/Stream Basket:**

<b>SPECIALIZATION TRACK</b>							
<b>TRACK CORE – DIGITAL MARKETING</b>							
<b>Sl. No.</b>	<b>Course Basket</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	ST	DMT5111	E-Mail Marketing Campaign	3	1	0	4
2	ST	DMT5112	Website Design and Development	3	0	2	4
3	ST	DMT5113	Social Media Advertising	3	1	0	4
4	ST	DMT5114	E-Commerce and Digital Payment	3	1	0	4
<b>Total</b>							<b>16</b>
<b>TRACK ELECTIVE – DIGITAL MARKETING</b>							
<b>Sl. No.</b>	<b>Course Basket</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	ST	DMT5115	Search Engine Ranking Optimization	2	1	0	3
2	ST	DMT5116	Search Engine Advertising	2	1	0	3
3	ST	DMT5117	Mobile App Marketing	2	1	0	3
4	ST	DMT5118	Generative AI in Digital Marketing	2	1	0	3
5	ST	DMT5119	Blockchain in Digital Marketing	2	1	0	3
6	ST	DMT5120	Online Reputation Management	2	1	0	3
7	ST	DMT5121	Affiliate and Influencer Marketing	2	1	0	3
8	ST	DMT5122	Google Analytics and Data Studio	2	1	0	3
9	ST	DMT5123	Video Marketing	2	1	0	3
10	ST	DMT5124	Interactive Content Marketing	2	1	0	3
11	ST	DMT5125	Data-Driven Marketing	2	1	0	3
12	ST	DMT5126	UX/UI Design for Marketers	2	1	0	3
13	ST	DMT5127	Luxury and Fashion Digital Marketing	2	1	0	3
14	ST	DMT5128	AR/VR in Advertising	2	1	0	3

15	ST	DMT5129	B2B Digital Marketing	2	1	0	3
16	ST	DMT5130	AI and Chatbots in Marketing	2	1	0	3

**22 Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option**

<b>Table 22.1.8 List of MBA Digital Marketing Courses (Proposed)</b>							
<b>MBA- Digital Marketing</b>							
<b>S.NO</b>	<b>BASKET</b>	<b>COURSE CODE</b>	<b>SEMESTER I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PC	QNT4111	Applied Business Statistics	2	0	2	3
2	PC	ENG4001	Global Business Communication	2	0	2	3
3	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
4	PC	OBH4111	Human Behaviour in Organizations	2	1	0	3
5	PC	GMM4111	Managerial Economics	2	1	0	3
6	PC	OPS4111	Production Operations and Logistics Management	2	1	0	3
7	PC	MKT4111	Marketing Management - Theories and Practices	2	1	0	3
			<b>Total Credits (7 Courses)</b>				<b>22</b>
<b>S.NO</b>	<b>BASKET</b>	<b>COURSE CODE</b>	<b>SEMESTER II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PC	QNT4113	Business Research and Analytics	3	0	2	4
2	PC	QNT4112	Applied Data Analysis and Visualization	2	1	0	3
3	PC	MKT4112	Digital Marketing Strategy, Tools and Trends	2	1	2	4
4	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
5	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
6	STC1	DMT5111	E-Mail Marketing Campaign	3	1	0	4
7	STC2	DMT5112	Website Design and Development	3	0	2	4
			<b>Total Credits (7 Courses)</b>				<b>26</b>
<b>S.NO</b>	<b>BASKET</b>	<b>COURSE CODE</b>	<b>SEMESTER III</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
2	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
3	STC3	DMT5113	Social Media Advertising	3	1	0	4

4	STC4	DMT5114	E-Commerce and Digital Payment	3	1	0	4
5	STE		STE 1	2	1	0	3
6	STE		STE 2	2	1	0	3
7	STE		STE 3	2	1	0	3
8	STE		STE 4	2	1	0	3
9	PR	INT7111	Summer Internship Project	-	-	-	4
			<b>Total Credits (9 Courses)</b>				<b>30</b>
<b>S.NO</b>	<b>BASKET</b>	<b>COURSE CODE</b>	<b>SEMESTER IV</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
2	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
3	STE		STE 5	2	1	0	3
4	STE		STE 6	2	1	0	3
5	STE		STE 7	2	1	0	3
6	STE		STE 8	2	1	0	3
7	PR	CRP7111	Capstone Research Project	-	-	-	6
			<b>Total Credits (7 Courses)</b>				<b>24</b>
<b>Grand Total</b>				<b>102 Credits</b>			



## 23. Course Catalogue of all Courses Listed including the Courses Offered by other School / Department and Discipline / Program Electives

### Course Catalogues of MBA (Digital Marketing) Program 1<sup>st</sup> Semester

Course Code: QNT4111	Course Title: Applied Business Statistics Type of Course: Program Core	L – T – P – C	2– 0 – 2 – 3	
Version No.	1.0			
Course Pre-requisites	Basic Understanding of Statistics			
Anti-requisites	NIL			
Course Description	This course offers a foundational understanding of statistics for business applications. Topics include measures of location and variation, correlation and regression, probability concepts, and key probability distributions such as binomial, Poisson, and normal. Emphasis is placed on data analysis, interpretation, and decision-making under uncertainty using real-world business scenarios.			
Course Outcomes	On successful completion of this course the students shall be able to: <ul style="list-style-type: none"><li>• CO1: Describe the data using descriptive statistics.</li><li>• CO2: Solve business related problems involving probabilities.</li><li>• CO3: Solve business related problems using probability distributions.</li><li>• CO4: Test hypotheses using relevant testing procedures.</li></ul>			
Course Objective:	The course aims to: 1. Analyze business data using measures of central tendency, dispersion, correlation, and regression. 2. Apply probability concepts, including conditional probability and Bayes’ theorem, to assess risk and uncertainty. 3. Use discrete and continuous probability distributions to support data-driven business decision-making.			
Module 1	Measures of Location and Variation	Lecture, Tutorial	Understand	[L7 + P7 :14 Sessions]
<b>Measures of Location and Variation:</b> Measures of Location – mean, median and mode, weighted mean and geometric mean, quartiles and percentiles, (grouped and ungrouped data) their relative merits and demerits. Measures of variation – range, interquartile range for Standard deviation, variance and coefficient of variation (grouped and ungrouped data). Dataset1 <a href="https://datahub.io/core/pharmaceutical-drug-spending#data-files">https://datahub.io/core/pharmaceutical-drug-spending#data-files</a> Dataset2 <a href="https://datahub.io/core/s-and-p-500-companies-financials">https://datahub.io/core/s-and-p-500-companies-financials</a> Dataset3 <a href="https://www.kaggle.com/datasets/stealthtechnologies/employee-attribution-dataset">https://www.kaggle.com/datasets/stealthtechnologies/employee-attribution-dataset</a> Dataset4 <a href="https://www.kaggle.com/datasets/gagandeep16/car-sales">https://www.kaggle.com/datasets/gagandeep16/car-sales</a> Data in the above data sets will be analyzed using Microsoft Excel/ Excel add-in Megastat				
Module 2	Probability, Random Variable and Probability Distributions:	Lecture, Tutorial	Application	[L8 + P8:16 Sessions]

Introduction to Probability. Random variable – Discrete and Continuous random variable. Expected value and variance of a discrete random variable. Covariance - Applications. Probability distributions – discrete and continuous. Probability mass function and probability density functions. Discrete distributions – Binomial distribution, Poisson distribution – mean, variance and computation of probabilities. Continuous distributions -normal distribution – properties and computation of probabilities. Introduction to uniform and exponential distributions.				
<b>Module 3</b>	<b>Testing of Hypothesis</b>	<b>Lecture, Tutorial</b>	<b>Application</b>	<b>[L8 + P8:16 Sessions]</b>
<p>Concept of population, sample, parameter and statistic. Introduction to sampling distributions. Hypothesis - Null and alternative hypothesis. Type I and Type II errors, level of significance. Test for single mean – (Z and t test). Test for single proportion. Test for two means (Z and t test) paired t test. Test for single and two variances (Chi square and F test) Test for independence of attributes (Chi square test) One way ANOVA ( F test)</p> <p>Dataset1 <a href="https://datahub.io/core/pharmaceutical-drug-spending#data-files">https://datahub.io/core/pharmaceutical-drug-spending#data-files</a></p> <p>Dataset2 <a href="https://datahub.io/core/s-and-p-500-companies-financials">https://datahub.io/core/s-and-p-500-companies-financials</a></p> <p>Dataset3 <a href="https://www.kaggle.com/datasets/stealthtechnologies/employee-attribution-dataset">https://www.kaggle.com/datasets/stealthtechnologies/employee-attribution-dataset</a></p> <p>Dataset4 <a href="https://www.kaggle.com/datasets/gagandeep16/car-sales">https://www.kaggle.com/datasets/gagandeep16/car-sales</a></p> <p>Data in the above data sets will be analyzed using Microsoft Excel/ Excel add-in Megastat</p>				
<b>Module 4</b>	<b>Correlation and Regression</b>	<b>Lecture Method</b>	<b>Analysis</b>	<b>[L7 + P7:14 Sessions]</b>
<p><b>Correlation-</b> definition, scatterplot, Karl Pearson coefficient of correlation, t test for the correlation coefficient, Spearman rank correlation coefficient for data with repeated and non-repeated ranks. <b>Regression</b> – Simple linear regression, least squares method, standard error of the estimate, coefficient of determination, t test for regression coefficient, multiple regression.</p> <p>Dataset1 <a href="https://datahub.io/core/pharmaceutical-drug-spending#data-files">https://datahub.io/core/pharmaceutical-drug-spending#data-files</a></p> <p>Dataset2 <a href="https://datahub.io/core/s-and-p-500-companies-financials">https://datahub.io/core/s-and-p-500-companies-financials</a></p> <p>Dataset3 <a href="https://www.kaggle.com/datasets/stealthtechnologies/employee-attribution-dataset">https://www.kaggle.com/datasets/stealthtechnologies/employee-attribution-dataset</a></p> <p>Dataset4 <a href="https://www.kaggle.com/datasets/gagandeep16/car-sales">https://www.kaggle.com/datasets/gagandeep16/car-sales</a></p> <p>Data in the above data sets will be analyzed using Microsoft Excel/ Excel add-in Megastat</p>				
<b>Targeted Application &amp; Tools that can be used: NA</b>				
<b>Project work/Assignment:</b>				
<ul style="list-style-type: none"> <li>• <b>Self-learning</b> – The Students will learn about computing quartiles and percentiles for ungrouped data</li> <li>• <b>Peer Learning:</b> Students who have understood the topic will solve the problems on the board thereby giving confidence to others to learn the concepts</li> <li>• <b>Case Study:</b> Students will be given small case lets to solve the problems</li> </ul>				
<ul style="list-style-type: none"> <li>• Text Book:</li> <li>• T1. Anderson D R, Sweeny D J, Williams T A, Camm J D, Cochran J J, Fry M J and Ohlmann JW ( 2019 ), Statistics for Business and Economics,14<sup>th</sup> edition Cengage learning, New Delhi.</li> </ul>				
<b>References:</b>				
<ul style="list-style-type: none"> <li>• <b>R1.</b> Levine D M, Stephan D F, Szabat K A (2016) Statistics for Managers, 7<sup>th</sup> edition, New Delhi</li> </ul>				

<ul style="list-style-type: none"> <li>• <b>R2.</b> Ken Black (2010) Business Statistics for Contemporary Decision Making, 6<sup>th</sup> ed. John Wiley and sons, New Delhi</li> </ul> <p><b>Online Resources:</b></p> <p><a href="https://profiletree.com/online-business-statistics/">https://profiletree.com/online-business-statistics/</a></p> <p><b>Articles:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf">https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf</a></li> <li>• <a href="https://www.ijert.org/research/role-of-statistics-on-business-research-IJERTV2IS100524.pdf">https://www.ijert.org/research/role-of-statistics-on-business-research-IJERTV2IS100524.pdf</a></li> </ul> <p><b>Multimedia (Videos):</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=pdH4YYoOdt4&amp;list=PLEHGYFbPuuMG-0ueLQAgjLTVkLneJpIFJ">https://www.youtube.com/watch?v=pdH4YYoOdt4&amp;list=PLEHGYFbPuuMG-0ueLQAgjLTVkLneJpIFJ</a></li> </ul> <p><b>Case Studies:</b></p> <ul style="list-style-type: none"> <li>• DiGiorno Pizza: Introducing a Frozen Pizza to Compete with Carry-Out</li> </ul>	
<b>Catalogue prepared by</b>	Dr. Jayakrishna Udupa
Recommended by the Board of Studies on	BOS NO: 18 <sup>th</sup> held on 6 <sup>th</sup> June 2025
Date of Approval by the Academic Council	26 <sup>th</sup> Academic Council Meeting held on 25 <sup>th</sup> July 2025

<b>Course Code:</b> ENG4001	<b>Course Title:</b> Global Business Communication <b>Type of Course:</b> Program Core	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		2	0	2	3
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	None				
<b>Anti-requisites</b>	Nil				
<b>Course Description</b>	This course equips the business graduates/ students with advanced communication competencies necessary for impactful business presence. It focuses on strategic business communication, cultural awareness, active listening, persuasive writing, personal branding, and business presentation skills. Through experiential activities, case-based learning, and digital tools, learners develop the confidence and executive presence to lead in diverse business environments.				

Course Objective	<ol style="list-style-type: none"><li>1. Integrate DEI principles and intercultural competencies into leadership and organizational communication to build inclusive practice.</li><li>2. Apply strategic listening, writing, and speaking techniques to produce clear, purpose-fit messages across channels.</li><li>3. Analyze communication processes and cultural/contextual factors to diagnose barriers and select evidence-based remedies.</li><li>4. Create a distinctive personal brand and digital presence aligned with career goals using visual and narrative tools.</li><li>5. Deliver structured, engaging, audience-centred business presentations in in-person and virtual settings.</li></ol>		
Course Out Comes	<p>On successful completion of the course the students shall be able to:</p> <ul style="list-style-type: none"><li>• CO1 Apply cross cultural and DEI frameworks to real workplace scenarios.</li><li>• CO2 - Evaluate the clarity, tone, and effectiveness of emails, memos, and minutes, and justify revisions with evidence.</li><li>• CO3 - Develop a coherent personal-brand portfolio that includes a clear branding statement and an optimised digital profile.</li><li>• CO4 - Deliver audience-specific business presentations with logical structure, sound visual design, and confident Q&amp;A.</li></ul>		
Course Content			
Module 1	Foundations of Business Communication	Assessment 1 - Quiz	Analyze 15 Sessions (Theory and Practice included)
<p>Role of communication in an organization – Components – Process – Direction</p> <p>Diversity, Equity, and Inclusion: Concepts &amp; Challenges - Hofstede’s theory</p> <p>Cultural Capital and Communication Barriers: Language, Accent, Cultural Codes, Diversity and impediments to cross-cultural Communication</p> <p>Media Choices, and social media communication</p> <p><b>Activities:</b></p> <p>Communication Audit: Analyse communication flow and barriers in organizations using case study.</p> <p>Cultural Simulation Exercise: Role-play scenarios demonstrating communication challenges across different cultural dimensions (Hofstede framework).</p> <p>Media Choice Matrix: Students evaluate different media for business communication situations and justify their choices.</p>			
Module 2	Strategic Listening and Writing for Business Impact	Assessment 2 Business Email, MoM	Apply 12 Sessions (Theory and Practice included)

<p>Listening in Business Contexts- As a strategic tool - Emotional Intelligence and Listening</p> <p>Business Writing Essentials - Principles of Effective Writing (Based on Harvard Business Essentials) - Planning and Drafting Techniques - Business emails, memos, circulars and MoM</p> <p>AI and Business Writing</p> <p><b>Activities:</b></p> <p>Listening Lab: Peer-reviewed listening journals based on simulated team meetings or client interactions.</p> <p>Writing Clinic: Rewrite poorly written emails and memos with justification based on Harvard principles.</p> <p>AI Integration Task: Use AI tools (e.g., Grammarly, ChatGPT, or MS Editor) to revise and optimize business writing, followed by reflection on the role of AI.</p>			
<b>Module 3</b>	<b>Personal Brand Development</b>	Assessment 3 – Personal Branding Portfolio	Apply 15 Sessions (Theory and Practice included)
<p>Need and Power of Personal Branding - Know Thyself – Crafting Your Brand Core</p> <p>Building a Digital Presence – LinkedIn and Beyond - Managing Your Online Reputation</p> <p>Living the Brand – Resume, Interviews, and Networking</p> <p>Visual Identity and Personal Branding Design</p> <p><b>Activities</b></p> <p>Brand Core Workshop: Create a personal branding statement and vision board.</p> <p>LinkedIn Sprint: Optimize LinkedIn profiles, active engagement and solicit feedback.</p> <p>Mock Networking Event: Simulated interviews and elevator pitches with branding feedback.</p>			
<b>Module 4</b>	Business Presentation	Assessment 4 -Elevator Pitch	Apply 18 Sessions (Theory and Practice included)
<p>Foundations of Business Presentations - Structuring for Impact – Inclusion of Visual Aids and Slide Design - Handling Q&amp;A and Audience Engagement</p> <p>Types of Business Presentations - Elevator Pitches and Investor Pitches -Sales Presentations and Product Launches, Strategic and Boardroom Presentations - Virtual and Hybrid</p> <p>Presentation Skills</p> <p><b>Activities</b></p> <p>Mini Project: Students choose a business idea, prepare a pitch deck, and present it.</p> <p>Slide Design Challenge: Redesign poor slides for clarity and visual appeal using Canva or PowerPoint.</p> <p>Presentation Lab: Practice virtual and in-person presentations with video-based peer evaluation.</p>			
<p><b>Targeted Application &amp; Tools for usage</b></p> <p>Grammarly, <b>Ethical use of</b> ChatGPT, and Microsoft Editor for AI-aided business writing practice)</p> <p>Purdue OWL (Online Writing Lab), Microsoft PowerPoint / Google Slides / Canva</p>			

<b>Project work/Assignment: Mention the Type of Project assignment proposed for this course</b> Quiz, Business Email, MoM, Personal Branding Portfolio, Elevator Pitch Presentation	
<b>Textbook:</b>  Cardon, P. W. (2021). <i>Business Communication: Developing Leaders for a Networked World</i> (4th ed.). McGraw-Hill Education. Lesikar, V. R., & Flatley, M. (2017). <i>Business Communication: Making Connections in a Digital World</i> (11th ed.). Tata McGraw Hill. Bovee, C. L., & Thill, J. V. (2018). <i>Business Communication Today</i> (14th ed.). Pearson.	
<b>References:</b>  Hofstede, G. (2011). <i>Dimensionalizing Cultures: The Hofstede Model in Context</i> . Online Readings in Psychology and Culture. Goleman, D. (1995). <i>Emotional Intelligence</i> . Bantam Books. Harvard Business Review. (n.d.). Articles on <i>Listening as a Leadership Tool</i> . Schawbel, D. (2012). <i>Me 2.0: Build a Powerful Brand to Achieve Career Success</i> . Kaplan Publishing. Montoya, P., & Vandehey, T. (2008). <i>The Brand Called You</i> . McGraw-Hill. Barrett, D. J. (2021). <i>Leadership Communication</i> (5th ed.). McGraw-Hill.	
<b>Catalogue prepared by</b>	Dr. Pritha Sanyal
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6, June, 2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25, July, 2025

<b>Course Code:</b> <b>FIN4111</b>	<b>Course Name: Financial Accounting and Reporting</b>	<b>L-T-P-C</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Version No.	1.0					
Course Pre-requisites	Basic understanding of business transactions and accounting principles.					
Anti-requisites	NIL					
Course Description	This course introduces the fundamental concepts and processes of accounting, leading to the preparation and interpretation of financial statements. It equips students with tools for cost computation and control through techniques like budgetary control, marginal costing, and variance analysis. By integrating financial, cost, and management accounting, the course develops essential skills for informed managerial decision-making.					
Course Outcomes	<b>CO1:</b> Describe the accounting process. ( <i>Understand</i> ) <b>CO2:</b> Prepare corporate financial statements. ( <i>Apply</i> ) <b>CO3:</b> Analyze financial statements for business decisions. ( <i>Analyze</i> ) <b>CO4:</b> Construct budgets for cost control. ( <i>Apply</i> ) <b>CO5:</b> Evaluate marginal costing and variance analysis for managerial decisions. ( <i>Analyze</i> )					

Course Objectives:	The course aims to help students understand the core principles of financial accounting, learn the preparation of financial statements and disclosures, apply accounting standards in real-world contexts, and develop practical skills in Excel and Power BI for effective accounting and reporting.			
Module 1	<b>Mechanics of Financial Accounting</b>	Lecture Method	U n d e r s t a n d	13 Sessi ons
Introduction to Accounting, Branches of Accounting, Generally Accepted Accounting Principles, Accounting Entries, Accounting equation, Recording and processing of financial transactions, Preparation of Trial Balance, Introduction to IFRS ,BRS, Depreciation Accounting– Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method (Use the excel sheet for problem solving). <b>Practical Problem:-</b> Accounting Entries ,Ledger, Trial Balance, BRS, Depreciation				
Module 2	<b>Preparation of Corporate Financial Statements</b>	Participati ve Learning	A p p l y	13 Sessi ons
Financial Statements, its components, Preparation of Corporate Financial Statements (IND-AS-1) - Statement of Profit and Loss, and Balance sheet with basic adjustments Notes to Accounts, Statement of changes in equity, Statement of Cash Flow by indirect method (IND-AS-7). <b>Practical Problem:-</b> Statement of Profit and Loss, and Balance sheet with basic adjustments Notes to Accounts, Cash FlowStatement				
Module 3	<b>Analysis and interpretation of Financial Statements</b>	Group Discussion	A n a l y z e	11 Sessi ons
Horizontal and Vertical Analysis of Balance sheet and income statement ,Ratio analysis- Liquidity, Profitability, Solvency, Turnover and Market test ratios,. (Use the excel sheet for problem solving). <b>Practical Problem:-</b> Analysis of Balance sheet and income statement, Common Size, Trend and Comparative Analysis				
Module 4	<b>Product costing and budgetary control</b>	Skill based Learning	A p p l y	13 Sessi ons

Cost and its classification, preparation of cost sheet in manufacturing industry, budgetary control- preparation of Cash budget and Flexible budget. (Use the excel sheet for problem solving). <b>Practical Problem:-</b> Cash budget and Flexible budget				
Module 5	<b>CVP Analysis</b>	Experiential Learning	M i n i P r o j e c t	10 Sessions
CVP Analysis – Marginal costing-uses and limitations, Assumption calculation of Contributions, P/V Ratio, Break- Even Point, Margin of Safety, Uses of Marginal Costing in business Decision, Material and Labour variances. (Use the excel sheet for problem solving). <b>Practical Problem; -</b> Marginal costing- Material and Labour variances				
Project work/ assignment: Prowess database will be used for interpretation of Financial Statement.				
<ol style="list-style-type: none"> <li>1. CA 1 – Quiz</li> <li>2. CA 2 – Assignment</li> <li>3. CA 3 – Presentation</li> <li>4. CA 4 – Case Study</li> </ol>				
<b>Textbook (T1)</b> Weygandt, J. J., Kimmel, P. D., & Mitchell, J. E. (2024). Accounting principles (15th ed.). Wiley. <a href="https://www.amazon.com/Accounting-Principles-Jerry-J-Weygandt/dp/1394254792">https://www.amazon.com/Accounting-Principles-Jerry-J-Weygandt/dp/1394254792</a> <b>Reference Books</b> <ul style="list-style-type: none"> <li>• Dhamija, S. (2023). Financial accounting for managers (4th ed.). Pearson India. <a href="https://link.ebrpl.com/portal/2On1dr-Vbrg">https://link.ebrpl.com/portal/2On1dr-Vbrg</a></li> <li>• Atrill, P., &amp; McLaney, E. J. (n.d.). Accounting and finance for non-specialists (11th ed.). Pearson.</li> <li>• Maheswari, S. N., &amp; Maheswari, A. (n.d.). A textbook of accounting for management (4th ed.). Vikas Publishing House [P] Ltd.</li> </ul>				
Catalogue prepared by		Dr. Sunil M Rashinkar		
Recommended by the Board of Studies on		BOS NO:    held on		
Date of Approval by the Academic Council		Academic Council Meeting No.		

<b>Code:</b> <b>OBH4111</b>	<b>Course Title: Human Behaviour in Organizations</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				



<b>Course Pre-requisites</b>	Nil			
<b>Anti-requisites</b>	Nil			
<b>Course Description</b>	This course explores how individuals, teams, and organizational structures shape workplace behavior and performance. Designed for MBA students, it blends theory with practical learning to build critical skills in motivation, perception, leadership, communication, decision-making, and change management. Through case studies, discussions, and projects, students gain practical insights into managing people, fostering collaboration, and applying behavioral principles to real-world business challenges. The course prepares future leaders to navigate complex organizational dynamics with clarity, empathy, and strategic impact.			
<b>Course Objective</b>	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>PARTICIPATIVE LEARNING</b> techniques			
<b>Course Out Comes</b>	<p>On completion of this course, the student will be able to:</p> <p><b>CO1 : Understand</b> the foundational concepts of individual and group behavior in organizations, including motivation, perception, and attitude formation.</p> <p><b>CO2 : Apply</b> behavioral theories to analyze workplace scenarios and recommend strategies for improving team dynamics, communication, and leadership effectiveness.</p> <p><b>CO3 : Analyze</b> behavioural challenges in organisations, integrating insights from DM , Conflict Resolution and Change management</p> <p><b>CO4 : Evaluate</b> organizational practices and culture through case studies to assess their impact on employee performance and change readiness and overall organisational effectiveness</p>			
<b>Course Content:</b>				
<b>Module 1</b>	Introduction to Human Behavior in Organization		Assessment 1 - Quiz	8 sessions
<p>Topics: Importance of Organization Behavior, Evolution &amp; Historical Developments, Management Roles &amp; Skills, Discipline that contribute to OB. Ethical Behaviors in organizations, Challenges and Opportunities of OB - Workforce Diversity, Inclusion, Globalization, Managing Virtual Workforce</p> <p>Tutorial: Recent Developments in managing diverse workforces / Latest articles or blogs of relevance</p>				
<b>Module 2</b>	Individual Behaviors- Perceptions, Attitudes Personality & Learning		Assessment 2 – Assignment	12 sessions

Perception: Meaning, Factors affecting Perceptions, Perception process. Attitudes – Definition, Key elements of attitudes, Attitudes and related concepts (Values, opinion, belief and ideology), Characteristics of attitudes, Attitude formation, Attitude measurement, Changing attitudes. Personality: MBTI, Big Five, 16PF, Type 'A' Type 'B', Eric Fromm, Karen Horney Learning & reinforcement, Classical & Operant conditioning, shaping of behaviour, Defense Mechanism Emotions and Emotional intelligence (Application)				
<b>Module 3</b>	Motivation Concepts and its Applications		Assessment 3 – Case Analysis	12 sessions
Motivation: Meaning, Classic & Contemporary Theories of Motivation: Hierarchy of Needs Theory, Two-Factor Theory, McClelland's Theory of Needs, Self-determination Theory, Expectancy theory, Goal Setting Theory; Using Extrinsic Rewards & Intrinsic Rewards to Motivate Employees. (Analyze)				
<b>Module 4</b>	Group Behaviour and Leadership		Assessment 4 – Report Writing	13 sessions
Group Behavior: Defining and Classifying Groups, Stages of Group Development, Group Decision Making: Groups Versus the Individual, Group Decision-Making Techniques. Differences Between Groups and Teams, Types of Teams, Creating Effective Teams Leadership: concept, contingency and contemporary theories of leadership. Leadership Prospective: Charismatic leadership, Transactional and Transformational leadership, Servant Leadership. Organization Development and Organization Change (Evaluate)				
<b>Targeted Application &amp; Tools that can be used:</b> Role Plays, Psychometric tests and analysis, personality test scales.				
<b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b>				
Project/ Assignment: (Participative learning) <b>Assesment1: Quiz on Relevant concepts of the course</b> <b>Assessment -2: Individual Written Assignment</b> Review the given article mentioned in the link below and submit assignment. (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.) <b>Assesment-3: Case study:</b> Analyse the case given in link below and identify issue in the given situation and provide possible solutions. (Student needs to visit PU library to access the online Resources to access the case study provided and attach the photo of Login and Logout time in the end of the assignment) <b>Assessment -4: Report Writing:</b> Identify any one MNC of IT sector and bring out the various activities and strategies followed in that organization with reference to Team Work Culture and submit a report. (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.)				
<b>Text Book :</b> T1- <a href="#">Robbins</a> , S. P., & Judge, T. A. (2025). <i>Organizational behavior</i> (19th ed.). Pearson Education. <a href="#">VitalSource</a>				
<b>References :</b>				

- R1 – Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). *Organizational behavior: An evidence-based approach* (14th ed.). Information Age Publishing. [VitalSource](#).
- R2- Sanket Sunand Dash (2021). *Organizational Behavior*, Thirteenth Edition, Willey India Pvt. Ltd.

#### **Research and Articles:**

#### **Working with Millennials: Using Emotional Intelligence and Strategic Compassion to Motivate the Next Generation of Leaders**

##### **1.You don't have to be Expert: Increase productivity by increasing EQ**

<https://research-ebsco-com-presiuniv.knimbus.com/c/n5guci/search/details/hgnfiabbuj?db=e000xww>

##### **2. People are your Resources: Focus on others to get what you want**

<https://research-ebsco-com-presiuniv.knimbus.com/c/n5guci/search/details/hgnfiabbuj?db=e000xww>

#### **Case studies:**

##### **1. Influence of Manager's Leadership Style on Employees' Performance**

[https://www.researchgate.net/publication/374741033\\_CASE\\_STUDIES\\_IN\\_ORGANIZATIONAL\\_BEHAVIOUR](https://www.researchgate.net/publication/374741033_CASE_STUDIES_IN_ORGANIZATIONAL_BEHAVIOUR)

##### **2. Influence of Leadership among Problematic Workers in Oil Palm Plantation Sector**

[https://www.researchgate.net/publication/374741033\\_CASE\\_STUDIES\\_IN\\_ORGANIZATIONAL\\_BEHAVIOUR](https://www.researchgate.net/publication/374741033_CASE_STUDIES_IN_ORGANIZATIONAL_BEHAVIOUR)

<b>Catalogue prepared by</b>	Dr. B. Anupama
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: GMM4111	Course Title: Managerial Economics	L	T	P	C
		2	1	0	3
<b>Version No.</b>	1				
<b>Course Pre-requisites</b>	Nil				
<b>Anti-requisites</b>	Nil				

Course Description	This course explores the application of economic principles to managerial decision-making in a business context. By blending microeconomic theory with practical tools, students learn how to analyze demand, production, costs, pricing, and market structures. The course also addresses the influence of macroeconomic conditions, risk, and government policies on managerial decisions. Through case studies and applications, students gain the ability to apply economic reasoning to real-world business challenges.		
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>PARTICIPATIVE LEARNING</b> techniques		
Course Out Comes	On completion of this course, the student will be able to:		
	CO1: Understand and explain the principles of managerial economics and their application in business decision-making. (Understand)		
	CO2: Apply demand and supply analysis, forecasting methods, and elasticity concepts to solve managerial problems. (Apply)		
	CO3: Analyze production and cost relationships to recommend strategies for efficiency and profitability. (Analyze)		
	CO4: Evaluate pricing and output decisions across different market structures, considering risks, uncertainties, and government interventions. (Evaluate)		
Course Content:			
Module 1	Introduction to Managerial Economics	Assessment 1 - Quiz	10 sessions
Topics: Nature, scope, and significance of managerial economics in decision-making. Relationship of managerial economics with microeconomics, macroeconomics, and functional areas of management. Fundamental economic concepts: scarcity, choice, opportunity cost, marginal analysis, and time perspective. Role of managerial economics in modern business strategy. Factors of Production and Circular flow of Economy			
Production function: short-run and long-run. Law of variable proportions returns to scale, and isoquants. Cost concepts: fixed, variable, total, average, marginal, opportunity costs. Short-run and long-run cost curves, learning curve, economies and diseconomies of scale. Applications of cost analysis in managerial decision-making (break-even analysis, make-or-buy decisions).			
Tutorial: Recent Developments in managing diverse workforces / Latest articles or blogs of relevance			
Module 2	Demand and supply Forecasting	Assessment 2 – Assignment	15 sessions
Demand analysis: law of demand, determinants of demand, exceptions to the law of demand. Elasticity of demand: price, income, and cross elasticity – managerial uses and applications. Demand forecasting: qualitative and quantitative techniques (survey methods, moving averages, regression analysis, econometric models). Business applications of demand forecasting: production planning, pricing, and marketing strategies. Case study discussions on forecasting errors and their managerial implications.			
Supply Analysis: Law of Supply – Price elasticity of supply			

Price Equilibrium			
Module 3	Market Structures and Pricing Decisions	Assessment 3 – Project/Report Writing	12 sessions
<b>Market Structures and characteristics</b> <b>Price-output decisions under different market structures:</b> Perfect competition – equilibrium in short run and long run. Monopoly – price discrimination, profit maximization. Monopolistic competition – product differentiation, selling costs. Oligopoly – collusive and non-collusive models (Cournot, Bertrand, Kinked Demand Curve).  <b>Pricing practices:</b> cost-plus pricing, transfer pricing, penetration pricing, skimming strategy, pricing in the digital economy. Government intervention and regulation in pricing and competition. Decision-making under risk and uncertainty: expected value analysis, decision trees.			
Module 3	Macroeconomics	Assessment 4 –Scenario Analysis Assignment	08 sessions
Macroeconomic issues and concepts – The Circular Flow of Income – Concepts of National Income and its Measurement Business Cycle Indicators – Leading – Lagging – Coincident Indicators <b>Output &amp; Income:</b> Income generated from this production, including wages, salaries, profits, and rent. <b>Employment &amp; Unemployment:</b> factors that influence unemployment rates, such as labor market dynamics, economic growth, and government policies <b>Inflation &amp; Deflation:</b> meaning, Types - Consumer Price Index – Wholesale Price Index – Index of Industrial Production (IIP), impact on purchasing power and economic stability. <b>National Income Estimation process:</b> Gross National Savings – Gross Capital Formation– Gross domestic Product – Gross National Income – Gross National Product – Net Domestic Product- Net Domestic Income – Net National Income – National Income			
<b>Targeted Application &amp; Tools that can be used:</b>			
Case Study Analysis – Application of demand forecasting, pricing strategies, and production decisions in real companies.			
Quantitative Tools – Regression analysis, break-even analysis, cost-volume-profit analysis, decision trees, and elasticity measurement.			
Forecasting Software / Tools – Excel, SPSS, R, or other statistical packages for demand forecasting and data analysis.			
Simulation Exercises – Market structure simulations (monopoly, oligopoly pricing decisions) to understand competitive behavior.			
Business Reports & Presentations – Students prepare decision-focused reports analyzing cost structures, pricing policies, or market entry strategies.			
<b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b>			
Project/ Assignment:			
(Participative learning)			

1. Assessment 1 – Quiz (Module 1: Introduction to Managerial Economics)
Ø Short quiz on core concepts: scarcity, opportunity cost, marginal analysis, and role of managerial economics in decision-making.
Ø Objective: Test foundational understanding.
2. Assessment 2 – Assignment (Module 2: Demand and Forecasting)
Ø Assignment: Select a product/service and prepare a demand forecast using secondary data. Apply elasticity concepts and discuss managerial implications.
Ø Objective: Apply demand analysis tools to a practical scenario.
3. Assessment 3 – Case Study (Module 3: Production and Cost Analysis)
Ø Case study: Analyze cost structures of a manufacturing/service firm. Identify fixed vs. variable costs, apply break-even analysis, and suggest ways to reduce costs.
Ø Objective: Strengthen decision-making based on production and cost analysis.
4. Assessment 4 – Project/Report Writing (Module 4: Market Structures and Pricing Decisions)
Ø Project: Study an industry (e.g., telecom, airlines, e-commerce) and analyze its market structure. Evaluate pricing strategies used by leading firms and recommend an optimal strategy.
Ø Objective: Integrate concepts of market structure, pricing, and government policies into a real-world context.
<b>Text Books:</b>
<b>T1</b> – Paul G. Keat & Philip K. Y. Young (2022). <i>Managerial Economics: Economic Tools for Business Decisions</i> (9th ed.). Pearson Education.
<b>T2</b> – Varshney R. L. & Maheshwari K. L. (2021). <i>Managerial Economics</i> . Sultan Chand & Sons.
<b>References :</b>
1. R1 – Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). <i>Organizational behavior: An evidence-based approach</i> (14th ed.). Information Age Publishing. VitalSource.
2. R2- Sanket Sunand Dash (2021). <i>Organizational Behavior</i> , Thirteenth Edition, Wiley India Pvt. Ltd.
<b>Research and Articles:</b>
1. “The elasticity of demand and its role in consumer behaviour determination: A comparative analysis of Europe and the USA”. <i>Scientific Bulletin of Mukachevo State University, Series 'Economics'</i> (2024)
Examines how price elasticity varies across products like oil, milk, and chicken in Europe and the U.S., offering insights into consumer behavior and managerial pricing decisions.
<a href="#">Access via ResearchGate: ResearchGate</a>
2. “The Impact of Big Data on Economic Forecasting and Policy Making” <i>EAJournals.org</i> , 2022
Explores how big data enhances forecasting accuracy and supports strategic decision-making—essential for Module 2 on demand forecasting.
<a href="#">Read more: EA Journals</a>
3. “Sustainable Competitive Advantage in Emerging Markets: Innovations and Strategies”

Gurpreet Singh & Sandeep Vij (2020). Discusses tailored strategies enabling firms in emerging markets to maintain a competitive edge—helpful for understanding cost leadership and market positioning.	
<a href="#">Access via ResearchGate: ResearchGate</a>	
4. “A Step-by-Step Guide to Real-Time Pricing”, <i>Harvard Business Review</i> , November–December 2023	
Provides actionable insights into implementing AI-powered pricing models—highly relevant to Module 4’s focus on pricing strategies.	
<a href="#">Read the article: Harvard Business Review</a>	
5. “The Future of Economic Forecasting with AI and Big Data Integration” Charles James, <i>ResearchGate</i> (2024). Reviews how AI and unstructured data are revolutionizing forecasting methods—directly applicable to modern demand forecasting techniques.	
<a href="#">Access via ResearchGate: ResearchGate</a>	
Catalogue prepared by	Dr. Bipasha Maity
Recommended by the Board of Studies on	BOS NO: 18 <sup>th</sup> held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: OPS4111	Course Title: Production Operations and Logistics Management	L	T	P	C
		2	1	0	3
Version No.	2.0				
Course Pre-requisites	Nil				
Anti-requisites	Nil				
Course Description	This course provides an in-depth understanding of production operations and logistics management in business environments. Students will explore core operational processes, supply chain strategies, inventory management, and logistics optimization to enhance efficiency and profitability. Through real-world case studies and interactive learning methods, students will gain practical insights into managing production systems and designing effective logistics solutions, preparing them for strategic roles in operations management.				
Course Objective	This course is designed for <b>SKILL DEVELOPMENT</b> of the learner by using <b>PROBLEM SOLVING</b> techniques.				
Course Out Comes	Upon completing this course, students will be able to: 1. <b>Analyze</b> production and logistics challenges using key operational theories. 2. <b>Evaluate</b> supply chain performance with industry-specific metrics. 3. <b>Develop</b> efficient logistics solutions that optimize cost and resources. 4. <b>Apply</b> problem-solving strategies to improve production workflows.				
Course Content:					
Module 1	Introduction to Production Operations		Assessment 1 - Quiz		11 Hours

<p>This module lays the foundation for understanding production systems and operations management. Students will explore:</p> <ul style="list-style-type: none"> <li>• Types of Production Systems – Job production, batch production, mass production, and continuous production.</li> <li>• Operations Strategy – Aligning production processes with business goals.</li> <li>• Productivity and Efficiency – Techniques to measure and improve performance.</li> <li>• Technology in Operations – Role of automation, robotics, and AI in modern production.</li> </ul>			
<b>Module 2</b>	<b>Supply Chain and Inventory Management</b>	Assessment 2 – Case Study	11 Hours
<p>This module delves into supply chain dynamics and inventory control methods to optimize operations. Topics include:</p> <ul style="list-style-type: none"> <li>- Demand Forecasting – Methods like time series analysis and regression models.</li> <li>- Inventory Management – Economic Order Quantity (EOQ), Just-In-Time (JIT), and Vendor-Managed Inventory (VMI).</li> <li>- Lean &amp; Agile Supply Chains – Strategies for minimizing waste and improving responsiveness.</li> <li>- Supply Chain Risk Management – Handling disruptions and building resilient networks.</li> </ul>			
<b>Module 3</b>	<b>Logistics and Distribution Strategies</b>	Assessment 3 – Case Analysis	11 Hours
<p>In this module, students will explore efficient logistics models to ensure seamless flow of goods and services. Key areas include:</p> <ul style="list-style-type: none"> <li>- Transportation Modes – Road, rail, air, and sea; comparative advantages.</li> <li>- Network Optimization – Designing distribution channels for cost and service efficiency.</li> <li>- Warehouse Management – Layout design, automation, and performance metrics.</li> <li>- Technological Advancements – Blockchain, IoT, and AI-driven logistics solutions.</li> </ul>			
<b>Module 4</b>	<b>Optimization in Production and Logistics</b>	Assessment 4 – Mini Project Students will work on a mini-project, applying optimization techniques to solve a production or logistics problem in a real-world scenario.	12 Hours
<p>This module focuses on improving operations using analytical tools and emerging trends. Topics covered:</p> <ul style="list-style-type: none"> <li>• Process Improvement Methodologies – Six Sigma, Kaizen, and Total Quality Management (TQM).</li> <li>• Data-Driven Decision Making – Using analytics for production planning.</li> <li>• Sustainability in Logistics – Green supply chain initiatives and carbon footprint reduction.</li> <li>• Future of Operations Management – AI, predictive modelling, and smart factories.</li> </ul>			
<p><b>Targeted Application &amp; Tools that can be used:</b> Project work/Assignment: Students will develop a logistics optimization model for a real-world business case, integrating production efficiency techniques</p>			
<p><b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b></p>			
<p><b>Web Resources:</b></p> <ul style="list-style-type: none"> <li>• Supply Chain Digital: <a href="http://www.supplychaindigital.com">www.supplychaindigital.com</a></li> <li>• Logistics Management Magazine: <a href="http://www.logisticsmgmt.com">www.logisticsmgmt.com</a></li> <li>• MIT Supply Chain Research: <a href="http://www.mit.edu/supplychain">www.mit.edu/supplychain</a></li> </ul>			



<b>Sample Data Set:</b> Real-time industry data on supply chain optimization and logistics modelling will be provided for case study analysis.	
<ul style="list-style-type: none"> <li>• <b>Text Book:</b> Chopra, S., &amp; Meindl, P. (2021). <i>Supply Chain Management: Strategy, Planning, and Operations</i>. Pearson.</li> </ul>	
<b>References:</b> <ul style="list-style-type: none"> <li>• Russell, R.S., &amp; Taylor, B.W. (2020). <i>Operations Management: Creating Value Along the Supply Chain</i>. Wiley.</li> <li>• Christopher, M. (2016). <i>Logistics and Supply Chain Management</i>. Pearson.</li> </ul>	
<b>Catalogue prepared by</b>	Shivaprasad S
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> MKT4111	<b>Course Title: Marketing Management - Theories and Practices</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	Nil				
<b>Anti-requisites</b>	Nil				
<b>Course Description</b>	This course intends to provide the student with necessary knowledge and skills to excel in the field of marketing. This course explores the five philosophies applied in this digital era: along with the marketing mix - product development, pricing strategies, promotion, and distribution channels. The theoretical concepts are applied to understand and solve the marketing challenges through a combination of lectures, case studies, and hands-on exercises is expected to provide students the essential skills in marketing. On completion of this course students would have acquired the capacity to critically think, identify marketing issues, draft marketing plans, draw data-driven decisions.				
<b>Course Objective</b>	This course is designed to improve the learners Skill Development by using Participation techniques.				
<b>Course Out Comes</b>	<p><b>On successful completion of the course the students shall be able to:</b></p> <p><b>CO 1: Illustrate</b> the importance of Marketing management and consumer behaviour for Segmentation, Targeting &amp; Positioning decisions. (Understanding)</p> <p><b>CO 2: Develop</b> Product launching strategies. (Applying)</p> <p><b>CO 3: Examine</b> the significance of appropriate pricing &amp; distribution decisions for product success. (Analyzing)</p>				

	CO 4: Evaluate the right use of promotion & technology for realizing a positive ROI. (Evaluating)			
Course Content:				
Module 1	Concepts of Marketing	Assignment using E Library (Participative Learning)	Assessment 1 - Quiz	12 Sessions
<b>Topics:</b> Concept of Marketing, Needs, Wants and Demand, Nature & Importance of Marketing, 5 Philosophies of Marketing Management , Marketing Mix, Marketing Environment – Macro and Micro Environment. Factors influencing Consumer Behaviour, Consumer Buying Decision Process, Market Segmentation and Bases of segmentation, Targeting Strategies, Concept of Positioning.				
Module 2	Product	Assignment (Participative Learning)	Assessment 2 – Assignment	09 Sessions
<b>Topics:</b> Product – Meaning, Product Mix – Product Line, Length and Depth, Product Line Analysis & Decisions, New Product Development - Product Life Cycle (PLC) – PLC Strategies, Product vs. Brand, Benefits of Branding, Brand Equity, Fifth ‘P’ - Packaging and Labelling.				
Module 3	Price & Place	Case study (Participative Learning)	Assessment 3 – Case Analysis	12 Sessions
<b>Topics:</b> Pricing – Importance of Pricing, Setting the Price, Pricing Objectives, and Steps in Pricing, Types of Pricing. Practice exercises in pricing. Place - Marketing Channels and their roles, Functions of a channel partner, Types of channels, Levels, Channel Design decisions, Channel Conflict: Reasons and resolution.				
Module 4	Promotion & Technology	Assignment (Participative Learning)	Assessment 4 – Mini Project	12 Sessions
<b>Topics:</b> Promotion Mix - Advertising, Sales Promotion, Events & Experiences, Direct Marketing and Public Relations & Publicity, Personal Selling – Pros & Cons. Integrated Marketing Communications (IMC) – Traditional & Digital media, social media - Steps in Promotional Planning - Media Planning, Budgeting, Ad Campaign development. Managing consumer journey & experiences using technology – concepts & use cases.				
<b>Project work/Assignment:</b> Module 1 Sample Assignment 1: Project Work: Collect Advertisements (from Newspapers) pertaining to the various forms of Segmentation, classify them, and make a presentation, with appropriate justification.				

Module 2 -Sample Assignment 2: Identify 5 products / brands which are in the different Life Cycle Stages of PLC and suggest appropriate Marketing strategies for them.

Module 3 - Sample Assignment: Analyze the difference in Distribution channels - FMCG versus / Consumer durables / Services

Module 4 - Sample Assignment : Identify the Digital and Social Media Marketing strategies adopted by any company of your choice.

#### **Web Resources:**

**(Kindly note: Student should visit PU library and access the online resources for the same and incorporate in the assignments)**

#### **Research Articles in Journals**

- The Impact of Market Environments on Marketing Relationships  
[https://www.researchgate.net/publication/257206982\\_The\\_Impact\\_of\\_Market\\_Environments\\_on\\_Marketing\\_Relationships](https://www.researchgate.net/publication/257206982_The_Impact_of_Market_Environments_on_Marketing_Relationships)
- PLC strategies of Amul  
  
<https://mentormecareers.com/product-life-cycle-of-amul/?srsId=AfmBOopV3fmKT77X3eO6bsuYHJ9jNieKliMIRYM1Rhg5hwqT1JFrRYg>
- Ranjan Bandyopadhyay, Bipithalal Balakrishnan Nair, "Marketing Kerala in India as God's Own Country! for tourists' spiritual transformation, rejuvenation and well-being", Journal of Destination Marketing & Management, Volume 14.  
  
<https://www.sciencedirect.com/science/article/abs/pii/S2212571X18303779>
- HUL Integrated Annual Report 2024-25  
  
<https://www.hul.co.in/files/hul-integrated-annual-report-2024-25.pdf>

#### **Case Studies:**

- The Coca-Cola brand positioning strategy, segmentation and targeting  
  
<https://fabrikbrands.com/branding-matters/brand-strategy/coca-cola-brand-positioning-strategy-segmentation-and-targeting/>
- Nestle' Maggi: Pricing and repositioning a recalled product  
<https://www.scribd.com/document/406890984/Group-6-Nestle-s-Maggi-Pricing-repositioning-a-recalled-product-docx>
- Tourism Promotion through the Internet (Websites): (Jordan as a Case Study)  
  
[https://www.researchgate.net/publication/228414318\\_Tourism\\_Promotion\\_through\\_the\\_Internet\\_Websites\\_Jordan\\_as\\_a\\_Case\\_Study](https://www.researchgate.net/publication/228414318_Tourism_Promotion_through_the_Internet_Websites_Jordan_as_a_Case_Study)
- Cybermediation in Auto Distribution: Channel Dynamics and Conflicts  
<https://onlinelibrary.wiley.com/doi/full/10.1111/j.1083-6101.2000.tb00347.x>
- Understanding Customer Experience Throughout the Customer Journey

<a href="https://www.jstor.org/stable/44134974?refreqid=fastly-default%3Aafda1f1b4caed3bf330641c66c9d6444&amp;seq=3">https://www.jstor.org/stable/44134974?refreqid=fastly-default%3Aafda1f1b4caed3bf330641c66c9d6444&amp;seq=3</a>	
<b>Videos:</b> <ul style="list-style-type: none"> <li>Marketing Management – Core concepts <a href="https://youtu.be/65MQnEMf-ul?si=go-RM8wy59QTba0T">https://youtu.be/65MQnEMf-ul?si=go-RM8wy59QTba0T</a></li> <li>Understanding the Marketing Mix <a href="https://www.youtube.com/watch?v=d0NMSqeKpVs">https://www.youtube.com/watch?v=d0NMSqeKpVs</a></li> <li>Product Life Cycle <a href="https://www.youtube.com/watch?v=GjQRON8LF9g">https://www.youtube.com/watch?v=GjQRON8LF9g</a></li> </ul>	
<b>Text Book</b> <b>T1:</b> Philip Kotler, Kevin Lane Keller, Alexander Chernav. (2022). Marketing Management. Pearson Education. 16 <sup>th</sup> edition.	
<b>References</b> <b>R1:</b> David A. Aaker and Christine Moorman. (2023). Strategic Market Management. Wiley Publisher. 12 <sup>th</sup> edition. <b>R2:</b> Tapan K. Panda. (2022). Marketing Management: Text and Cases. Taxmann Publications. 3rd Edition.	
<b>Catalogue prepared by</b>	Dr. Mohamad Imrozuddin
<b>Recommended by the Board of Studies on</b>	BOS NO: xxth. BOS held on dd/mm/yyyy
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 14, Dated dd/mm/yyyy

## 2<sup>nd</sup> Semester

<b>Course Code:</b> QNT4113	<b>Course Title: Business Research and Analytics</b> <b>Type of Course: Program Core</b> <b>Theory &amp; Practical Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>2</b>	<b>4</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>					
<b>Anti-requisites</b>					
<b>Course Description</b>	This course enables students to make effective managerial decisions through the application of business analytics using the R programming language. Emphasis is placed on data exploration, statistical analysis, predictive modeling, and data visualization. Through practical application and real-world datasets, students will learn to draw insights from data to support strategic and operational decisions.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand the importance of analytics and R programming in managerial decision-making.			

	CO2	Apply R programming for descriptive and inferential statistical analysis on business datasets.	
	CO3	Develop predictive models using regression, classification, and time series forecasting in R.	
	CO4	Visualize data and communicate insights effectively using R's graphical capabilities and dashboards.	
Course Objective	This course aims to enhance learners' <b>employability skills</b> through <b>experiential and participative learning</b> , enabling them to communicate data insights effectively to varied stakeholders.		
Module 1	Introduction to R and Business Analytics	Participative Learning (Quiz)	[L12 + P7 :19 Sessions]
<b>Topics:</b> Role of analytics in decision making, Introduction to R and RStudio, basic data structures (vectors, lists, data frames), importing/exporting data, basic functions and packages.			
Module 2	Descriptive and Diagnostic Analytics in R	Hands-on Practical (Lab)/Assignment	[L12 + P7 :19 Sessions]
<b>Topics:</b> Summary statistics, data wrangling using dplyr, data cleaning, exploratory data analysis, Use case: Customer segmentation overview			
Module 3	Predictive Analytics for Decision Making	Participative Learning (Case-based)	[L12 + P8 :20 Sessions]
<b>Topics:</b> Simple and multiple linear regression, logistic regression, model evaluation (R-squared, confusion matrix), Use case: Predicting sales or customer churn.			
Module 4	Forecasting and Time Series Analysis	Mini Project (Group Work)	[L9 + P8 :17 Sessions]
<b>Topics:</b> Time series components, ARIMA modeling using forecast package, trend and seasonality analysis, Use case: Forecasting demand for inventory management. Visualization with ggplot2.			
<b>Targeted Application &amp; Tools that can be used:</b> R & RStudio			

<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 – Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work - Interactive dashboard presentation			
<b>Text Book:</b>			
<b>T1:</b> Wickham, H., & Grolemund, G. (2017). <i>R for Data Science</i> . O'Reilly Media			
<b>Reference Books:</b>			
R1: James, G., Witten, D., Hastie, T., & Tibshirani, R. (2021). <i>An Introduction to Statistical Learning with Applications in R</i>			
R2: Shmueli, G., Bruce, P., Gedeck, P., & Patel, N. (2020). <i>Data Mining for Business Analytics Using R</i>			
R3: Kabacoff, R. (2020). <i>R in Action: Data Analysis and Graphics with R</i> . Manning Publications			
<b>Online Resources:</b>			
<a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<a href="https://learn.microsoft.com/en-us/power-bi/">https://learn.microsoft.com/en-us/power-bi/</a>			
<a href="https://www.tidyverse.org">https://www.tidyverse.org</a>			
<a href="https://r4ds.had.co.nz">https://r4ds.had.co.nz</a>			
<a href="https://www.datacamp.com">https://www.datacamp.com</a>			
<a href="https://www.kaggle.com">https://www.kaggle.com</a>			
<b>Research Articles:</b>			
Articles on analytics application in marketing, HR, and operations decision making will be shared via institutional repository			
<b>Multimedia (Videos):</b>			
DataCamp R courses			
YouTube channels: StatQuest with Josh Starmer, Data School			
<b>Case Studies:</b>			
<ul style="list-style-type: none"> <li>• Flipkart – Predicting return rates using logistic regression</li> <li>• ICICI Bank – Risk analytics using classification models</li> <li>• Swiggy – Forecasting demand using time series in R</li> </ul>			
<b>Catalogue prepared by</b>	<b>Dr. Mary Jeyanti P</b>		
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025		
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025		
<b>Course Code: QNT4112</b>	<b>Course Title: Applied Data Analysis and Visualization</b>	<b>L – T – P – C</b>	<b>2– 0 – 2 – 3</b>
<b>Version No.</b>	1.0		

<b>Course Pre-requisites</b>	NIL			
<b>Course Description</b>	This course introduces students to applied data analysis using spreadsheets and visualization tools to support managerial decision-making. It emphasizes the use of formulae, functions, pivot tables, and dashboards to analyze and interpret business data. Students will learn to apply statistical and financial techniques for forecasting, reporting, and optimization. The course integrates practical lab exercises with real-world datasets to build problem-solving skills. By the end, students will be able to create effective visualizations and analytical models for business impact.			
<b>Course Outcomes</b>	<p>On successful completion of this course the students shall be able to:</p> <ul style="list-style-type: none"> <li>• CO1: <i>Apply</i> spreadsheet operations to manage, format, and organize business datasets for effective analysis.</li> <li>• CO2: <i>Analyze</i> business problems using formulas and functions to derive insights from quantitative and qualitative data.</li> <li>• CO3: <i>Evaluate</i> data through advanced charts, pivot tables, and dashboards to support informed managerial decision-making.</li> <li>• CO4: <i>Create</i> business solutions by integrating advanced Excel tools (Power Query, PowerPivot, VBA) to design models for forecasting and analytics applications.</li> </ul>			
<b>Course Objective:</b>	To develop students' ability to apply data analysis and visualization techniques using spreadsheets and advanced Excel tools for effective problem-solving and data-driven business decision-making.			
<b>Module 1</b>	<b>Introduction to Data Analysis and Spreadsheets</b>	<b>Lecture, Lab</b>	<b>Apply</b>	<b>[5 Lecture + 5 Lab Sessions]</b>
Introduction to data analysis, introduction to spreadsheets and excel, entering and editing worksheet data, performing basic worksheet operations, working with excel ranges and tables, formatting worksheets.				
<b>Module 2</b>	<b>Formulae and Functions</b>	<b>Lecture, Lab</b>	<b>Analyze</b>	<b>[5 Lecture + 5 Lab Sessions ]</b>
Introducing formulae and functions, formulae for mathematical and text operations, formulae for handling dates and time, formulae for matching and lookup, formulae for statistical analysis, formulae for financial analysis, array formulas, error-free formulae.				
<b>Module 3</b>	<b>Data Visualization, Management and Analysis</b>	<b>Lecture, Lab</b>	<b>Evaluate</b>	<b>[5 Lecture + 5 Lab Sessions ]</b>
Getting started with excel charts, creating sparkline graphics, advanced charting techniques, dashboarding and implementing excel dashboarding best practices, introducing pivot tables and pivot charts, analyzing data with pivot tables, analyzing data using goal seeking and solver, analyzing data with the analysis tool pack.				
<b>Module 4</b>	<b>Applying analytics to achieve Business impact</b>	<b>Lecture, Lab</b>	<b>Create</b>	<b>[6 Lecture + 9 Lab Sessions ]</b>

Introduction to PowerPivot and power query, business application of power pivot and query, automating excel using VBA, business application of VBA, business data management applications, customer analytics applications, demand forecasting applications, capstone project	
<b>Targeted Application &amp; Tools that can be used:</b> Microsoft Excel	
<b>Project work/Assignment:</b>	
<ul style="list-style-type: none"> <li>• <b>Quiz (Module 1: Introduction to Data Analysis and Spreadsheets)</b> Students will take a quiz on Excel basics, worksheet operations, ranges, and data formatting.</li> <li>• <b>Individual Assignment (Module 2: Formulae and Functions)</b> Apply formulas and functions (mathematical, text, statistical, lookup, financial) on a given dataset to perform meaningful analysis and submit a written assignment with results.</li> <li>• <b>Case Study (Module 3: Data Visualization, Management and Analysis)</b> Analyze a business case dataset using PivotTables, charts, and dashboards. Identify patterns, trends, and provide managerial insights through visualization.</li> <li>• <b>Project / Report Writing (Module 4: Applying Analytics to Achieve Business Impact)</b> Capstone group project: Develop an Excel dashboard integrating Power Query, PowerPivot, Solver, or VBA. Submit a report demonstrating how the solution can support decision-making in business areas such as sales, HR, marketing, or finance.</li> </ul>	
<ul style="list-style-type: none"> <li>• Text Books:</li> </ul> <ul style="list-style-type: none"> <li>• T1. Mount, G. (2024). <i>Modern data analytics in Excel</i>. Wiley.</li> <li>• T2 Fortino, A. (2024). <i>Data visualization for business decisions</i>. Packt Publishing.</li> </ul>	
<b>References:</b> <ol style="list-style-type: none"> <li>1. <b>R1:</b> McKinney, W. (2022). <i>Python for data analysis: Data wrangling with pandas, NumPy, and Jupyter</i> (3rd ed.). O'Reilly Media.</li> <li>2. <b>R2:</b> Gibson, G. (2024). <i>Essential data science and analytics with R and Python</i>. Springer.</li> <li>3. <b>R3:</b> Arab, I. (2024). <i>Marketing analytics dashboards design</i>. Routledge.</li> <li>4. <b>R4:</b> Castro, L. N. de. (2025). <i>Exploratory data analysis: Descriptive analysis, visualization, and dashboard design</i>, Taylor &amp; Francis.</li> <li>5. Baley, I., &amp; Veldkamp, L. (2025). <i>The data economy: Tools and applications</i>. Princeton University Press.</li> </ol> <b>Web pages</b> <ol style="list-style-type: none"> <li>1. <a href="https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem">https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem</a></li> <li>2. <a href="https://support.microsoft.com/en-gb/office/keyboard-shortcuts-in-excel-1798d9d5-842a-42b8-9c99-9b7213f0040f">https://support.microsoft.com/en-gb/office/keyboard-shortcuts-in-excel-1798d9d5-842a-42b8-9c99-9b7213f0040f</a></li> <li>3. <a href="https://www.linkedin.com/pulse/data-analysis-project-excel-dashboard-anusha-srivastava">https://www.linkedin.com/pulse/data-analysis-project-excel-dashboard-anusha-srivastava</a></li> </ol> <b>PU library E –resource</b> <a href="https://www-sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science">https://www-sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science</a>	
<b>Catalogue prepared by</b>	<b>Dr. Varalakshmi Dandu</b>



<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> MKT4112	<b>Course Title: Digital Marketing Strategy, Tools and Trends</b> <b>Type of Course: Program Core</b> <b>Theory Only</b> <b>Course</b>	<b>L- T-P- C</b>	2	1	2	4
<b>Version No.</b>	1.0					
<b>Course Pre-requisites</b>						
<b>Anti-requisites</b>	NIL					
<b>Course Description</b>	This course provides an advanced, hands-on introduction to the field of digital marketing. Students will learn to build digital infrastructure (web and social), plan and implement paid and owned media strategies, and apply contemporary tools like mobile, email, and AI-based marketing. Designed with a progressive structure, learners begin by creating a brand website, then enhance discoverability using SEO and organic tools, followed by campaign execution via paid media and finally, integrating cutting-edge direct and AI-led marketing innovations. Excludes analytics to focus purely on execution and creative planning.					
<b>Course Outcomes</b>	<p>On successful completion of this course the students shall be able to:</p> <p><b>CO1) Create</b> a functional brand website and social presence aligned with digital best practices.</p> <p><b>CO2) Apply</b> SEO, AEO, and content strategies to enhance online discoverability.</p> <p><b>CO3) Analyze</b> different paid media platforms and <b>design</b> effective cross-channel ad campaigns.</p> <p><b>CO4) Evaluate</b> mobile, email, affiliate, and AI-based tools into a unified marketing strategy.</p>					
<b>Course Objective:</b>	The course aims at <b>SKILL DEVELOPMENT</b> with respect to Digital Marketing Strategies with <b>PARTICIPATIVE</b> learning activities.					

<b>Module 1</b>	<b>Building Digital Infrastructure</b>	Assignment (Participative Learning)	Case Study	<b>8S + 4T + 6 P</b>
<b>Topics:</b> Introduction to Digital Presence, Web Design Basics: Structure, UX, and Branding, Domain, Hosting, CMS (WordPress or No-Code), Page Types & Wireframes, Integrating Forms and CTAs, Setting up Business Social Media Pages, Linking Web + Social Ecosystem, Website Legal Essentials: Cookies, Privacy.				
<b>Module 2</b>	<b>Organic Visibility &amp; Content Strategy</b>	Assignment (Participative Learning)	Article	<b>8S + 4T + 8 P</b>
<b>Topics:</b> SEO Fundamentals: On-page, Off-page, Technical, Local and International, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Blogging Strategy and Content Calendar, Keyword Planning Tools, Image & Meta Optimization, Organic Social Media (LinkedIn, Instagram, YouTube and Facebook), Influencer & Community Engagement, ORM (Online Reputation Management).				
<b>Module 3</b>	<b>Paid Media Planning &amp; Execution</b>	Assignment using E Library (Participative Learning)	Analyze and evaluate a brand's organic and paid digital strategies.	<b>8S + 4T + 8 P</b>
<b>Topics:</b> Display Ads (Google Display Network, Banners, Native), Google Search Ads: Structure, Keywords, Ad Copy, Paid Social Media Ads: Meta, LinkedIn, X, Budgeting, Bidding & Scheduling, Campaign Testing (A/B Creatives), Targeting Methods: Contextual, Behavioral, Programmatic Ad Basics, Creative Briefing & Visual Design, Integrated Media Plan Submission.				
<b>Module 4</b>	<b>Direct &amp; AI-Driven Marketing</b>	Project (Experiential Learning)	Design and execute a multi-platform campaign.	<b>8S + 3T + 8 P</b>

<p><b>Topics:</b> Email Marketing: Segmentation, Automation, Mobile Marketing: SMS, In-App, Geo-targeting, Affiliate Marketing Ecosystem, AI in Marketing: Chatbots, Predictive Content, Personalization, Voice Assistants &amp; WhatsApp Business, AR/VR Marketing Trends, Building Drip Campaigns, Building Chatbot Journeys (No Code), Final Campaign Showcase &amp; Reflection.</p>
<p><b>Targeted Application &amp; Tools that can be used:</b> Social Media Platforms - Facebook, Instagram, LinkedIn, Twitter, YouTube. Tools – Semrush, Ahrefs, Sprout Social, Buffer, Mailchimp, Brevo.</p>
<p><b>Assignment:</b></p>
<p>Assignment 1: Build Your Digital Brand. (Individual) (A functional 5-page website and Link social media handles)</p> <p>Assignment 2: Analyze and evaluate a brand's organic and paid digital strategies using academic sources and competitor benchmarking, supported by SEO audit tools and ad library insights. (Individual)</p> <p>Assignment 3: Design and execute a multi-platform campaign. (Group)</p>
<p><b>Text Book:</b></p> <p><b>T1:</b> Gupta, Seema. <i>Digital Marketing</i> (3rd Edition, 2022). McGraw Hill Education. ISBN: 9789355320483</p> <p><b>T2:</b> Bhatia, Puneet Singh. <i>Fundamentals of digital marketing (3rd ed.)</i>. Pearson. ISBN: 9789357054928</p>
<p><b>References</b></p> <p><b>R1:</b> Sachdev, Raj. (2024). <i>Digital marketing</i>. McGraw Hill Education. ISBN: 9781264608690</p> <p><b>R2:</b> Chaffey, Dave, &amp; Ellis-Chadwick, Fiona. (2022). <i>Digital marketing: Strategy, implementation and practice</i> (8th ed.). Pearson Education. ISBN: 9781292400969</p> <p><b>Online Resources:</b></p> <p><a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a></p> <p><b>Articles:</b></p> <ul style="list-style-type: none"> <li>• <b>Wall Street Journal. (2025).</b> AI will soon dominate ad buying, whether marketers like it or not. <i>The Wall Street Journal</i>. Link: <a href="https://www.wsj.com/articles/ai-will-soon-dominate-ad-buying-whether-marketers-like-it-or-not-3d62b754">https://www.wsj.com/articles/ai-will-soon-dominate-ad-buying-whether-marketers-like-it-or-not-3d62b754</a></li> <li>• <b>Economic Times. (2025).</b> Spearhead the shift to data-led, AI-powered digital marketing. <i>The Economic Times</i>. Link: <a href="https://economictimes.indiatimes.com/jobs/mid-career/spearhead-the-shift-to-data-led-ai-powered-digital-marketing/articleshow/121455704.cms">https://economictimes.indiatimes.com/jobs/mid-career/spearhead-the-shift-to-data-led-ai-powered-digital-marketing/articleshow/121455704.cms</a></li> <li>• <b>The Times. (2025).</b> Future-proof your marketing strategy with Google's AI rivals. <i>The Times</i>. Link: <a href="https://www.thetimes.co.uk/article/future-proof-marketing-strategy-google-ai-rivals-enterprise-network-dswkqjd3f">https://www.thetimes.co.uk/article/future-proof-marketing-strategy-google-ai-rivals-enterprise-network-dswkqjd3f</a></li> <li>• <b>Business Insider. (2025).</b> Sam Altman said AI would replace 95% of ad agency work. 3 top creative directors say AI has won them lucrative business. <i>Business Insider</i>. Link:</li> </ul>

<https://www.businessinsider.com/how-advertising-agencies-use-ai-to-pitch-win-business-2025-5>

- **Economic Times. (2025, May 28).** WPP replaces GroupM with AI-powered WPP Media. *The Economic Times*. Link: <https://economictimes.indiatimes.com/industry/media/entertainment/media/wpp-replaces-groupm-with-ai-powered-wpp-media/articleshow/121469920.cms>

### Multimedia (Videos):

#### Videos on Digital Marketing

- **Social Media Marketing for Small Business**  
[Watch here](#)
- **Digital Marketing and You – TED Talk by Ankit Srivastava**  
[Watch here](#)
- **Digital Marketing In 2025: Get Website Traffic By Doing This Now**  
[Watch here](#)
- **6 Marketing Trends You Need to Know in 2025**  
[Watch here](#)

### Case Studies:

#### HUGE and Digital Strategy

By: Ramon Casadesus-Masanell; Nicholas G. Karvounis, Harvard Business School

Link: <https://hbsp.harvard.edu/product/712442-PDF-ENG?Ntt=HUGE%20and%20Digital%20Strategy>

#### The YES: Reimagining the Future of e-Commerce with Artificial Intelligence

By: Jill Avery, Harvard Business School

Link: <https://hbsp.harvard.edu/product/521070-PDF-ENG?Ntt=The%20YES%3A%20Reimagining%20the%20Future%20of%20e-Commerce%20with%20Artificial%20Intelligence>

#### Digital Transformation at GE: What Went Wrong?

By: Robert D. Austin, Ivey Business School

Link: <https://hbsp.harvard.edu/product/W19499-PDF-ENG?Ntt=Digital%20Transformation%20at%20GE%3A%20What%20Went%20Wrong%3F>

#### Michael McCain: Tweeting on the Maple Leaf Foods Account

By: Gerard Seijts; Steve Foerster, Ivey Business School

Link: <https://hbsp.harvard.edu/product/W20903-PDF-ENG?Ntt=Michael%20McCain%3A%20Tweeting%20on%20the%20Maple%20Leaf%20Foods%20Account>

#### Cheekbone Beauty: Building an Indigenous Growth Venture

By: Simon Parker, Ivey Business School

<a href="https://hbsp.harvard.edu/product/W25813-PDF-ENG?Ntt=Cheekbone%20Beauty%3A%20Building%20an%20Indigenous%20Growth%20Venture">Link: https://hbsp.harvard.edu/product/W25813-PDF-ENG?Ntt=Cheekbone%20Beauty%3A%20Building%20an%20Indigenous%20Growth%20Venture</a>	
<b>Catalogue prepared by</b>	Dr Uttam Chakraborty,
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> <b>FIN4112</b>	<b>Course Title: Financial Modelling and Corporate Finance</b> <b>Type of Course: Program Core</b>	<b>L- T-P- C</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>
Version No.						
Course Pre-requisites	Laptop with Microsoft Excel should be with students , they must have basic understanding about the excel					
Anti-requisites	NIL					
Course Description	<p>This course provides students with a comprehensive understanding of the principles and practical applications of financial modeling and corporate finance. Through hands-on instruction, participants will learn to build robust financial models using Excel or other financial tools to support corporate decision-making and valuation.</p> <p>The course covers key corporate finance topics, including capital budgeting, cost of capital, capital structure, working capital management, and valuation techniques such as discounted cash flow (DCF) and comparable company analysis. Students will apply these concepts by constructing financial models to analyze real-world business scenarios, assess investment opportunities, and support strategic financial planning.</p>					
Course Objective	The objective of this course is to equip students with the essential skills and knowledge to build robust financial models and apply core principles of corporate finance in real-world business scenarios. Students will learn to forecast financial performance, conduct valuation analyses, assess investment decisions, and support strategic planning through quantitative techniques. The course aims to bridge theoretical finance concepts with practical modeling tools, enhancing students' ability to make data-driven financial decisions.					
Course Outcomes	By the end of this course, students will be able to:					

	<p><b>CO1: Understand Core Concepts</b> Demonstrate a comprehensive understanding of key corporate finance concepts such as capital budgeting, valuation, cost of capital, risk analysis, and capital structure.</p> <p><b>CO2: Apply Financial Modeling Techniques</b> Construct dynamic financial models using Microsoft Excel or similar tools to analyze financial statements, forecast performance, and evaluate investment opportunities.</p> <p><b>CO3: Perform Company Valuation</b> Conduct company valuations using methodologies such as Discounted Cash Flow (DCF), Comparable Company Analysis, and Precedent Transactions.</p> <p><b>CO4: Analyze Financial Statements</b> Interpret and analyze income statements, balance sheets, and cash flow statements to assess the financial health and performance of a company.</p> <p><b>CO5: Make Strategic Financial Decisions</b> Apply financial models to support strategic decisions in mergers &amp; acquisitions, capital budgeting, and financing choices.</p> <p><b>CO6: Integrate Theory and Practice</b> Synthesize financial theory with real-world data to solve practical business problems and present findings through reports and presentations.</p> <p><b>CO7: Utilize Industry Tools and Best Practices</b> Employ best practices in financial modeling, including sensitivity analysis, scenario planning, and error checking to ensure model accuracy and reliability.</p>			
Course Content	The course on Financial Modeling and Corporate Finance covers essential concepts such as financial statement analysis, forecasting, valuation techniques (DCF, comparable company analysis), and budgeting. Students learn to build dynamic financial models using Excel, including income statements, balance sheets, and cash flow projections. The course also explores capital structure, cost of capital, investment decision-making, and risk analysis. Through hands-on projects and case studies, learners gain practical skills to evaluate business performance, support strategic decisions, and communicate financial insights effectively in real-world scenarios.			
Module 1	Foundations of Financial Modelling & Financial Statement Analysis	Experiential Learning	Handshake with Modeling Basics	6 Lectures, 2 Tutorials, 4 Practical Sessions
Introduction to Financial Modelling: Importance, Best Practices, and Spreadsheet Functions for Finance, Review of Financial Statements: Income Statement, Balance Sheet, Cash Flow Statement. Linkages and Interrelationships. Financial Statement Analysis: Ratio Analysis (Profitability, Liquidity, Solvency, Efficiency). Introduction to Forecasting: Top-down vs. Bottom-up Approaches, Key Drivers, Assumptions. Building a Simple Three-Statement Model: Linking Income Statement,				

Balance Sheet, and Cash Flow Statement. Practical Considerations in Model Building: Error Checking, Data Validation, Scenarios, and Sensitivity Analysis.				
Module 2	<b>Time Value of Money, Capital Budgeting</b>	Experiential Learning	Understanding of key corporate finance concepts such as capital budgeting, valuation, cost of capital	(7 Lectures, 2 Tutorials, 4 Practical Sessions)
Time Value of Money: Present Value, Future Value, Annuities, Perpetuities. Capital Budgeting Techniques: Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, Profitability Index. Risk and Return: Standalone Risk, Portfolio Risk, Diversification, Capital Asset Pricing Model (CAPM).				
Module 3	Capital Structure, Cost of Capital	Experiential Learning	Capital Structure Decisions	(6 Sessions, 2 Tutorials, 4 Practical)
<b>Cost of Equity:</b> Dividend Growth Model, Capital Asset Pricing Model (CAPM), Beta estimation, and adjustments. <b>Cost of Debt &amp; Cost of Preferred Stock:</b> Calculating the after-tax cost of debt. Understanding preferred stock characteristics and cost. <b>Weighted Average Cost of Capital (WACC):</b> Calculation and practical considerations for WACC. <b>Capital Structure Theories:</b> Modigliani-Miller propositions (with and without taxes), trade-off theory, pecking order theory. <b>Types of dividends,</b> dividend theories (relevance vs. irrelevance), factors influencing dividend policy, share repurchases.				
Module 4	Capital Budgeting Decisions and Valuations	Experiential Learning	Capital Budgeting Decisions	5 Lectures, 2 Tutorials, 4 Practical Sessions
Capital Budgeting Decisions: Project evaluation techniques revisited (NPV, IRR, Payback Period, Profitability Index). Real options. Valuation Fundamentals: Introduction to different valuation approaches – Discounted Cash Flow (DCF), Relative Valuation (Multiples). Free Cash Flow to Firm (FCFF) & Free Cash Flow to Equity (FCFE): Derivation and importance for valuation. Discounted Cash Flow (DCF) Valuation Model: Building a DCF model step-by-step, terminal value calculation. Sensitivity Analysis & Scenario Analysis: Understanding how changes in key assumptions impact model outputs. Data tables, Goal Seek, Scenario Manager.  Introduction to Mergers & Acquisitions (M&A) Modelling: Accretion/dilution analysis basics, key M&A considerations.				
Module 5	Working Capital Management	Experiential Learning	Working Capital Management	(5 Lectures, 2 Tutorials, 4 Practical Sessions)

**Overview of Working Capital Management:** Definition, components, importance, operating cycle, cash conversion cycle. **Inventory Management:** Costs of inventory, EOQ model, just-in-time (JIT) inventory, inventory control systems. **Receivables Management:** Credit policy, credit terms, collection policies, factoring. **Payables Management:** Managing accounts payable, trade credit, stretching payables.

Targeted Application & Tools that can be used:

- Microsoft Excel (or equivalent spreadsheet software), Python (depends on students compatibility)

Tutorial Plan:

1	Practice calculating and interpreting key financial ratios from given financial statements.
2	Solving problems related to future value, present value, and simple NPV/IRR calculations.
3	<b>Forecasting Techniques &amp; Driver Identification:</b> Case studies on identifying appropriate drivers for various financial line items.
4	<b>Resolving Circularity in Simple Models:</b> Manual and iterative methods for dealing with circular references.
5	<b>WACC Calculation Case Studies:</b> Practical exercises on calculating WACC for different companies using real-world data.
6	<b>Capital Structure and Dividend Policy Problem Solving:</b> Discussion of qualitative and quantitative problems related to capital structure and dividend decisions.
7	<b>DCF Valuation Case Study:</b> Working through a complete DCF valuation exercise from assumptions to value.
8	<b>M&amp;A Accretion/Dilution Problem Solving:</b> Simple exercises to understand the impact of M&A on EPS.
9	<b>Cash Conversion Cycle &amp; Working Capital Ratios:</b> Practical exercises on calculating and interpreting working capital metrics.
10	<b>Inventory &amp; Receivables Management Problems:</b> Solving quantitative problems related to EOQ, credit terms, and collection efficiency.

Practical Plan:

1	Excel Basics for Financial Modelling: Setting up a clean worksheet, formatting, essential functions (SUM, AVERAGE, IF, COUNT, etc.).
2	Building a Simple Income Statement: From raw data to a structured Income Statement in Excel.



3	Building a Simple Balance Sheet: Constructing a basic Balance Sheet in Excel, ensuring it balances.
4	Linking Financial Statements: Initial steps to link a basic Income Statement and Balance Sheet.
5	<b>Building Revenue and Cost of Goods Sold Forecasts:</b> Practical application of forecasting techniques in Excel.
6	<b>Forecasting Operating Expenses &amp; Working Capital Accounts:</b> Extending the model to include these forecasts.
7	<b>Constructing a Full Integrated Financial Model (Part 1):</b> Building the Income Statement and linking it to the Balance Sheet.
8	<b>Constructing a Full Integrated Financial Model (Part 2):</b> Completing the Cash Flow Statement and ensuring the model balances. Addressing initial circularities.
9	<b>WACC Model in Excel:</b> Building a dynamic WACC calculator in Excel, incorporating different inputs for equity, debt, and preferred stock.
10	<b>Beta Calculation and Unlevering/Levering Beta:</b> Using historical data to calculate beta and adjusting for leverage.
11	<b>Modeling Debt and Equity Financing Scenarios:</b> Integrating different financing assumptions into an existing integrated model.
12	<b>Impact of Capital Structure on Valuation:</b> Analyzing how changes in debt-to-equity ratio affect WACC and potentially firm value in a model.
13	<b>Building a Capital Budgeting Model:</b> Creating a model to evaluate a new project using NPV and IRR.
14	<b>Building a DCF Valuation Model:</b> Constructing a comprehensive DCF model from a pre-built integrated financial statement model.
15	<b>Sensitivity Analysis &amp; Scenario Analysis in Excel:</b> Applying data tables, Scenario Manager, and Goal Seek to the DCF model.
16	<b>Introduction to M&amp;A Modelling - Accretion/Dilution:</b> Building a simple accretion/dilution model for a hypothetical merger.
17	<b>Working Capital Forecasts Integration:</b> Refining working capital forecasts within the integrated financial model.
18	<b>Cash Budgeting Model:</b> Building a detailed cash budget for a company.
19	<b>Inventory Management Model:</b> Developing a model to analyze optimal inventory levels (e.g., EOQ).
20	<b>Accounts Receivable and Payable Management Model:</b> Modeling the impact of changes in credit terms or payment policies on cash flows.

#### Text Book

Financial Modeling by Simon Benninga (MIT Press)

Corporate Finance by Stephen A. Ross, Randolph W. Westerfield, and Jeffrey Jaffe (McGraw-Hill Education)

#### Reference Books

Valuation: Measuring and Managing the Value of Companies by McKinsey & Company (Wiley)

Damodaran on Valuation by Aswath Damodaran (Wiley)	
Reference Books	
Web Links and Case Study Links	
Catalogue prepared by	Dr. Megha Pandey
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> OBH4112	<b>Course Title:</b> People, Performance and HR Strategy <b>Type of Course: Program Core</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	2.0				
<b>Course Pre-requisites</b>	<b>NIL</b>				
<b>Anti-requisites</b>	<b>Nil</b>				
<b>Course Description</b>	<p>People, Performance and HR Strategy" explores the strategic role of human resources in driving organizational success. The course examines how effective people management enhances performance, fosters employee engagement, and how strategic human resource management (HRM) aligns with broader business objectives to drive performance, innovation, and competitive advantage.</p> <p>Using real-world case studies, students will evaluate how organizations leverage their people strategies to respond to internal and external pressures, including market competition, workforce diversity, and digital transformation.</p> <p>By the end of the course, students will be equipped with the tools and frameworks necessary to develop and lead effective HR strategies that improve organizational performance and foster long-term success. This course is ideal for aspiring HR professionals, managers, and business leaders.</p>				
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. <i>Define</i> key concepts and terminology related to human resource strategy, performance management, and problem solving in organisational set up. <b>(Blooms Level: Comprehension)</b></li> <li>2. <i>Demonstrate</i> the relationship between HR practices, employee performance, and organizational outcomes within various business contexts. <b>(Blooms Level: Application)</b></li> </ol>				

	<p>3. <i>Evaluate</i> how HR strategies influence employee behaviour, motivation, and overall performance resulting in organizational effectiveness. (Experiential learning) <b>(Blooms Level: Evaluation)</b></p> <p>4. <i>Develop</i> comprehensive HR strategies that integrate people management, performance metrics, and business objectives to drive sustainable success. <b>(Blooms Level: Create)</b></p>			
<b>Course Out Comes</b>	This course will enhance the organizational people management skills of the students through participative learning that will be helpful for managing organizations.			
<b>Course Content:</b>				
<b>Module 1</b>	Managing People for Performance at work	Assessment	Q u i z	12 Sessi ons
Topics: People Management, benefits of people Management, Individual vs. team behaviour, Role of manager in managing performance, Individual vs. team vs. organizational performance, Goal setting, feedback, Performance appraisal methods, High-performance work systems (HPWS), Addressing underperformance. [ Blooms level : Comprehension]				
<b>Module 2</b>	Approaches to Performance Systems	Assessment	A s s i g n m e n t - T e a m S u r v e y	12 Sessi ons
Performance Appraisal Vs Performance Management, significance of Performance management systems, factors affecting performance; Objective of Performance management systems, Performance management cycle, performance management process, Performance Management methods- Traditional & Modern methods. [ Blooms level :Application]				

<b>Module 3</b>	Strategic Foundations of HRM	Assessment	C a s e A n a l y s i s	12 Sessi ons
Strategy -meaning, Introduction to Strategic Human Resource Management (SHRM), The evolving role of HR in business strategy, types of HR strategies, Role of HR strategy in succession planning, Models and frameworks of HR strategy (e.g., Harvard, Michigan models), HR's role in value creation and competitive advantage, Linking people management to organizational performance. [ Blooms level :Application]				
<b>Module 4</b>	Performance and HR Strategy	Assessment	M i n i P r o j e c t	9 Sessi ons
Linking HR with performance, ways to motivate the performance, Universalistic vs. contingency approaches strategies, aligning performance systems with organizational strategy, KPIs, SMART goals Legal and ethical considerations, Diversity, equity, and inclusion in strategic HR, Organizational strategy and its implications for HR, Measuring ROI on HR performance. [ Blooms level :Application]				
<b>Targeted Application &amp; Tools that can be used:</b> <ul style="list-style-type: none"> <li>Fundamental exposure to the qualitative and quantitative surveys techniques in: <b>People, Performance and HR Strategy.</b></li> <li>Professionally Used Software: Microsoft excel, SPSS, R software, and qualitative techniques, Tableau, Microsoft Power BI, Skill Assessment Platforms.</li> </ul>				
<b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:</b> <ol style="list-style-type: none"> <li>Quiz related to the basic concepts of People Management, Appraisal Methods etc.</li> <li>Design a suitable appraisal method to suit the labours working in Cement factory and compare the appraisal components with the appraisal form of IT industry team leaders.</li> </ol>				

3. Case analysis on performance appraisal: Who moved my Cheese?/Case Study: Tata Motors; Talent Management Fast Track selection Scheme
4. Undertake a mini project survey to assess the ways to motivate the over performer and underperformer.

#### **Text Book**

T1: Dessler, Gary & Varkkey, Biju (2020). Human Resource Management, 16th Edition, Pearson Education, New Delhi.

T2: Rao, P Subba (2022). Personnel and Human Resource Management, 5th Edition, Himalaya Publishing House

#### **REFERENCE BOOK**

R1: Armstrong, M. (2022). *Armstrong's handbook of performance management: An evidence-based guide to delivering high performance* (6th ed.). Kogan Page.

R2: Schmidt, L. (2021). *Redefining HR: Transforming people teams to drive business performance*. Kogan Page.

R3: Armstrong, M., & Taylor, S. (2023). *Armstrong's handbook of strategic human resource management* (7th ed.). Kogan Page.

#### **Web Resources:**

#### **Web Links:**

1. A review of performance measurement: Towards performance management  
<https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=7&sid=41ff6170-e9b6-4fdc-bd4a-bb122d67f0f7%40redis&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=18259872&db=iih>
2. <https://ocw.mit.edu/courses/15-660-strategic-hr-management-spring-2003/g/>

#### **Related Articles:**

1. **Impact of e-leadership and team dynamics on virtual team performance in a public organization**  
<https://www.emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPSM-08-2020-0218/full/html>
2. **Managing Diversity In The Workplace: Age, Language And Culture**  
<https://www.forbes.com/sites/forbesbusinesscouncil/2021/08/12/managing-diversity-in-the-workplace-age-language-and-culture/?sh=32d35341e954>
3. Case Study: Apigee; People Management Practices and Challenge of growth. (Ivey Publishing-ISBN-H)

**Sample Data Set:** School Teachers- employee data set with demographics, performance scores, strategies adopted for retention etc. -collected through surveys.

**Book - References:**

- Becker, B. E., & Huselid, M. A. (2021). High performance work systems and firm performance: A synthesis of research and managerial implications. In The strategic human resource management sourcebook (pp. 123–140). Oxford University Press.
- Schmidt, L. (2021). Redefining HR: Transforming people teams to drive business performance. Kogan Page.
- Madhani, P. M. (2024). Strategic HR analytics: Driving business performance. *ResearchGate*. [https://www.researchgate.net/publication/377208077\\_Strategic\\_HR\\_Analytics\\_Driving\\_Business\\_Performance](https://www.researchgate.net/publication/377208077_Strategic_HR_Analytics_Driving_Business_Performance)
- People Strong. (2023). *Performance insights handbook*. [https://www.peoplestrong.com/sg/white\\_paper/performance-insights-handbook](https://www.peoplestrong.com/sg/white_paper/performance-insights-handbook)

<b>Catalogue prepared by</b>	Dr.A.Abirami / Associate Professor / School of Management
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: DMT5111	Course Title: E-Mail Marketing Campaign	L	T	P	C
	Type of Course: Specialization Track Core Theory Only Course	3	1	0	4
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	Learn to design, execute, and optimize email marketing campaigns using segmentation, automation, analytics, and personalization strategies to drive engagement, customer retention, and ROI in a digital marketing landscape.				
<b>Course Outcomes</b>	<b>CO1</b>	<b>Understand</b> Explain the principles, tools, and legal frameworks of effective email marketing campaigns.			
	<b>CO2</b>	<b>Apply</b> Design and implement targeted email campaigns using segmentation, automation, and personalization.			

	CO3	Analyze Evaluate campaign performance using key metrics to identify areas for improvement.	
	CO4	Create Develop comprehensive email marketing strategies aligned with organizational objectives and customer engagement goals.	
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Fundamentals of Email Marketing	Quiz (Participative Learning)	12 L + 4 T = 16 Sessions
<b>Topics:</b> The Birth of Email Marketing (and the Challenging Teen Years) - Email Marketing Today (Look Who's All Grown Up) - Why You Should Invest in Email Marketing - Introduction to Email Marketing Tools, Processes, and Terminology - The Role of Email in an Integrated Marketing Plan. <b>The Marketing Funnel</b> - Email Conversion Funnel Campaigns. The Consumer Buying Cycle. Creating Buyer Personas to Boost Funnel ROI - Bringing It All Together for Email Marketing - Understanding the Importance of Email Deliverability.			
Module 2	Choosing Your Tools	Assignment using E Library (Participative Learning)	12 L + 4 T = 16 Sessions
<b>Topics:</b> Choosing Your Tools - 1. Contact Management 2. Message Design and Setup 3. Content and Delivery 4. Email Management 5. Account Administration and Help Making Your Final Decision. Popular Tools - Mailchimp, Constant Contact, Sendinblue or Brevo, HubSpot, and Active Campaign. Features and Functionalities. Templates, automation, list segmentation. A/B testing, reporting, and analytics. Hands-on Setup.			
Module 3	Types of Email Marketing and Customer Segmentation	Case Study (Participative Learning)	12 L + 4 T = 16 Sessions
<b>Topics:</b> Selecting an Email Marketing Funnel - How to Build an Email Marketing Funnel. Understanding Audience Segmentation: Demographics, behavior, purchase history. Personalization and Dynamic Targeting - Automation workflows for personalized experiences.			
Module 4	Email Marketing Conversion and Trends	Project (Experiential Learning)	9 L + 3 T = 12 Sessions
<b>Topics:</b> Developing an Email Marketing Conversion Funnel - List Segmentation - Writing an Email Message - Autoresponder Messages - Measuring Performance. E-mail Automation: Drip campaigns and triggered emails. Emerging Trends: Interactive and AMP emails, Voice-activated and predictive email content. AI-driven email marketing.			
<b>Targeted Application &amp; Tools that can be used:</b> Mailchimp, HubSpot, Klaviyo			

<b>Project work/Assignment:</b>
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work
<b>Text Book:</b> <b>T1:</b> Gunelius, S. (2018). <i>Ultimate guide to email marketing for business</i> . Entrepreneur Press.
<b>Reference Books:</b> <b>R1:</b> White, C. S. (2017). <i>Email marketing rules: A step-by-step guide to the best practices that power email marketing success</i> (3rd ed.). Litmus Press. <b>R2:</b> Kotler, P., Keller, K. L., & Chernev, A. (2021). <i>Marketing Management</i> (16th ed.). Pearson Education.
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>
<b>Research Articles:</b> <ol style="list-style-type: none"> <li>1. Nobile, T. H., &amp; Cantoni, L. (2023). Personalisation (In)effectiveness in email marketing. <i>Digital Business</i>, 3(2), Article 100058. <a href="https://doi.org/10.1016/j.digbus.2023.100058">https://doi.org/10.1016/j.digbus.2023.100058</a></li> <li>2. Rosário, A. T. (2021). E-Mail Marketing: Research and Challenges. <i>International Journal of Online Marketing</i>, 11(4), 63–83. <a href="https://doi.org/10.4018/IJOM.2021100104">https://doi.org/10.4018/IJOM.2021100104</a></li> <li>3. Engage, Convert, Repeat: A New Report From Harvard Business Review Analytic Services in Association with Intuit Mailchimp Reveals a Winning Formula in SMS + Email Marketing  <a href="https://mailchimp.com/newsroom/hbr-as-engage-convert-repeat/?utm_source=chatgpt.com">https://mailchimp.com/newsroom/hbr-as-engage-convert-repeat/?utm_source=chatgpt.com</a> </li> </ol>
<b>Multimedia (Videos):</b> <ol style="list-style-type: none"> <li>1. Email Marketing Full Course [3 Sessions]   How to do Email Marketing &amp; Make Money -  <a href="https://www.youtube.com/watch?v=FuEcejBq1w8&amp;list=PLjVLYmrlmjGeBVBbw052cZg57odk8WikC">https://www.youtube.com/watch?v=FuEcejBq1w8&amp;list=PLjVLYmrlmjGeBVBbw052cZg57odk8WikC</a> </li> <li>2. E-commerce Email Marketing: Collect Emails &amp; Automate Sales! -  <a href="https://www.youtube.com/watch?v=29pVYjG5bgk">https://www.youtube.com/watch?v=29pVYjG5bgk</a> </li> <li>3. Email Marketing Advance Course Launched in Hindi by Marketing Fundas -  <a href="https://www.youtube.com/watch?v=5qCOCidhuvA&amp;list=PLXwTOG3-tRwjVJqdTeqxZaVnh2R3-Wvbj">https://www.youtube.com/watch?v=5qCOCidhuvA&amp;list=PLXwTOG3-tRwjVJqdTeqxZaVnh2R3-Wvbj</a> </li> </ol>
<b>Case Studies:</b> <ol style="list-style-type: none"> <li>1: How Airbnb Got Users to Come Back with Personalized Emails</li> <li>2: Sephora—Using Loyalty Emails to Encourage Repeat Purchases</li> <li>3: Grammarly—Engaging Users Through Educational Content</li> <li>4: ASOS—Recovering Sales with Abandoned Cart Emails</li> </ol> <ul style="list-style-type: none"> <li>• <a href="https://maileroo.com/blog/7-lessons-from-email-marketing-case-studies-for-your-strategy/?utm_source=chatgpt.com">https://maileroo.com/blog/7-lessons-from-email-marketing-case-studies-for-your-strategy/?utm_source=chatgpt.com</a></li> </ul>



<ul style="list-style-type: none"> <li><a href="https://www.marketingsherpa.com/article/case-study/email-marketing-case-studies-higher-open-rates-more-online-sales?utm_source=chatgpt.com">https://www.marketingsherpa.com/article/case-study/email-marketing-case-studies-higher-open-rates-more-online-sales?utm_source=chatgpt.com</a></li> </ul>	
<b>Catalogue prepared by</b>	Dr. Virupaksha Goud
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> DMT5112	<b>Course Title: Website Design and Development</b> <b>Type of Course: Specialization Track Core</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>2</b>	<b>4</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course introduces the concepts and tools of modern website design and development for business and marketing applications. It equips learners with practical knowledge of front-end development using website design platforms such as WordPress, while focusing on user experience, responsive design, and SEO integration. Emphasis is placed on using websites as marketing assets for brand building and conversion optimization.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand the principles of effective web design and its role in digital marketing strategy.			
	<b>CO2</b>	Apply a design template to create responsive, user-friendly websites.			
	<b>CO3</b>	Analyze website performance and user behavior using analytics tools.			
	<b>CO4</b>	Create and publish professional websites using development tools and SEO platforms.			

<b>Course Objective</b>	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
<b>Module 1</b>	<b>Introduction to Web Design</b>	Quiz (Participative Learning)	<b>10 L + 6 P = 16 Sessions</b>
<b>Topics:</b> Introduction Hostinger, Overview of CMS Platforms – Introduction to Word Press, Installing and Customizing WordPress – Selecting Themes, Word Press Admin Bar/ Word Press Settings, Introduction WordPress Dashboard, WordPress website themes, Types of website themes and selecting suitable themes, Creation of website layout. Introduction to plugins, Introduction to page builders, Deletion of unwanted themes and plugins. Website space management. Building Landing Pages.			
<b>Module 2</b>	<b>Website Menu</b>	Assignment using E Library (Participative Learning)	<b>10 L + 6 P = 16 Sessions</b>
<b>Topics:</b> Creation of Pages and Menu in WordPress dashboard, Adding Images to Pages. Apply WordPress Widgets and installation, creating attractive footer bar using widgets, Managing Comments in WordPress, Creation of content and updating the content. Keyword inclusion in content, Word Press Security, Events, Groups, Jobs, Advertising. Understanding WordPress Appearance application. Setup contact and about page.			
<b>Module 3</b>	<b>Plugins installation and application</b>	Case Study (Participative Learning)	<b>9 L + 6 P = 15 Sessions</b>
<b>Topics:</b> Choosing Photo Gallery plugins and application, Website appearance customization with LOGO and tagline. Addition of products in WooCommerce themes, Adding RSS feeds, Image slider plugins installation and usage, installation of foogallery and metaslider, adding links in images, embed pdf in website using plugins, Adding WordPress visitor counter, Linking social media Hub.			
<b>Module 4</b>	<b>Responsive Design and SEO Integration</b>	Project (Experiential Learning)	<b>9 L + 6 P = 15 Sessions</b>
<b>Topics:</b> Media Queries and Breakpoints – Testing for Mobile Responsiveness – Accessibility (WCAG Guidelines) – Basic SEO Best Practices – Meta Tags – Meta Description – Page Load Optimization – AI tools for SEO.			
<b>Module 5</b>	<b>Web Analytics and Security</b>	Project (Experiential Learning)	<b>7 L + 6 P = 13 Sessions</b>

<b>Topics:</b> Payment gateways plug ins and installation, Web Analytics, backing up Website, protecting from spam, Google analytics code installation, Google reviews showing on website, Setting Titles & Meta Descriptions with an SEO Plugin.	
<b>Targeted Application &amp; Tools that can be used:</b> HTML, CSS, JavaScript, WordPress CMS, Figma or Canva for Design Mockups	
<b>Project work/Assignment:</b>	
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work	
<b>Text Book:</b> <b>T1:</b> Ryan, D. (2016). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> . Kogan Page.	
<b>Reference Books:</b> <b>R1:</b> Krug, S. (2014). <i>Don't Make Me Think: A Common Sense Approach to Web Usability</i> (3rd ed.). New Riders. <b>R2:</b> Beaird, J., & George, J. (2020). <i>The Principles of Beautiful Web Design</i> (4th ed.). SitePoint.	
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b> 1. Swapnil S More (2018). Review of wordpress website vs coding website. International Journal of Advance Research, Ideas and Innovations in Technology, 4(3) www.IJARIT.com. 2. G. Maragatham et al (2018) A Study on Performance Analysis for Different Wordpress and Hand Code Webpages, International Conference on Smart Systems and Inventive Technology (ICSSIT), DOI: 10.1109/ICSSIT44210.2018	
<b>Multimedia (Videos):</b> 1. WordPress Full Course for Beginners (2025)   How to Create a Website for Free (Beginner to Pro) - <a href="https://www.youtube.com/watch?v=Bx3qRM19BYM">https://www.youtube.com/watch?v=Bx3qRM19BYM</a> 2. Learn Gloomaps to structure a website a. <a href="https://www.youtube.com/watch?v=QHQ3dYw1Tcl">https://www.youtube.com/watch?v=QHQ3dYw1Tcl</a> 3. WordPress 5 Crash Course for Absolute Beginners a. <a href="https://www.youtube.com/watch?v=lxpxQ62Im14">https://www.youtube.com/watch?v=lxpxQ62Im14</a> 4. Learn WordPress in San Antonio a. <a href="https://www.youtube.com/embed/TTRIYRUk0ew">https://www.youtube.com/embed/TTRIYRUk0ew</a>	
<b>Case Studies:</b> 1. Airbnb – UX-focused Design Transformation 2. Nike – Optimizing Performance and Visual Appeal 3. Shopify – Building Scalable and Responsive Stores 4. Government of India – Redesigning the Digital India Portal	
<b>Catalogue prepared by</b>	Dr. Virupaksha Goud

<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

### 3<sup>rd</sup> semester:

<b>Course Code:</b> GMM4113	<b>Course Title: Business Strategy and Corporate Transformation</b> <b>Type of Course: Program Core only</b>	<b>L</b>				
		<b>-</b>				
		<b>T-</b>				
		<b>P</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
		<b>-</b>				
		<b>C</b>				
<b>Version No.</b>	1.0					
<b>Course Pre-requisites</b>	[1] <b>Management</b> Concepts and Practices (MBA1015) [2] <b>Microeconomics</b> for Managers (MBA1009)					
<b>Anti-requisites</b>	<b>NIL</b>					
<b>Course Description</b>	<p>Corporate Strategy has become a significant point of the modern corporate world. The changing phases of the competition, the political and social changing faces, the invention of new techniques, and new ideas have compelled the corporate world to embrace the corporate strategy concept and come out with the success. This course (Corporate Strategy) is an integral part of the Strategic Management. Strategic Management is involved in many of the decisions that a leader makes.</p> <p>This course includes what is a strategy, corporate direction, environmental scanning, and sources of competitive advantage, BEVUCA, Neurostrategy, strategy formulation, competitive strategies in emerging industries, balanced scorecard, and International Business.</p>					
<b>Course Objective</b>	This course is designed to improve the EMLOYABILITY SKILLS by using participative learning.					
<b>Course Outcomes</b>	<b>On successful completion of this course the students shall be able to:</b> <ol style="list-style-type: none"> <li>1) Define corporate strategy</li> <li>2) Identify various factors of competitive advantage</li> <li>3) Explain various generic competitive strategies</li> <li>4) Prepare a Balanced Scorecard for an organization.</li> </ol>					
<b>Course Content:</b>						

<b>Module 1</b>	Introduction to Strategic Management	<b>Case:</b> Strategic Analysis of Starbucks Corporation	<b>Data Analysis:</b> Analysis the different tools used in Neurostrategy based on University SCOPUS database (% analysis).	<b>12 Sessions</b>
<p>Topics:</p> <p><b>Module -I Introduction to Strategic Management</b></p> <p>What is Strategic Management &amp; Stages of Strategic Management, Integrating Intuition and Analysis, Adapting to Change, Key Terms in Strategic Management, External Opportunities and Threats &amp; Internal Strengths and Weaknesses, Long-Term Objectives, Strategies and Annual Objectives &amp; Policies, The Strategic-Management Model, Benefits of Strategic Management. Corporate Strategy, Directional Strategy, Portfolio Analysis Corporate Parenting. Nero strategy</p>				
<b>Module 2</b>	Environmental Scanning and Industry Analysis	<b>Case Study:</b> Southwest Airline	<b>Data Analysis:</b> Identification of factors responsible for BEV UCA	<b>12 Sessions</b>

			Environment through questionnaire or from literature.	
Capabilities and Competencies, Sources of Competitive Advantage: Position and Capability, Value Chain analysis- primary and secondary activities, Internal and External environmental analysis, SWOT, PESTEL analysis, VUCA & BEVUCA, how strategy shapes structure- structuralist and reconstructionist approach- blue and red ocean strategy, Dubai strategy proposition. The Nature of an Internal Audit, Key Internal Forces, The Resource-Based View (RBV) Integrating Strategy and Culture Industry Analysis: The External Factor Evaluation (EFE) The Competitive Profile Matrix (CPM)				
<b>Module 3</b>	<b>Strategy Formulation</b>	<b>Case study:</b> Class- or Mass(HBR), Idalene F. Kesner and Rockney Walters(2005).	<b>Data Analysis:</b> Application of design thinking in industry, based on themes and sub theme analysis.(Application of spreadsheets)	<b>12 Sessions</b>

			et with provided data base)	
Generic Competitive Strategies- Cost leadership, Differentiation and focus, risk of generic strategy, The Balanced Scorecard, Types of Strategies, Levels of Strategies, Integration Strategies, Forward Integration & Backward Integration, Horizontal Integration, Intensive Strategies, Market Penetration & Market Development, Product Development, Diversification Strategies, Defensive Strategies A framework for competitor analysis- Michael Porter's Five Generic Strategies				
<b>Module 4</b>	<b>Competitive Strategy and corporate advantage</b>	<b>Case study: IKEA</b> ( <a href="http://aeunike.lecture.ub.ac.id/files/2012/03/Case-Kel.9.pdf">http://aeunike.lecture.ub.ac.id/files/2012/03/Case-Kel.9.pdf</a> )	<b>Simulation:</b> Development and simulation of BSC with the help of spreadsheet.	<b>9 Sessions</b>
Topics: Competitive Strategy in emerging Industries- the structural environment, early mobility barriers, early mobility barriers, coping with the competitors, which emerging industries to enter. Evolution of global industries, strategic alternatives in global industries, How to Become a Sustainable Company, Balanced Score Card, Digital advantage – SMAC. International Business Strategy- mode of entry in international business, political and country risk in International Business. Implementing Strategies: Management and Operations Issues, Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues.				
<b>Targeted Application &amp; Tools that can be used:</b>				
1. Module no 1: Neurostrategy (Analysis of University SCOPUS database with the help of spreadsheet) 2. Module no 2: BECUVA (Identification of Factors through SPSS) 3. Module no 3: Design Thinking (Themes and sub themes analysis by VOSVIWER) 4. Module no 4: Balanced Score Card (Spreadsheet application)				
<b>Project work/Assignment:</b>				
1.Quiz: Online quiz in University Edhitch platform (10 marks) 2. Article review				

3. Identification of value creation process based on VRIO model of any organization of your choice(20 marks)	
<b>Text Book</b> Bhandari & Verma : <i>Strategic Management - A Conceptual Framework</i> , McGraw Hill Higher Education, New Delhi, India. <a href="https://highered.mheducation.com/sites/125902640x/information_center_view0/index.html">https://highered.mheducation.com/sites/125902640x/information_center_view0/index.html</a>	
<b>References</b> R1: Strategic Management CONCEPTS AND CASES, Fred R. David Francis Marion University Florence, South Carolina, 13th ed. Pearson Education, Inc., publishing as Prentice Hall R2: Michael E. Porter: Competitive Strategy, The Free Press, New York. <a href="http://www.mim.ac.mw/books/Michael%20E.%20Porter%20-%20Competitive%20Strategy.pdf">http://www.mim.ac.mw/books/Michael%20E.%20Porter%20-%20Competitive%20Strategy.pdf</a> . R3: HBR'S 10 Must Reads on Strategy. Harvard University Press, Boston, Massachusetts. R3: Paul Leinwand; Cesare Mainardi. <i>Strategy that works</i> , Harvard University Press, Boston, Massachusetts. <a href="https://www.scribd.com/document/533966997/Strategy-That-Works-How-Winning-Companies-Close-the-Strategy-To-Execution-Gap-by-Paul-Leinwand-Cesare-R-Mainardi-Z-lib-org">https://www.scribd.com/document/533966997/Strategy-That-Works-How-Winning-Companies-Close-the-Strategy-To-Execution-Gap-by-Paul-Leinwand-Cesare-R-Mainardi-Z-lib-org</a> <b>Additional reading:</b> Preparing your business in Post- Pandemic World(HBR) <a href="https://img1.wsimg.com/blobby/go/a53b688c-293a-4784-a01f-75c9461a886a/HBRs%2010%20Must%20Reads%20on%20Managing%20in%20a%20Downturn%2C%20.pdf">https://img1.wsimg.com/blobby/go/a53b688c-293a-4784-a01f-75c9461a886a/HBRs%2010%20Must%20Reads%20on%20Managing%20in%20a%20Downturn%2C%20.pdf</a> Presidency University Library link: <a href="https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/TQM-12-2016-0109/full/html">https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/TQM-12-2016-0109/full/html</a>	
<b>Catalogue prepared by</b>	Dr. S.FAKRUDDIN ALI AHMED
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code: GMM4114</b>	<b>Course Title: Business Law and Regulatory Compliance</b> <b>Type of Course: Program Core</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
Version No.	2.0				
Course Pre-requisites	Foundational Business Administration awareness, which includes the Fundamentals of Business or Management Students should have a basic understanding of business functions such as marketing, finance, and operations to grasp how legal and regulatory issues impact different areas of business.				



	<p>English Language Proficiency Since legal documents, statutes, and case laws are often in English, students should be comfortable reading and interpreting formal and legal language.</p> <p>Basic Understanding of Legal Systems (Recommended) A general awareness of how the Indian legal system functions — including the roles of the legislature, judiciary, and regulatory bodies — will enhance learning, but is not mandatory.</p>
Anti-requisites	Nil
Course Description	<p>This course offers an in-depth understanding of the Indian legal and regulatory framework governing business operations. It covers essential aspects of business law, including the Indian Contract Act, Companies Act, Consumer Protection Act, Intellectual Property Act, and relevant regulations. The course also focuses on regulatory compliance requirements as mandated by bodies such as SEBI and other statutory authorities.</p> <p>Students will develop the ability to identify legal risks, ensure compliance with sector-specific laws, and understand the implications of non-compliance in the Indian business environment. Through case studies, recent legal developments, and practical assignments, the course equips learners to align business practices with Indian legal standards.</p>
Course Objective	<p>This course is designed for skill development of the learner by using participative learning techniques.</p> <ul style="list-style-type: none"> <li>☐ Understand the foundational principles of business law relevant to the Indian legal system, including the laws governing contracts, companies, consumer rights, and Intellectual property rights.</li> <li>☐ Analyse key statutory and regulatory frameworks applicable to business entities in India, such as the Companies Act, 2013; SEBI regulations; FEMA.</li> <li>☐ Evaluate the role of regulatory bodies like SEBI in ensuring legal compliance and maintaining corporate accountability.</li> <li>☐ Interpret legal provisions and compliance obligations in business scenarios, and identify legal risks and implications of non-compliance.</li> </ul>
Course Outcomes	<p><b>CO1:</b> Interpret foundational legal concepts and apply the principles of Indian Contract Law to evaluate the validity, performance, and breach of commercial agreements in business settings and analyze the legal framework governing the sale of goods. [Analyse]</p> <p><b>CO2:</b> Demonstrate a practical understanding of company formation and compliance requirements as outlined in the Companies Act, 2013, and apply the provisions of the Foreign Exchange Management Act (FEMA), 1999, to evaluate and manage foreign exchange transactions</p>

	<p><b>CO3:</b> Examine the key types of Intellectual Property Rights (IPRs) in India and apply relevant legal principles to protect and manage intellectual assets in business, innovation, and branding strategies.</p> <p><b>CO4:</b> Interpret and apply the provisions of the Consumer Protection Act, 2019, to identify consumer rights, assess business responsibilities, and resolve consumer disputes in compliance with the legal framework governing consumer protection in India.</p>		
Course Content:			
<b>Module 1</b>	Introduction to the Indian Legal System and the Indian Contract Act, The Sale of Goods Act, 1930	Assessment 1 – MCQ Quiz on types of contracts, essentials, breach, and remedies.	<b>Understand</b> <b>10 Sessions</b>
<p>Topics:</p> <p>Sources and classification of Indian law, Essentials of a valid contract under the Indian Contract Act, 1872, Types of contracts and enforceability, Performance and discharge of contracts, Remedies for breach of contract and implications for business, Formation of Contract of Sale, Conditions and Warranties, Performance of Contract, Rights of an Unpaid Seller, “Doctrine of Caveat Emptor.</p> <p>Activity: Real-life business agreement case studies.</p>			
<b>Module 2</b>	Companies Act -2013 & FEMA 1999	Assessment 2 – Crossword or Puzzle: Key company law terms (MOA, AOA, AGM, ROC, etc.) in a gamified format.	Understand 15 Sessions
<p>Definition of Company, Characteristics of a Company, Kinds of Companies, Incorporation of Companies</p> <p>Memorandum of Association (MoA) &amp; Articles of Association (AoA), Directors: Appointment, Roles &amp; Responsibilities, and grounds for disqualification of Directors, Types of Shares, Corporate Social Responsibility (CSR) under Section 135, Winding up of a Company, Introduction to FEMA, Regulatory Structure under FEMA, Current Account vs Capital Account Transactions, Foreign Exchange Transactions, Foreign Direct Investment (FDI) and FEMA, Overseas Direct Investment (ODI) guidelines under FEMA, Penalties and Enforcement Mechanism.</p>			

Activity: [FEMA Cases] <ul style="list-style-type: none"> <li>• <b>Vodafone case</b> – Dispute over the indirect transfer of Indian assets by a foreign entity</li> <li>• <b>Flipkart/Walmart investment</b> – Under automatic vs. government route for FDI</li> <li>• <b>Startups raising funds</b> – Understanding FEMA's role in ECB or FDI regulations</li> </ul>				
Module 3	Intellectual Property Rights (IPR)		Assessment 3 –  Poster/Infographic: Students design an informative poster on types of IP (patents, trademarks, copyrights, etc.).	Analyse Sessions  10
Intellectual Property Rights (IPR)  Trademark Act, 1999: Registration, Infringement, Remedies, Copyright Act, 1957: Protection of literary, musical, artistic works, Patent Act, 1970: Patentability Criteria, Process, Rights of Patentees  Activity: Cases to be discussed: <ul style="list-style-type: none"> <li>☐ Case: Basmati rice GI dispute</li> <li>☐ Case: Novartis v. Union of India (patent denial for cancer drug)</li> <li>☐ Copyright: Music and movie piracy implications</li> </ul>				
Module 4	Consumer Protection Act -2019		Assessment 4 Presentation -Case Laws on Celebrity Endorsement s.	Understand  10 Sessions
Introduction to CPA, 2019, Key Definitions, Rights of Consumers (Section 2(9)), Consumer Disputes Redressal Agencies, E-Commerce and Consumer Rights, Duties and liabilities of e-commerce entities, Product Liability & Penalties, Liability of manufacturer, seller, and service provider, Conditions under which product liability arises, Penalties for misleading ads (endorser liability, celebrity accountability).  Activity:  Relevant Case Studies / Examples: <ul style="list-style-type: none"> <li>• Maggi noodles case (misleading advertisement &amp; product safety)</li> <li>• E-commerce refund disputes</li> <li>• Celebrity endorsements leading to misleading promotions</li> </ul>				

<ul style="list-style-type: none"> <li>Case studies: Amazon/Flipkart refund complaints</li> <li>Debate: “Are Indian consumers truly protected in the digital age?”</li> </ul>
<p>Targeted Application &amp; Tools that can be used:</p> <p>Case lets and flowcharts to trace offer, acceptance, consideration, etc.</p> <p>Poster making / Canva: Create awareness posters on types of IP.</p> <p>Case analysis of FEMA violations or approvals (e.g., Flipkart/Walmart).</p>
<p>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</p>
<p>Web Resources:</p> <ul style="list-style-type: none"> <li>Full Text (PDF): <a href="#">India Code</a></li> <li>India Code Portal: <a href="#">Indian Kanoon</a></li> <li>AdvocateKhoj Bare Act: <a href="#">AdvocateKhoj</a></li> </ul>
<p>Sale of Goods Act, 1930</p> <ul style="list-style-type: none"> <li>Full Text (PDF): <a href="#">India Code</a></li> <li>India Code Portal: <a href="#">India Code</a></li> <li>Indian Kanoon: <a href="#">Indian Kanoon</a></li> </ul>
<p>Companies Act, 2013</p> <ul style="list-style-type: none"> <li>Full Text (PDF): <a href="#">India Code</a></li> <li>India Code Portal: <a href="#">India Code</a></li> <li>ICS Institute e-Book: <a href="#">e-book.icsi.edu</a></li> </ul>
<p>Intellectual Property Laws</p> <ul style="list-style-type: none"> <li>Patents Act, 1970 (PDF): <a href="#">Intellectual Property India</a></li> <li>Copyright Act, 1957 (PDF): <a href="#">Ministry of Education</a></li> <li>Trade Marks Act, 1999: <a href="#">Intellectual Property India</a></li> </ul>
<p>Consumer Protection Act, 2019</p> <ul style="list-style-type: none"> <li>Full Text (PDF): <a href="#">India Code</a></li> <li>India Code Portal: <a href="#">India Code</a></li> <li>Ministry of Consumer Affairs: <a href="#">consumeraffairs.nic.in</a></li> </ul>
<p>Foreign Exchange Management Act (FEMA), 1999</p> <ul style="list-style-type: none"> <li>Full Text (PDF): <a href="#">India Code</a></li> <li>Directorate of Enforcement: <a href="#">Enforcement Directorate</a></li> </ul>
<p>Text Books:</p> <ol style="list-style-type: none"> <li>Kapoor, G. K., &amp; Dhamija, S. (2023). <i>Business and corporate laws</i> (Latest ed.). Taxmann Publications.</li> <li>Pathak, A. (2022). <i>Legal aspects of business</i> (7th ed.). McGraw Hill Education.</li> </ol>
<p>References:</p> <ol style="list-style-type: none"> <li>Government of India. (2021). The Indian Contract Act, 1872: Bare act with illustrations (2021 ed.). Government of India Press.</li> </ol>

2. Taxmann. (2022). Foreign exchange management manual (39th ed.). Taxmann Publications. 3. Taxmann. (n.d.). Consumer protection law & practice. Taxmann Publications. (Use "n.d." if the publication year is not clearly mentioned on the book. Replace with the actual year if known.) 4. Bhandari, M. K. (2021). Law relating to intellectual property rights. Central Law Publications. 5. LexisNexis. (n.d.). Companies Act, 2013 (5th ed.). LexisNexis India.	
Catalogue prepared by	Dr. SHALINI ACHARYA
Recommended by the Board of Studies on	BOS NO: 18 <sup>th</sup> held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: DMT5113	Course Title: Social Media Advertising Type of Course: Specialization Track Core Theory Only Course	L	T	P	C
		3	1	0	4
Version No.	1.0				
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
Anti-requisites					
Course Description	This course equips learners with the strategies, tools, and techniques for creating, managing, and analyzing paid advertising campaigns on leading social media platforms. The course explores audience targeting, ad formats, budgeting, analytics, and campaign optimization across Facebook, Instagram, LinkedIn, X (formerly Twitter), and YouTube.				
Course Outcomes	CO1	Understand the landscape, trends, and frameworks of social media advertising.			
	CO2	Apply audience targeting and ad creative principles across multiple platforms.			
	CO3	Analyze campaign data using platform-specific analytics and insights.			
	CO4	Create data-driven, conversion-focused			

		social media advertising campaigns.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to Social Media Advertising	Assignment (Participative Learning)	9 L + 3 T = 12 Sessions
<b>Topics:</b> Introduction to Social Media Marketing - Facebook, LinkedIn, Twitter, YouTube, Instagram, snapchat, Pinterest, Blogs, how businesses use social media, social media landscape, Social Media goals - eWOM, Customer Evangelists, building content that audience will share, rules of engagement for social media.			
Module 2	Social Media Platforms	Assignment (Participative Learning)	9 L + 3 T = 12 Sessions
<b>Topics:</b> Social Media Platforms - Facebook Structure, leveraging Facebook- Optimising Facebook page -Optimising Instagram page-LinkedIn Structure, profiles, pages, and groups, optimizing LinkedIn profile, Twitter of @ signs and # hashtags, leveraging Instagram, Pinterest and concept of the idea board, You Tube Channel basics and marketing plan.			
Module 3	Choosing the Social Media Platforms	Case Study (Participative Learning)	9 L + 3 T = 12 Sessions
<b>Topics:</b> Choosing the right platform – defining SMART goals and KPI's in social media, define target audience and customer journey - Building organic social media campaign –Content strategy and creation- Content Types- Automate social media management using social media tools such as hoot suit, publer etc- Creating and managing social media calendar.			
Module 4	Creating A Social Media campaign	Project (Experiential Learning)	9 L + 3 T = 12 Sessions
<b>Topics:</b> Introduction to Paid social media- Advertising funnel and customer journey -Advertising Objectives: Awareness, Consideration, Conversion-Creating and managing ad campaign using Meta, LinkedIn-Ad formats-Custom Audience-Retargeting & pixel integration-A/B testing- Analysing campaign reports.			
<b>Targeted Application &amp; Tools that can be used:</b> Meta Ads Manager, LinkedIn Campaign Manager, YouTube Ads, Publer.io, SEMrush			
<b>Project work/Assignment:</b>			

Project Work: Create a social media campaign for a company of your choice using Canva. Apply the learnt concepts to promote the campaign using Facebook, LinkedIn, Twitter and Blogger. Add the tags and publish.

Assignment 1: Find a company doing exceedingly well in promotion using social media. Identify those strategies and analyse them.

Assignment 2: Case Study Assignment using E Library content.

1. Journal Article: Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience Sustainability; Basel Vol. 13, Iss. 1, (2021): 189. DOI:10.3390/su13010189

<https://www.proquest.com/docview/2474521395/fulltextPDF/484BD1ED67D045CCPQ/3?accountid=177896>

#### **Text Book:**

**T1:** Dahl, S. (2021). *Social media marketing: Theories and applications*. Sage Publications Ltd.

#### **Reference Books:**

**R1:** Tuten, T. L., & Solomon, M. R. (2020). *Social Media Marketing*. Sage Publications.

**R1:** Marshall, G., & Johnston, M. (2022). *Digital Marketing Analytics*. Pearson.

**R3:** Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.

#### **Online Resources:**

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

#### **Research Articles:**

1. Journal Article: Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience Sustainability; Basel Vol. 13, Iss. 1, (2021): 189. DOI:10.3390/su13010189

<https://www.proquest.com/docview/2474521395/fulltextPDF/484BD1ED67D045CCPQ/3?accountid=177896>

2. HBR Case Study of LEGO By: Jan W. Rivkin, Stefan Thomke, Daniela Beyersdorfer  
<https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2F613004-PDF-ENG%2Fcontent&metadata=e30%3D>

#### **Multimedia (Videos):**

#### **Case Studies:**

1. Facebook Ads Success Story – Nykaa’s Festive Campaign
2. LinkedIn Sponsored Content – B2B Lead Generation for IBM
3. YouTube Video Ads – L’Oréal’s Personalized Ads Approach
4. Instagram Reels Ads – Zomato’s Customer Retargeting Strategy

**Catalogue  
prepared by**

**Dr. T S Edwin**

<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: DMT5114	Course Title: E-Commerce and Digital Payment Type of Course: Specialization Track Core Theory Only Course	L	T	P	C
		3	1	0	4
Version No.	1.0				
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
Anti-requisites					
Course Description	This course provides a comprehensive understanding of electronic commerce and digital payment systems. It explores online business models, e-commerce platforms, logistics integration, and digital transaction mechanisms. Students will gain insights into online consumer behavior, payment security, regulatory frameworks, and future trends in e-commerce and fintech convergence.				
Course Outcomes	CO1	Understand e-commerce architecture, platforms, and digital business models.			
	CO2	Apply concepts of digital payment infrastructure and integration.			
	CO3	Analyze consumer behavior and operational flows in online commerce.			
	CO4	Create strategic solutions for managing online transactions securely and efficiently.			
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.				
Module 1	Fundamentals of E-Commerce	Quiz (Participative Learning)		<b>9 L + 3 T = 12 Sessions</b>	



<b>Topics:</b> Definition and Scope – Evolution of E-Commerce – Types (B2C, B2B, C2C, B2G) – Digital Commerce Ecosystem – Business Models: Marketplace, Aggregator, Subscription – E-Commerce Success Factors – Global vs Indian Context.			
<b>Module 2</b>	<b>E-Commerce Technology and Platforms</b>	Assignment (Participative Learning)	<b>9 L + 3 T = 12 Sessions</b>
<b>Topics:</b> E-Commerce Infrastructure – Web Storefront Design – CMS and E-Commerce Tools (Shopify, WooCommerce) – Shopping Cart Systems – Mobile Commerce (m-Commerce) – Logistics and Fulfilment Systems – Omnichannel Commerce.			
<b>Module 3</b>	<b>Digital Payments and FinTech Integration</b>	Case Study (Participative Learning)	<b>9 L + 3 T = 12 Sessions</b>
<b>Topics:</b> Digital Payment Systems – Credit/Debit Cards, UPI, Wallets, BNPL – Payment Gateways and Aggregators (Razorpay, Paytm, Stripe) – Transaction Flow and API Integration – Settlement, Reconciliation, and Fraud Detection – FinTech Trends in Payments. Payment Technologies and Infrastructure: Understanding Payment Gateways and Processors, Near-Field Communication (NFC) and Contactless Payments, QR Code Payments, Blockchain and Distributed Ledger Technology in Payments, Open Banking APIs.			
<b>Module 4</b>	<b>E-Commerce Strategy, Security, and Legal Framework</b>	Project (Experiential Learning)	<b>9 L + 3 T = 12 Sessions</b>
<b>Topics:</b> Pricing and Promotions – Cart Abandonment and Conversion – Data Privacy and Cybersecurity – Payment Security Standards (PCI DSS) – Legal Aspects (IT Act, Consumer Protection E-commerce Rules, RBI Guidelines) – Trust Seals. Security in Digital Payments: Threats and Vulnerabilities in Digital Payment Systems, Fraud Detection and Prevention Techniques, Encryption and Tokenization, Multi-Factor Authentication and Biometrics.			
<b>Module 5</b>	<b>Analytics and Trends in E-Commerce</b>	Project (Experiential Learning)	<b>9 L + 3 T = 12 Sessions</b>
<b>Topics:</b> Customer Journey and Funnel Analytics – Personalization – Product Recommendation Systems – Customer Lifetime Value (CLV) – AI and Chatbots – Future Trends: Voice Commerce, AR/VR in Shopping, Cross-border Commerce.			
<b>Targeted Application &amp; Tools that can be used:</b> Shopify, WooCommerce, Razorpay, Paytm for Business, UPI/QR Payment Demo Apps.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz			
<b>Assignment 2:</b> Module 2 - Written Assignment			

<b>Assignment 3:</b> Module 3 - Case study	
<b>Assignment 4:</b> Module 4 - Project Work	
<b>Text Book:</b>	
<b>T1:</b> Laudon, K. C., & Traver, C. G. (2023). <i>E-Commerce: Business, Technology, Society</i> (17th ed.). Pearson.	
<b>Reference Books:</b>	
<b>R1:</b> Chaffey, D. (2015). <i>Digital Business and E-Commerce Management</i> (6th ed.). Pearson.	
<b>R2:</b> Purohit, S. (2022). <i>FinTech and Digital Payments</i> . Himalaya Publishing House.	
<b>Online Resources:</b>	
<a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b>	
1. Gupta, Sonia. (2024). Revolution of Digital Payment in India. 10. 29-37.	
2. Singh, Chitranjan, India's Success with the Digital Payment System (December 31, 2022). Management Journal for Advanced Research, Volume-2, Issue-6, December 2022, PP. 32-38, Available at SSRN: <a href="https://ssrn.com/abstract=4342338">https://ssrn.com/abstract=4342338</a>	
3. Chandrasekaran, Dr & Narayanan, M (2019). DIGITAL PAYMENT IN INDIA.	
<b>Multimedia (Videos):</b>	
1. <a href="https://www.youtube.com/watch?v=iI2NaN_QVTI">https://www.youtube.com/watch?v=iI2NaN_QVTI</a> - How UPI Works: Real-Time Payments in India   Paypal   Zelle	
2. <a href="https://www.youtube.com/watch?v=kEcdfXlyAow">https://www.youtube.com/watch?v=kEcdfXlyAow</a> - What's fueling India's digital payment boom?   BBC News India	
<b>Case Studies:</b>	
1. Amazon India's Logistics and Marketplace Strategy	
2. Razorpay's UPI Integration for SMEs	
3. Flipkart's AI-Based Personalization for E-Shoppers	
4. Nykaa's Omnichannel Retail and Digital Payments Success	
<b>Catalogue prepared by</b>	<b>Dr. Virupaksha Goud G</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

#### 4<sup>th</sup> Semester:

Course Code: GMM4115	Course Title: Corporate Governance, Ethics and Social Responsibility Type of Course: Program Core	L	T	P	C
		2	1	0	3

<b>Version No.</b>	2.0
<b>Course Pre-requisites</b>	Nil
<b>Anti-requisites</b>	Nil
<b>Course Description</b>	<p>Business Ethics is the art and discipline of applying ethical principles to examine and solve complex moral dilemmas. Ethical principles are the rules of conduct that are derived from ethical values, known as six pillars, namely trustworthiness, respect, responsibility, fairness, caring and citizenship. It is now established that high sense of professional morality must comprise one of the core values of corporate governance for the long term and also short term success of a company. Good corporate governance is an integral part of business ethics. The ethical values are regarded as imperatives for sustainable corporate growth and competitive edge. Hence a framework of effective accountability to the stakeholders is the essence of corporate governance. Corporate social responsibility is essentially a concept whereby companies integrate social and environmental concerns in their business operations and in the interaction with their stakeholders on voluntary basis. In doing so, they make an investment towards future and increase their profitability. In fact corporate governance and corporate social responsibility are interlinked with each other.</p> <p>The students are given the right exposure to Business ethics, corporate governance &amp; social responsibility, which help them understand new concerns and expectations from various stakeholders in the context of large scale industrial change due to globalization. Opportunities for career progression can happen when there is application of ethical values in everything that one does, which means maintaining transparency and being socially responsible.</p>
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. Appraise various theories of ethical decision making,</li> <li>2. Comply accepting the need of ethics in the global environment in which the organizations are functioning.</li> <li>3. Point out the integration of ethics – in work-place management, marketing, accounting and finance, strategy etc. - towards the purpose of ethical growth of a business.</li> <li>4. Recognize and understand the global perspectives of CSR, the corporate social responsiveness, corporate citizenship and sustainability,</li> <li>5. Appraise in appreciating the importance of good corporate governance at domestic and international level, understand the various corporate governance systems in practice.</li> </ol>

<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To demonstrate conceptual skills of ethical theories and ethical decision making in the context of organizational functioning.</li> <li>2. To apply a comprehensive idea of corporate social responsibility in the interest of sustainability of planet for future generations.</li> <li>3. To analyze development and understanding of corporate frauds, scams and the degrading environment and resources – (evidenced in class room discussions and the case study).</li> <li>4. To appraise the concepts of corporate governance and learn the theories and practices of corporate governance.</li> <li>5. To categorize various models of corporate governance around the world.</li> </ol>		
<b>Course Content:</b>			
<b>Module 1</b>	<b>Understanding Business Ethics</b>	Assessment 1 - Quiz	12 Sessions
<p>Introduction to Business Ethics ,Ethics vs Morals ,The relationship between morality, ethics and ethical theory Nature of ethics- Definition of Business Ethics. Ethics &amp; Law</p> <p>Why is business ethics important? Globalization and ethics . Effects of Globalization- Relevance of Globalization for Business Ethics Ethical impacts of globalization</p> <p>Sustainability- a key goal of BE The need of sustainability.Sustainability- Triple Bottom Line theory.</p>			
<b>Module 2</b>	<b>Evolution of Corporate Governance</b>	Assessment 2 – Assignment	12 Sessions
<p>Introduction, Meaning, Evolution,Nature &amp; objectives of Corporate Governance.</p> <p>Global concerns, Historical Perspective of corporate governance,A brief from East India Company to Enron and World com. Managing agency system, promoter system, Anglo-American system.</p>			
<b>Module 3</b>	<b>Theory and Practice of Corporate Governance</b>	Assessment 3 – Case Analysis	12 Sessions
<p>The concept of corporation, what is a corporate?The concept of corporate governance Theoretical basis of corporate governance .Why corporate governance</p> <p>Contemporary corporate governance situation,Corporate governance systems The Anglo- American Model,The German Model,The Japanese Model</p> <p>The common features in German and Japanese Models.The Indian Model of corporate governance.</p>			
<b>Module 4</b>	<b>Corporate Responsibility, Stakeholders and Citizenship</b>	Assessment 4 – Mini Project	9 Sessions
<p>Can a corporation have social responsibilities?</p> <p>Why do corporations have social responsibilities? - Business reasons, Moral reasons and Legal reasons. Corporate social responsibility and forms of CSR.Carroll's four-part model of corporate social responsibility .Arguments For and against Corporate Social Responsibility</p> <p>CSR and strategy: corporate social responsiveness- 4 'philosophies' or strategies of social responsiveness (Carroll 1979) .Outcomes of CSR: corporate social performance- Donna Wood theory of CSP.Measuring Corporate Social Performance.Corporate Social Responsibility-Business Responsibilities in the 21st Century,Stakeholder theory of the firm- Traditional management model and A network model Why stakeholders matter? A new role for management as a result of stakeholder theory Stakeholder thinking in an international context</p> <p>Corporate accountability- Rise of Corporate Power- The problem of democratic accountability,Corporate Citizenship Concepts</p>			

Corporate Citizenship – three perspectives, Assessing corporate Citizenship as a framework for business ethics.	
<b>Targeted Application &amp; Tools that can be used:</b> Case Study, Article review, QUIZ and CSR Project	
<b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b> Visit any MNC or Govt. Or NGO and Analyze CSR Policy and Prepare a PPT.	
<b>Text Book:</b> 1. Crane, Andrew & Matten Dirk (2018) Business Ethics, Oxford Publications	
<b>References:</b> 1. Fernando, A.C (2006), Corporate Governance-Principles, Policies and Practices, Pearson Publications 2. Subhash Chandra Das, Corporate Governance in India an evaluation, Third edition- PHI Publications.	
<b>Catalogue prepared by</b>	Dr. Ramesh Muthuswamy
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6, June, 2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25, July, 2025

Course Code: GMM4116	Course Title: Entrepreneurship and Innovation Management Type of Course: Program Core	L	T	P	C
		1	0	4	3
<b>Version No.</b>	2.0				
<b>Course Pre-requisites</b>	Nil				
<b>Anti-requisites</b>	Nil				
<b>Course Description</b>	This course offers a comprehensive exploration of the theories, frameworks, and real-world applications of entrepreneurship and innovation management. It equips learners with the knowledge and tools needed to identify opportunities, generate innovative ideas, and transform them into sustainable business ventures. Emphasis is placed on entrepreneurial mind-set development, business model innovation, lean start-ups methodologies, and the role of technology and digital disruption in creating competitive advantage. Students will engage in hands-on experiential learning through simulations, group projects, case analyses, and start-ups pitching exercises. The course also				

	highlights critical aspects of start-up financing, resource planning, and legal frameworks. Furthermore, it examines innovation ecosystems, policy interventions, and sustainability practices, enabling students to build ventures that are not only viable but socially responsible. By the end of the course, learners will be well-prepared to launch, manage, or support innovative business initiatives.			
<b>Course Objective</b>	This course aims to enhance student's entrepreneurship skills through experiential learning methods such as business simulations, real-time venture creation, and interactive case studies. It focuses on developing an entrepreneurial mindset, innovation capabilities, and the ability to navigate real-world challenges in launching and managing start-ups.			
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. <b>Understand</b> the entrepreneurial process and innovation life cycles. (<i>Understand</i>)</li> <li>2. <b>Apply</b> design thinking and lean startup methodologies to real-world problems. (<i>Apply</i>)</li> <li>3. <b>Analyze &amp; Evaluate</b> the feasibility of innovative business models in competitive environments. (<i>Analyze, Evaluate</i>)</li> <li>4. <b>Create</b> a launch-ready entrepreneurial venture plan integrating innovation and sustainability. (<i>Create</i>)</li> </ol>			
<b>Course Content:</b>				
<b>Module 1</b>	<b>Foundations of Entrepreneurship and Innovation</b>	Assessment 1	Concept Quiz + Ecosystem Mapping	11 Sessions
Introduction to Entrepreneurship, Historical Evolution and Theories of Entrepreneurship, Traits and Competencies of Entrepreneurs, Types of Entrepreneurship (Corporate, Social, Tech, etc.), Role of Entrepreneurs in Economic Development, Innovation Defined: Concepts and Characteristics, Types of Innovation: Incremental vs. Radical, Entrepreneurial Ecosystems and Innovation Clusters, Policy Support and Government Initiatives, Guest Lecture/Startup Founder Talk.				
<b>Module 2</b>	<b>Ideation, Design Thinking, and Innovation Frameworks</b>	Assessment 2	Creative Ideation Report + Peer Review	12 Sessions
Introduction to Creative Thinking and Ideation, Sources of Innovative Ideas (Trend Analysis, Problem Framing), Brainstorming and SCAMPER Techniques, TRIZ and Lateral Thinking Tools, Introduction to Design Thinking, Empathy Mapping and User Research, Ideation and Prototyping in Design Thinking, Business Model Innovation, Intellectual Property Rights and Idea Protection, Pitching Initial Concepts (Peer Review)				
<b>Module 3</b>	<b>Business Models, Validation &amp; Resource Planning</b>	Assessment 3	Case Study + Investor Deck Analysis	11 Sessions
Introduction to Business Models, Business Model Canvas (BMC): Overview, Deep Dive into BMC Components, Value Proposition Design, Market Research and Customer Validation, Lean Startup Principles: Build-Measure-Learn, MVP Development and Testing, Resource Planning and Team Building, Risk Identification and Mitigation Strategies, Real Startup Case Study Analysis				
<b>Module 4</b>	<b>Financing, Scaling and Sustainable Ventures</b>	Assessment 4	Venture Pitch Simulation + Mini Project	11 Sessions
Introduction to Startup Financing, Bootstrapping, Angel Investment, Venture Capital, Crowd funding and Alternate Finance Models, Financial Planning and Unit Economics, Crafting and Delivering a				

Business Pitch, Negotiation and Term Sheets, Scaling Strategies for Startups, Managing Innovation in Growth Phase, Sustainable and Social Entrepreneurship, Final Pitch Simulation + Feedback Round	
<b>Targeted Application &amp; Tools that can be used:</b> <ul style="list-style-type: none"> <li>• Business Model Canvas (Strategyzer)</li> <li>• Leanstack, Miro, Trello for project tracking</li> <li>• Customer Validation Board</li> <li>• Pitch Deck Templates</li> <li>• Canva for visual storytelling</li> </ul>	
<b>Project work/Assignment:</b> Students will ideate, validate, and pitch an original venture using real-world tools. Peer feedback, mentor reviews, and simulation-based learning are integrated.	
<b>Web Resources:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.strategyzer.com">www.strategyzer.com</a></li> <li>• <a href="http://www.startupindia.gov.in">www.startupindia.gov.in</a></li> <li>• <a href="http://www.techstars.com">www.techstars.com</a></li> <li>• <a href="http://www.seedrs.com">www.seedrs.com</a></li> <li>• <a href="http://www.ycombinator.com">www.ycombinator.com</a></li> </ul>	
<b>Sample Data Set:</b> Market data from Statista or Startup Genome Customer feedback templates Industry-specific problem statements	
<b>Text Book</b> T1: Hisrich, R.D., Peters, M.P., & Shepherd, D.A. Entrepreneurship (10th ed.) – McGraw-Hill Education T2: Drucker, P.F. Innovation and Entrepreneurship – Harper Business T3: Barringer, B.R., & Ireland, R.D. Entrepreneurship: Successfully Launching New Ventures – Pearson T4: Byers, T., Dorf, R., & Nelson, A. Technology Ventures: From Idea to Enterprise – McGraw-Hill	
<b>References</b> R1: Hisrich, R.D., Peters, M.P., & Shepherd, D.A. Entrepreneurship, McGraw-Hill R2: Osterwalder, A. & Pigneur, Y. Value Proposition Design, Wiley R3: Tidd, J. & Bessant, J. Managing Innovation, Wiley	
<b>Catalogue prepared by</b>	Dr. Mohammed Mansoor & Prof. Shivaprasad
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6, June, 2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25, July, 2025

#### TRACK ELECTIVE – DIGITAL MARKETING

<b>Course Code:</b> DMT5115	<b>Course Title</b> Search Engine Ranking Optimization <b>Type of Course:</b> Specialization Track Elective Theory Only Course	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		2	1	0	3
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				

Anti-requisites			
Course Description	This course explores the strategic, technical, and analytical aspects of improving website visibility in search engines. It covers core SEO practices including keyword research, on-page optimization, technical SEO, content strategy, backlink building, and SEO analytics. Students will learn to align SEO strategies with business objectives and user intent.		
Course Outcomes	CO1	Understand search engine algorithms, ranking factors, and SEO frameworks.	
	CO2	Apply on-page, off-page, and technical SEO techniques to optimize web pages.	
	CO3	Analyze SEO performance using analytics and keyword tracking tools.	
	CO4	Create an integrated SEO strategy aligned with user behavior and marketing goals.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	SEO Fundamentals and Search Engine Algorithms	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> What is SEO? – Types of SEO – History and Evolution – How Search Engines Work – Google Search Algorithm Basics – SERP Features – Importance of Search Intent and User Behavior.			
Module 2	Keyword Research and Content Optimization	Assignment (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Keyword Types – Tools (Google Keyword Planner, Ubersuggest) – Search Volume, Competition, CPC – Mapping Keywords to Buyer Journey – Content Optimization – Writing Meta Tags – Blog and Landing Page Optimization.			
Module 3	On-Page and Technical SEO	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>



		tive Learning)	
<b>Topics:</b> HTML Tags – Title, Header, Alt Attributes – URL Structure – Internal Linking – Schema Markup – Mobile Optimization – Page Speed – Indexing and Crawlability – XML Sitemaps – Robots.txt.			
<b>Module 4</b>	<b>Off-Page SEO and Link Building</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Backlinks – Domain Authority and Page Authority – Link Building Strategies – Guest Blogging – Social Signals – Local SEO (Google My Business, NAP Consistency) – Online Reputation Management.			
<b>Targeted Application &amp; Tools that can be used:</b> Google Analytics, SEMrush / Ahrefs, Screaming Frog SEO Spider			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Enge, E., Spencer, S., & Fishkin, R. (2015). <i>The Art of SEO: Mastering Search Engine Optimization</i> (3rd ed.). O'Reilly Media. <b>T2:</b> Ledford, J. L. (2022). <i>Search engine optimization (SEO) secrets</i> (2nd ed.). Wiley. ISBN: 9781119897807			
<b>Reference Books:</b> <b>R1:</b> Clarke, A. (2022). <i>SEO 2023: Learn Search Engine Optimization</i> . <b>R2:</b> Clay, B. (2016). <i>Search Engine Optimization All-in-One For Dummies</i> . Wiley.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b> 1. Keyword Selection Strategies in Search Engine Optimization Authors: Mayank Nagpal & J. Andrew Petersen (2021) <a href="https://thearf-org-unified-admin.s3.amazonaws.com/MSI/2020/06/MSI_Report_19-113-1.pdf">https://thearf-org-unified-admin.s3.amazonaws.com/MSI/2020/06/MSI_Report_19-113-1.pdf</a> 2. Big Data Analytics for Search Engine Optimization Authors: Ioannis C. Drivas, Damianos P. Sakas, Georgios A. Giannakopoulos & Daphne Kyriaki-Manessi (2020) <a href="https://doi.org/10.3390/bdcc4020005">https://doi.org/10.3390/bdcc4020005</a> 3. Search engine optimisation (SEO) strategy as determinants to enhance the online brand positioning Authors: Umar Faruq Ahmad, Junainah Mahdee & Normazalila Abu Bakar (2022) Journal: <i>F1000Research</i> , 11:714 <a href="https://doi.org/10.12688/f1000research.73382.2">https://doi.org/10.12688/f1000research.73382.2</a>			

<b>Multimedia (Videos):</b> 1. <a href="https://youtu.be/_s2h7X-c2jE">https://youtu.be/_s2h7X-c2jE</a> 2. <a href="https://youtu.be/FC-bF9_FN9M">https://youtu.be/FC-bF9_FN9M</a> 3. <a href="https://youtu.be/u9ivV9BX04I">https://youtu.be/u9ivV9BX04I</a> <b>Case Studies:</b> 1. HubSpot – Content Strategy for SEO Growth 2. Zomato – Local SEO and Restaurant Listings Optimization 3. Amazon – Product Page SEO for Search Dominance 4. HealthKart – Leveraging Long-Tail Keywords for Organic Reach	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> <b>DMT5116</b>	<b>Course Title</b> Search Engine Advertising <b>Type of Course:</b> Specialization Track Elective <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course provides a comprehensive overview of paid search engine advertising, focusing on the planning, execution, and optimization of ad campaigns through platforms like Google Ads and Microsoft Advertising. Students will learn how to drive targeted traffic, optimize ads for performance, and measure success using analytics tools.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand the search advertising ecosystem, including auction models and ad formats.			
	<b>CO2</b>	Apply keyword research, campaign structuring, and targeting strategies.			
	<b>CO3</b>	Analyze ad performance using key metrics and optimization tools.			

	CO4	Create effective search ad campaigns aligned with business objectives and customer intent.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to Search Engine Advertising	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: What is SEM? – Difference between SEO and SEA – Paid Search Ecosystem – Google Ads vs Microsoft Ads – How Search Engine Auctions Work – Search Intent – Benefits and Limitations of Paid Search.			
Module 2	Campaign Structure and Keyword Planning	Assignment (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: Campaign, Ad Group, and Ad Structuring – Match Types (Broad, Phrase, Exact) – Keyword Research Tools (Google Keyword Planner, SEMrush) – Negative Keywords – Bidding Strategies – Quality Score.			
Module 3	Ad Copywriting and Extensions	Case Study (Participative Learning)	7 L + 4 T = 11 Sessions
Topics: Creating Effective Headlines and Descriptions – Ad Extensions (Sitelinks, Callouts, Structured Snippets) – Responsive Search Ads – A/B Testing for Ad Copy – Landing Page Alignment – Mobile Ad Best Practices.			
Module 4	Conversion Tracking and Campaign Optimization	Project (Experiential Learning)	7 L + 3 T = 10 Sessions
Topics: Setting Up Conversion Goals – Google Tag Manager and Analytics – Key Metrics (CTR, CPC, ROAS, CPA) – Bid Adjustments – Smart Bidding and Automated Strategies – Identifying and Reducing Wasted Spend.			
Targeted Application & Tools that can be used: Google Ads, Google Analytics (GA4), SEMrush / Ahrefs, Screaming Frog SEO Spider			
Project work/Assignment:			
Assignment 1: Module 1 - Quiz			
Assignment 2: Module 2 - Written Assignment			
Assignment 3: Module 3 - Case study			
Assignment 4: Module 4 - Project Work			

<b>Text Book:</b> <b>T1:</b> Brad Geddes (2023). <i>Advanced Google Ads</i> (4th ed.). Wiley.	
<b>Reference Books:</b> <b>R1:</b> Clarke, A. (2022). <i>SEO 2023: Learn Search Engine Optimization</i> . <b>R2:</b> Clay, B. (2016). <i>Search Engine Optimization All-in-One For Dummies</i> . Wiley.	
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b> 1. An Overview of Search Engine Marketing: A Systematic Literature Review Authors: Alperen Şahin & Taşkın Dirsehan (2023)] <a href="https://www.researchgate.net/publication/374548575_An_Overview_of_Search_Engine_Marketing_A_Systematic_Literature_Review">https://www.researchgate.net/publication/374548575_An_Overview_of_Search_Engine_Marketing_A_Systematic_Literature_Review</a> 2. How Search Engine Marketing Influences User Knowledge Gain Author: Sebastian Schultheiß (2023) <a href="https://arxiv.org/pdf/2301.10086">https://arxiv.org/pdf/2301.10086</a> 3. The Importance of SEO and SEM in Improving Brand Visibility in E-commerce Authors: (2023) – SSRN / MPRA <a href="https://mpra.ub.uni-muenchen.de/119205/1/MPRA_paper_119205.pdf">https://mpra.ub.uni-muenchen.de/119205/1/MPRA_paper_119205.pdf</a>	
<b>Multimedia (Videos):</b> 1. <a href="https://youtu.be/CEpcMPyX4s">https://youtu.be/CEpcMPyX4s</a> 2. <a href="https://www.youtube.com/watch?v=AtiAlWlw6Zg">https://www.youtube.com/watch?v=AtiAlWlw6Zg</a> 3. <a href="https://www.youtube.com/playlist?list=PLGVFg8Wmk1pZmZ2QpuQQsyGQpClxXXDby">https://www.youtube.com/playlist?list=PLGVFg8Wmk1pZmZ2QpuQQsyGQpClxXXDby</a>	
<b>Case Studies:</b> 1. Chaffey, D. & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson. 2. Clifton, B. (2020). <i>Advanced Web Metrics with Google Analytics</i> . Wiley.	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> <b>DMT5117</b>	<b>Course Title</b> Mobile App Marketing <b>Type of Course:</b> Specialization Track Elective <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					

Course Description	This course focuses on the strategies, tools, and techniques used to acquire, engage, and retain users for mobile applications. It covers app store optimization (ASO), mobile user acquisition, in-app engagement strategies, analytics, monetization models, and campaign optimization across mobile ad networks.		
Course Outcomes	CO1	Understand the mobile app ecosystem and app marketing funnel.	
	CO2	Apply ASO, acquisition, and retention strategies for mobile apps.	
	CO3	Analyze mobile app performance through analytics platforms and KPIs.	
	CO4	Create integrated mobile marketing campaigns to drive app installs and engagement.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to Mobile App Marketing	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Mobile App Ecosystem – Categories of Apps – Mobile Marketing Funnel – User Acquisition, Activation, Retention – Trends in App Usage – Native vs Hybrid Apps – Mobile Web vs Mobile App Strategy.			
Module 2	App Store Optimization (ASO)	Assignment (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> What is ASO? – Keyword Optimization – App Title and Description – Icon and Screenshots – Ratings and Reviews – A/B Testing – Tools: App Annie, Sensor Tower – Comparison with SEO.			
Module 3	User Acquisition and Campaign Strategy	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>
<b>Topics:</b> Paid User Acquisition Channels (Google UAC, Meta Ads, Influencer Ads) – Targeting and Segmentation – Campaign Planning and Budgeting – Cost per Install (CPI), Cost per Action (CPA) – Deep Linking – Mobile Ad Networks.			

<b>Module 4</b>	<b>Engagement, Retention and Monetization</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Push Notifications – In-app Messaging – Referral Programs – Freemium and Subscription Models – Rewarded Ads – Gamification – Reducing Churn – Engagement KPIs (DAU, MAU, Stickiness).			
<b>Targeted Application &amp; Tools that can be used:</b> Google Firebase, Appsflyer, Meta Ads, Figma, Canva for Ad Creatives.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Krug, S. (2022). <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i> . Kogan Page.			
<b>Reference Books:</b> <b>R1:</b> Berman, B. (2016). <i>Mobile Marketing: What it is and Why it Matters</i> . Business Expert Press. <b>R2:</b> Clemons, E. (2020). <i>New Patterns of Power and Profit: A Strategist's Guide to Competitive Advantage in the Age of Digital Transformation</i> . Springer.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b> 1. Mobile Marketing 2.0: State of the Art and Research Agenda Authors: Unnati Narang & Venkatesh Shankar (2019)  <a href="https://doi.org/10.1108/S1548-643520190000016008">https://doi.org/10.1108/S1548-643520190000016008</a> 2. In-App Advertising: A Systematic Literature Review and Implications for Future Research Authors: Chetana B. Maddodi & Pallavi Upadhyaya (2023) <a href="https://www.emerald.com/insight/content/doi/10.1108/sjme-05-2022-0120/full/pdf?title=in-app-advertising-a-systematic-literature-review-and-implications-for-future-research">https://www.emerald.com/insight/content/doi/10.1108/sjme-05-2022-0120/full/pdf?title=in-app-advertising-a-systematic-literature-review-and-implications-for-future-research</a> 3. Mobile Advertising: A Systematic Literature Review and Future Research Agenda Authors: (2024) <a href="https://doi.org/10.1016/j.intmar.2016.03.005">https://doi.org/10.1016/j.intmar.2016.03.005</a>			
<b>Multimedia (Videos):</b> 1. <a href="https://youtu.be/8mWPoARCC1E">https://youtu.be/8mWPoARCC1E</a> 2. <a href="https://youtu.be/Ed0k_po-foo">https://youtu.be/Ed0k_po-foo</a> 3. <a href="https://youtu.be/l6M4jrgeMxg">https://youtu.be/l6M4jrgeMxg</a>			
<b>Case Studies:</b> 1. Swiggy – Push Notification Personalization Strategy 2. Duolingo – Gamified Retention and Referral Marketing			

3. Dream11 – Influencer-driven App Growth 4. Spotify – Personalized Mobile Engagement Campaigns	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code: DMT5118</b>	<b>Course Title</b> Generative AI in Digital Marketing <b>Type of Course: Specialization Track Elective</b> <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course introduces the role of Generative Artificial Intelligence (GenAI) in transforming digital marketing. It focuses on the use of GenAI tools to create content, automate campaigns, analyze data, and personalize customer experiences. Students will explore ethical implications, prompt engineering, and real-world applications using platforms like ChatGPT, Midjourney, Canva AI, and Google Bard.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand the fundamentals of Generative AI and its relevance in digital marketing.			
	<b>CO2</b>	Apply GenAI tools to generate content, design assets, and ad creatives.			
	<b>CO3</b>	Analyze the impact of AI-generated content on engagement and personalization.			
	<b>CO4</b>	Create and evaluate GenAI-powered digital marketing strategies with ethical considerations.			

<b>Course Objective</b>	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
<b>Module 1</b>	<b>Introduction to Generative AI in Marketing</b>	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> AI vs Generative AI – NLP, Transformers, and LLMs – Key Players (OpenAI, Google, Meta) – Role of GenAI in Marketing Automation – Evolution from Rule-based to AI-driven Campaigns – Opportunities and Challenges.			
<b>Module 2</b>	<b>Content Creation with GenAI Tools</b>	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Prompt Engineering Basics – Text Generation (ChatGPT, Bard) – Social Media Post Creation – Email Marketing Content – Blog Generation – Case Studies: BuzzFeed AI content, Grammarly AI.			
<b>Module 3</b>	<b>Creative Design and Personalization using AI</b>	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>
<b>Topics:</b> AI Tools for Visual Design (Canva AI, Midjourney, Adobe Firefly) – Ad Copy and Banner Generation – Dynamic Ad Creatives – AI-based Video Generation Tools (e.g., Synthesia) – Personalization with GenAI.			
<b>Module 4</b>	<b>Campaign Optimization and Analytics</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Using AI for Audience Segmentation – Predictive Targeting – Customer Journey Mapping with AI – Conversion Rate Optimization – AI Dashboards – A/B Testing using Generative Models – Real-time Ad Adaptation.			
<b>Targeted Application &amp; Tools that can be used:</b> OpenAI ChatGPT / GPT-4, Google Bard / Gemini, Canva AI, Midjourney, Adobe Firefly, Jasper AI, Copy.ai, Google Analytics + AI integrations.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Raj, B., & Aggarwal, A. (2023). <i>AI for Marketing and Product Innovation</i> . Wiley.			
<b>Reference Books:</b>			



**R1:** Marr, B. (2023). *Generative AI in Practice: 100 Use Cases in Marketing, Business and Beyond*. Wiley.

**R2:** Vala, A., & Shih, B. (2023). *ChatGPT for Marketers*. Independently Published.

**Online Resources:**

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

**Research Articles:**

1. "Harnessing the potential of generative AI in digital marketing using the Behavioral Reasoning Theory approach" (2025).

<https://doi.org/10.1016/j.jjime.2024.100317>

2. Gujar, P. & Panyam, S. (2024). *Generative AI in Digital Advertising Campaigns*.

<http://dx.doi.org/10.14445/22312803/IJCTT-V72I5P106>

3. Soni, V. (2023). *Adopting Generative AI in Digital Marketing Campaigns: An Empirical Study of Drivers and Barriers*.

<https://journals.sagepub.com/index.php/ssraml/article/view/108/90>

**Multimedia (Videos):**

1. <https://youtu.be/HA4G14DCiTO>

2. <https://youtu.be/ZqQvmSCZEQw>

3. <https://youtu.be/kKQqkVoaLNI>

**Case Studies:**

1. Coca-Cola – "Create Real Magic" with DALL-E & GPT

2. Sephora – Personalized Recommendations Using AI

3. Duolingo – AI Chatbots for Language Engagement

4. Shopify – AI Product Descriptions and Upselling

<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6, June, 2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25, July, 2025

<b>Course Code:</b> <b>DMT5119</b>	<b>Course Title</b> Blockchain in Digital Marketing <b>Type of Course:</b> Specialization Track Elective <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					

Course Description	This course introduces the fundamentals and applications of blockchain technology in digital marketing. It explores how blockchain enhances transparency, trust, and efficiency across advertising, customer data protection, influencer validation, loyalty programs, and digital payments. The course also examines blockchain’s impact on marketing strategy and future trends like NFTs and decentralized marketing platforms.		
Course Outcomes	CO1	Understand the principles and architecture of blockchain and its marketing relevance.	
	CO2	Apply blockchain applications in digital advertising, influencer marketing, and customer loyalty.	
	CO3	Analyze the impact of blockchain on data privacy, targeting, and campaign integrity.	
	CO4	Create blockchain-integrated strategies for secure, transparent, and ethical digital marketing.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Blockchain Fundamentals for Marketers	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Basics of Blockchain – Distributed Ledger Technology (DLT) – Smart Contracts – Public vs Private Blockchains – Cryptocurrency Basics – Web3 Overview – Trust and Transparency in Digital Transactions.			
Module 2	Blockchain in Digital Advertising	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Problems in Digital Advertising (Ad Fraud, Transparency) – Blockchain for Ad Verification – Programmatic Advertising with Blockchain – Eliminating Middlemen – Blockchain Ad Networks (e.g., Brave, BitClave).			

<b>Module 3</b>	<b>Influencer Marketing and Customer Loyalty</b>	Case Study (Participative Learning)	<b>7 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Authenticity and Verification of Influencers – Smart Contracts for Brand-Influencer Deals – Blockchain-Driven Loyalty and Rewards Systems – Tokenized Engagement – Gamification and Microtransactions.			
<b>Module 4</b>	<b>Future of Blockchain in Marketing</b>	Project (Experiential Learning)	<b>7 L + 3 T = 12 Sessions</b>
<b>Topics:</b> NFTs in Brand Engagement – Metaverse and Virtual Ownership – DAOs for Marketing Collaboration – Blockchain-based Affiliate Marketing – Case Studies – Industry Use Cases – Challenges to Adoption.			
<b>Targeted Application &amp; Tools that can be used:</b> Brave Browser (Ad reward model), MetaMask Wallet (for demo)			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Mougayar, W. (2016). <i>The Business Blockchain: Promise, Practice, and Application of the Next Internet Technology</i> . Wiley.			
<b>Reference Books:</b> <b>R1:</b> Tapscott, D., & Tapscott, A. (2016). <i>Blockchain Revolution: How the Technology Behind Bitcoin is Changing Money, Business, and the World</i> . Penguin. <b>R2:</b> Iman, N. (2022). <i>Blockchain and the Future of Digital Marketing</i> . Springer.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b>			
<b>Multimedia (Videos):</b>			
<b>Case Studies:</b> 1 Brave Browser – Blockchain for Ad Transparency 2 Starbucks – Blockchain-Based Loyalty Initiatives 3 Unilever – Programmatic Advertising on Blockchain 4 Nike’s Use of NFTs for Digital Branding			
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>		

<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: DMT5120	Course Title Online Reputation Management Type of Course: Specialization Track Elective Theory Only Course	L	T	P	C
		2	1	0	3
Version No.	1.0				
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
Anti-requisites					
Course Description	This course explores the strategic role of Online Reputation Management (ORM) in digital marketing. It equips students to monitor, manage, and influence brand perception online using content, engagement strategies, listening tools, and crisis communication techniques. Students will learn how to build, protect, and restore digital brand reputation in competitive and crisis-driven environments.				
Course Outcomes	CO1	Understand the foundations and importance of online reputation in the digital era.			
	CO2	Apply ORM tools and techniques to manage brand sentiment across platforms.			
	CO3	Analyze consumer feedback, reviews, and brand mentions for strategic decisions.			
	CO4	Create and execute online reputation strategies, including crisis response plans.			
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.				

<b>Module 1</b>	<b>Introduction to Online Reputation Management</b>	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Definition and Scope of ORM – ORM vs PR – Evolution of Brand Perception – Components of Online Reputation – Role of ORM in the Digital Funnel – B2C and B2B Perspectives – Benefits and Risks.			
<b>Module 2</b>	<b>ORM Tools and Monitoring Platforms</b>	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Review Management Tools (Google Reviews, Yelp, Trustpilot) – Social Listening Platforms (Brandwatch, Mention, Hootsuite) – Monitoring Brand Mentions – Influencer ORM – Sentiment Tracking – Setting up Dashboards.			
<b>Module 3</b>	<b>Strategy for Building and Managing Reputation</b>	Case Study (Participative Learning)	<b>7 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Creating ORM Policies – Brand Voice and Tone Guidelines – Managing Online Reviews and Ratings – ORM Content Strategy – Response Strategy for Positive/Negative Feedback – Internal vs External Stakeholder Engagement.			
<b>Module 4</b>	<b>Crisis Management and Damage Control</b>	Project (Experiential Learning)	<b>7 L + 3 T = 12 Sessions</b>
<b>Topics:</b> Types of Online Crises – Reputation Recovery Frameworks – Real-time Crisis Communication – Media and Influencer Relations in Crises – Timing and Tone in Response – Case Studies of Reputation Failures and Recoveries.			
<b>Targeted Application &amp; Tools that can be used:</b> Google Alerts, Hootsuite / Mention, Trustpilot / MouthShut / Glassdoor, Canva / ChatGPT (for response drafting), Power BI / Google Data Studio (for sentiment dashboards).			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Berry, L. (2017). <i>Online Reputation Management For Dummies</i> . Wiley.			
<b>Reference Books:</b> <b>R1:</b> Meerman Scott, D. (2020). <i>The New Rules of Marketing and PR</i> (7th ed.). Wiley.			

**R2:** Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.

**Online Resources:**

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

**Research Articles:**

**Multimedia (Videos):**

**Case Studies:**

- 1 Zomato – Handling Social Media Backlash with Transparency
- 2 Tata Group – ORM in a Competitive Landscape
- 3 United Airlines – Crisis and Reputation Recovery Strategy
- 4 IndiGo Airlines – ORM Failure Case and Lessons Learned

<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> <b>DMT5121</b>	<b>Course Title</b> Affiliate and Influencer Marketing <b>Type of Course: Specialization Track Elective</b> <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course provides an in-depth understanding of affiliate and influencer marketing strategies. Students will learn how to identify, recruit, and manage affiliates and influencers, structure partnership programs, measure performance, and ensure compliance with digital advertising regulations. Emphasis is placed on ROI, campaign management, and real-world tools used in modern digital ecosystems.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand the foundations, business models, and strategies of affiliate and influencer marketing.			
	<b>CO2</b>	Apply methods for recruiting, onboarding,			

		and managing affiliates and influencers.	
	CO3	Analyze campaign performance and ROI using analytical tools and KPIs.	
	CO4	Create compliant and effective marketing plans using affiliate and influencer channels.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to Affiliate and Influencer Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
<b>Topics:</b> Definition and Evolution – Affiliate vs Influencer Marketing – Market Size and Trends – Key Stakeholders (Merchants, Affiliates, Networks, Influencers) – Business Models (CPS, CPA, CPL) – Ethics and Trust.			
Module 2	Affiliate Marketing Framework and Campaign Setup	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
<b>Topics:</b> Affiliate Networks (CJ Affiliate, ShareASale, Amazon Associates) – Program Structuring – Tracking and Cookies – Offer Creation – Commission Models – Attribution Challenges – Compliance and Disclosure Guidelines.			
Module 3	Influencer Marketing Strategy and Execution	Case Study (Participative Learning)	7 L + 4 T = 12 Sessions
<b>Topics:</b> Types of Influencers (Nano to Mega) – Selection and Vetting – Outreach and Relationship Management – Influencer Briefs and Contracts – Content Collaboration – Campaign Timeline and Delivery.			
Module 4	Performance Analytics and ROI Measurement	Project (Experiential Learning)	7 L + 3 T = 12 Sessions
<b>Topics:</b> KPIs: Reach, Engagement, Conversions, Earned Media Value – Platform Analytics (Instagram, YouTube, Blog) – UTM Tracking – A/B Testing for Creatives – Reporting Tools – Budget Optimization.			
<b>Targeted Application &amp; Tools that can be used:</b> Amazon Associates, Impact, Refersion, Instagram Insights, YouTube Studio, Canva for content briefs, AspireIQ, Upfluence, Influency.			

<b>Project work/Assignment:</b>	
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work	
<b>Text Book:</b>	
<b>T1:</b> Evans, D. & Bratton, S. (2021). <i>Influencer Marketing for Dummies</i> . Wiley.	
<b>Reference Books:</b>	
<b>R1:</b> Zimmerman, J. (2020). <i>Affiliate Marketing for Beginners</i> . Entrepreneur Press.	
<b>R2:</b> Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i> . Wiley.	
<b>Online Resources:</b>	
<a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b>	
<b>Multimedia (Videos):</b>	
<b>Case Studies:</b>	
1 Amazon Affiliate Program – The World's Largest Referral Engine 2 Mamaearth – Influencer Marketing for Brand Awareness 3 Myntra’s Use of Micro-Influencers in Fashion 4 Cult.fit – Affiliate Partnerships for App Downloads	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
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<b>Course Code:</b> <b>DMT5122</b>	<b>Course Title</b> Google Analytics and Data Studio <b>Type of Course: Specialization Track Elective</b> <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					



Course Description	This course introduces the application of Google Analytics (GA4) and Google Data Studio (Looker Studio) in digital marketing measurement and reporting. Students will learn to track, interpret, and visualize user data from websites and apps, enabling actionable insights for marketing performance, user behavior, and campaign optimization.		
Course Outcomes	CO1	Understand the structure, tracking mechanisms, and reporting features of Google Analytics.	
	CO2	Apply Google Analytics to measure and interpret website/app performance.	
	CO3	Analyze marketing KPIs and user behavior using built-in and custom reports.	
	CO4	Create interactive dashboards using Google Data Studio for marketing decision-making.	
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Fundamentals of Google Analytics (GA4)	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: Understanding Google Analytics 4 – Data Streams and Events – Page Views, Sessions, and Users – Cookies and User Tracking – Real-time Reporting – Exploring the GA4 Interface – Comparison with Universal Analytics.			
Module 2	Key Metrics, Dimensions, and Reports	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: Primary Metrics and Dimensions – Engagement Metrics (Bounce Rate, Scrolls, Events) – Acquisition, Behavior, and Conversion Reports – Traffic Channels – Source/Medium – Campaign Tracking – Internal Site Search Tracking.			
Module 3	Goals, Events, and Conversion Tracking	Case Study (Participative Learning)	7 L + 4 T = 11 Sessions

		ve Learning)	
<b>Topics:</b> Creating Events and Conversions – Enhanced Measurement Settings – Setting Up Goals – Event Parameters – Tagging with Google Tag Manager – E-commerce Tracking – Funnel Analysis and Attribution.			
<b>Module 4</b>	<b>Campaign Reporting and Decision-Making</b>	Project (Experienci al Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Building Marketing Dashboards – Custom Report Creation – Connecting Google Ads and Search Console – Client and Management Reporting – Case Examples in E-commerce, Education, B2B – Dashboard Interpretation for Business Insights.			
<b>Targeted Application &amp; Tools that can be used:</b> Google Analytics (GA4), Google Tag Manager, Google Data Studio / Looker Studio, Google Ads Integration, Google Search Console.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Clifton, B. (2020). <i>Advanced Web Metrics with Google Analytics</i> . Wiley.			
<b>Reference Books:</b> <b>R1:</b> Cutroni, J. (2010). <i>Google Analytics</i> . O'Reilly Media. <b>R2:</b> Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b>			
<b>Multimedia (Videos):</b>			
<b>Case Studies:</b> 1 Google Analytics for Flipkart: Traffic and Campaign Performance 2 Swiggy's Event-Based Analysis Using GA4 3 Dashboards for EdTech Startup Marketing 4 Using GA4 and Data Studio for E-commerce Funnel Optimization			
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>		
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025		

<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025
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Course Code: DMT5123	Course Title Video Marketing Type of Course: Specialization Track Elective Theory Only Course	L	T	P	C
		2	1	0	3
Version No.	1.0				
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
Anti-requisites					
Course Description	This course provides students with a strategic and hands-on understanding of video marketing. It covers video planning, content creation, platform-specific optimization (YouTube, Instagram, LinkedIn), storytelling, audience targeting, analytics, and advertising. Emphasis is placed on video as a tool for brand engagement, lead generation, and ROI.				
Course Outcomes	CO1	Understand the role of video in digital marketing strategy and consumer engagement.			
	CO2	Apply techniques to plan, create, and distribute marketing videos across platforms.			
	CO3	Analyze the performance of video content using platform-specific and third-party analytics.			
	CO4	Create a video marketing plan aligned with branding, storytelling, and conversion objectives.			
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.				
Module 1	Fundamentals of Video Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions		

<b>Topics:</b> Introduction to Video Marketing – Evolution and Importance – Video in the Marketing Funnel – Types of Videos (Explainers, Testimonials, How-To, Ads, Webinars) – Video Trends – Consumer Behavior and Attention Spans.			
<b>Module 2</b>	<b>Video Planning and Storyboarding</b>	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Audience Research – Brand Messaging – Scripting – Storyboarding – Shot Planning – Production Basics – Tools for Planning and Writing (Canva, ChatGPT for Scriptwriting) – Video Brief Templates.			
<b>Module 3</b>	<b>Video Creation and Editing Tools</b>	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>
<b>Topics:</b> Recording Tools (Smartphones, DSLR) – Editing Tools (Canva Video, InVideo, CapCut, Adobe Premiere Rush) – Captions, Transitions, Music Licensing – Aspect Ratios and Resolution – Video Compression – Thumbnails.			
<b>Module 4</b>	<b>Publishing, SEO, and Platform Optimization</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> YouTube SEO – Metadata (Title, Tags, Descriptions) – YouTube Shorts and Instagram Reels – Video Scheduling – Cross-platform Sharing – Embedding – CTA and End Screens – YouTube Studio Dashboard.			
<b>Targeted Application &amp; Tools that can be used:</b> Canva Video, CapCut, InVideo, YouTube Studio, Google Ads (Video Campaigns), Instagram Insights / Facebook Creator Studio, ChatGPT / Jasper for Scripting.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b>			
<b>T1:</b> Sheridan, M. (2019). <i>The Visual Sale: How to Use Video to Explode Sales, Drive Marketing, and Grow Your Business in a Virtual World</i> . Wiley.			
<b>Reference Books:</b>			
<b>R1:</b> Miller, M. (2021). <i>YouTube Marketing for Dummies</i> . Wiley			
<b>R2:</b> Halligan, B. & Shah, D. (2020). <i>Inbound Marketing: Attract, Engage, and Delight Customers Online</i> . Wiley.			
<b>Online Resources:</b>			

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

#### Research Articles:

Guo, X., Liu, B., He, J., & Li, S. (2025). The impact mechanism of tourism short video content marketing on users' travel behavioral intention. *Humanities and Social Sciences Communications*, 12(1). <https://doi.org/10.1057/s41599-025-04801-3>

<https://www.nature.com/articles/s41599-025-04801-3>

Mahmoud, A. B., Fuxman, L., Asaad, Y., & Solakis, K. (2025). Exploring new realms or losing touch? Assessing public beliefs about tourism in the metaverse—a big-data approach. *International Journal of Contemporary Hospitality Management*, 37(4), 1384–1420. <https://doi.org/10.1108/IJCHM-09-2023-1515>

<https://bura.brunel.ac.uk/bitstream/2438/29847/3/FullText.pdf>

#### Multimedia (Videos):

#### Case Studies:

- 1 Zomato's YouTube Ad Series – Humor and Engagement
- 2 Dove's "Real Beauty" Campaign – Emotional Storytelling
- 3 Nykaa Reels – Short-Form Video for Brand Reach
- 4 Airbnb – User-Generated Video Testimonials Strategy

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<b>Course Code:</b> <b>DMT5124</b>	<b>Course Title</b> Interactive Content Marketing <b>Type of Course: Specialization Track Elective</b> <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course explores the use of interactive content—such as quizzes, polls, calculators, videos, and infographics—as a dynamic tool to engage customers, personalize marketing, and improve campaign performance. Students will learn how to plan, create, deploy, and analyze interactive content as part of integrated digital marketing strategies.				

Course Outcomes	CO1	Understand the strategic role of interactive content in digital marketing.	
	CO2	Apply tools and techniques to create interactive formats that engage users.	
	CO3	Analyze the impact of interactive content using performance metrics and analytics.	
	CO4	Create a comprehensive interactive content plan aligned with customer journeys.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to Interactive Content Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
<b>Topics:</b> Definition and Benefits – Static vs. Interactive Content – Types: Quizzes, Polls, Infographics, Calculators, Assessments, Interactive Videos – Role in Customer Engagement – Use Cases across Industries – Content Funnel Fit.			
Module 2	Tools and Platforms for Creating Interactive Content	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
<b>Topics:</b> Popular Tools: Outgrow, Typeform, Canva, Genially – Form Builders and Plugins – CMS Integration – Mobile-Responsive Content Design – Gamification Basics – Lead Generation Forms – Privacy and Consent.			
Module 3	Content Strategy and Creative Development	Case Study (Participative Learning)	7 L + 4 T = 11 Sessions
<b>Topics:</b> Identifying Content Objectives – Personalization Strategy – Branching Logic – Storytelling with Interactivity – Creative Brief and Scripting – Visual Hierarchy and CTA Planning – Publishing Formats and Embeds.			
Module 4	Distribution Channels and User Engagement	Project (Experiential)	7 L + 3 T = 10 Sessions

		al Learning)	
<b>Topics:</b> Omnichannel Distribution – Social Media Integration – Email Gating – SEO for Interactive Content – Landing Page Design – Integration with CRMs – Interactive Web Banners and Microsites – Retargeting Based on Engagement.			
<b>Targeted Application &amp; Tools that can be used:</b> Canva, Google Forms and Analytics, HubSpot, Figma (Wireframes and Prototypes), ChatGPT (for content scripting support).			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Pulizzi, J. (2016). <i>Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses</i> . McGraw-Hill.			
<b>Reference Books:</b> <b>R1:</b> Handley, A. (2014). <i>Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content</i> . Wiley. <b>R2:</b> Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>  <b>Research Articles:</b> Gu, C., Lin, S., Wei, W., Miao, W., Yang, C., Chen, J., Sun, J., & Zeng, Y. (2023). How Does Interactive Narrative Design Affect the Consumer Experience of Mobile Interactive Video Advertising? <i>Systems</i> , 11(9). <a href="https://doi.org/10.3390/systems11090471">https://doi.org/10.3390/systems11090471</a> <a href="https://www.mdpi.com/2079-8954/11/9/471">https://www.mdpi.com/2079-8954/11/9/471</a> Gao, C., Wang, F., & Zhang, M. (2024). How Automotive 3D Interactive Display Marketing Affects Consumers' Intention to Buy Cars. <i>Sage Open</i> , 14(2). <a href="https://doi.org/10.1177/21582440241246429">https://doi.org/10.1177/21582440241246429</a> <a href="https://journals.sagepub.com/doi/epdf/10.1177/21582440241246429?src=getftr&amp;utm_source=scopus&amp;getft_integrator=scopus">https://journals.sagepub.com/doi/epdf/10.1177/21582440241246429?src=getftr&amp;utm_source=scopus&amp;getft_integrator=scopus</a> <b>Multimedia (Videos):</b>  <b>Case Studies:</b> 1 HubSpot – Interactive Lead Scoring Calculator 2 BuzzFeed – Engagement Through Personality Quizzes 3 HDFC Life – Financial Planning Interactive Tools 4 Sephora – Skincare and Makeup Finder Quizzes			
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>		

<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

Course Code: DMT5125	Course Title Data-Driven Marketing Type of Course: Specialization Track Elective Theory Only Course	L	T	P	C
		2	1	0	3
Version No.	1.0				
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
Anti-requisites					
Course Description	This course provides a strategic and practical foundation for leveraging data in marketing decision-making. It focuses on customer segmentation, campaign targeting, personalization, performance tracking, and ROI analysis. Students will use analytics tools to derive actionable insights that align with business goals and optimize marketing effectiveness.				
Course Outcomes	CO1	Understand the fundamentals of data-driven marketing and its role in modern businesses.			
	CO2	Apply customer and campaign data to inform segmentation, targeting, and personalization.			
	CO3	Analyze marketing performance using KPIs, dashboards, and attribution models.			
	CO4	Create a data-driven marketing strategy that enhances decision-making and ROI.			
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.				
Module 1	Introduction to Data-Driven Marketing	Quiz (Participati	8 L + 4 T = 12 Sessions		



		ve Learning)	
<b>Topics:</b> Definition and Scope – Evolution from Traditional to Data-Driven – Sources of Marketing Data – Role of First-, Second-, and Third-Party Data – CDPs and DMPs – Privacy, Ethics, and Consent.			
<b>Module 2</b>	<b>Customer Segmentation and Targeting</b>	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Segmentation Techniques: Demographic, Behavioral, Psychographic – RFM Analysis – Cluster Analysis – Lookalike Audiences – Data-Driven Personas – CRM Integration – Using Excel for Segmentation.			
<b>Module 3</b>	<b>Personalization and Predictive Analytics</b>	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>
<b>Topics:</b> Personalized Content and Offers – Email and Web Personalization – Recommendation Engines – Predictive Lead Scoring – Churn Prediction – Use of AI/ML in Personalization – Real-Time Customization Tools.			
<b>Module 4</b>	<b>Campaign Optimization</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Setting Campaign Goals – Key Performance Metrics (CPC, CTR, CPA, ROAS) – Conversion Funnels – A/B and Multivariate Testing – Attribution Models (First/Last Click, Linear, Data-Driven) – Dashboards using Power BI. Building a Data-Driven Marketing Plan and Storytelling with Data – Future Trends in AI and Automation.			
<b>Targeted Application &amp; Tools that can be used:</b> Microsoft Excel, Power BI, HubSpot, Google Analytics, Mailchimp for Email Personalization.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b>			
<b>T1:</b> Jeffery, M. (2010). <i>Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know</i> . Wiley.			
<b>Reference Books:</b>			
<b>R1:</b> Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson.			
<b>R2:</b> Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i> . Wiley.			

<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b>	
<b>Multimedia (Videos):</b>	
<b>Case Studies:</b> <ol style="list-style-type: none"> <li>1. Netflix – Predictive Personalization Using Viewership Data</li> <li>2. Amazon – Segmentation and Recommendation Engine</li> <li>3. Flipkart – Campaign Optimization through Data Insights</li> <li>4. Spotify – Real-Time Data for Listener Engagement</li> </ol>	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
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<b>Course Code:</b> <b>DMT5126</b>	<b>Course Title</b> UX/UI Design for Marketers <b>Type of Course: Specialization Track Elective</b> <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course introduces students to the principles of User Experience (UX) and User Interface (UI) design in the context of digital marketing. It emphasizes the importance of designing customer-centric digital assets (websites, apps, landing pages) that improve usability, engagement, and conversions. Students will learn how to wireframe, prototype, test, and optimize digital experiences.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand UX/UI principles and their role in enhancing digital marketing performance.			
	<b>CO2</b>	Apply design thinking to plan and structure intuitive digital interfaces.			

	CO3	Analyze user behavior to optimize journeys, reduce friction, and increase engagement.	
	CO4	Create prototypes and test UX solutions using industry-standard tools.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to UX/UI in Marketing	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> What is UX vs UI? – Role in Marketing – Customer Experience (CX) and Journey Mapping – UX Psychology – Touchpoints in the Digital Funnel – UX Metrics (Usability, Satisfaction, Task Success).			
Module 2	Design Thinking and UX Strategy	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Design Thinking Process – Empathize, Define, Ideate, Prototype, Test – Stakeholder Mapping – Personas – Empathy Maps – Competitive UX Audit – UX Writing Basics – Storytelling in UX.			
Module 3	Wireframing and Prototyping	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>
<b>Topics:</b> Low- and High-Fidelity Wireframes – Page Structure – UI Components – Hierarchy and Navigation – Prototyping with Figma/Adobe XD – Mobile-First Design – CTA Placement and User Flow.			
Module 4	Visual Design and Accessibility	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Color Theory, Typography, spacing – Consistency and Branding – UI Style Guides – Accessibility Guidelines (WCAG) – Contrast Ratios – Responsive Design – Designing for Diverse User Needs.			
<b>Targeted Application &amp; Tools that can be used:</b> Figma, Canva (UI templates), Miro (Journey Mapping), Hotjar			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz			

<b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work	
<b>Text Book:</b> <b>T1:</b> Krug, S. (2014). <i>Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability</i> . New Riders.	
<b>Reference Books:</b> <b>R1:</b> Chaffey, D. & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson. <b>R2:</b> Garrett, J. J. (2011). <i>The Elements of User Experience</i> . New Riders.	
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b> Joshi, M., & Deole, P. (2025). Enhancing UI/UX Design for Children's Educational Gaming Platforms: An Integrated Multicriteria Decision Making Framework. <i>Journal of Scientific and Industrial Research</i> , 84(2), 196–206. <a href="https://doi.org/10.56042/jsir.v84i02.9675">https://doi.org/10.56042/jsir.v84i02.9675</a> <a href="https://or.niscpr.res.in/index.php/JSIR/article/view/9675/3992">https://or.niscpr.res.in/index.php/JSIR/article/view/9675/3992</a> Pertiwi, M., Efranda, N., Slam, B. E., Ritha, N., & Bettiza, M. (2024). UI/UX Design of Web-Based for Outcome-based Education (OBE) Assessment Information System in Universitas Maritim Raja Ali Haji (UMRAH) Using Prototype Method. <i>Bio Web of Conferences</i> , 134. <a href="https://doi.org/10.1051/bioconf/202413401006">https://doi.org/10.1051/bioconf/202413401006</a> <a href="https://www.bio-conferences.org/articles/bioconf/pdf/2024/53/bioconf_macific2024_01006.pdf">https://www.bio-conferences.org/articles/bioconf/pdf/2024/53/bioconf_macific2024_01006.pdf</a>	
<b>Multimedia (Videos):</b>	
<b>Case Studies:</b> <ol style="list-style-type: none"> <li>1. Airbnb – Simplifying User Flow and Booking</li> <li>2. Spotify – Personalization Through UX Design</li> <li>3. Zomato – CTA Placement and Color Strategy</li> <li>4. Amazon – Optimizing Checkout UX for Conversions</li> </ol>	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
<b>Date of Approval by the Academic Council</b>	Academic Council Meeting No. 26 <sup>th</sup> and held on 25,July,2025

<b>Course Code:</b> <b>DMT5127</b>	<b>Course Title</b> Luxury and Fashion Digital Marketing	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>Type of Course: Specialization Track Elective</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

	Theory Only Course					
Version No.	1.0					
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends					
Anti-requisites						
Course Description	This course introduces learners to the unique principles, challenges, and opportunities of digital marketing in the luxury and fashion sectors. The course explores how premium brands use digital tools for storytelling, influencer collaborations, customer experience, e-commerce, and global brand building—while maintaining exclusivity and heritage.					
Course Outcomes	CO1		Understand the dynamics of digital marketing within the luxury and fashion industries.			
	CO2		Apply brand storytelling, influencer, and content strategies for premium positioning online.			
	CO3		Analyze consumer behavior and trends influencing luxury/fashion digital campaigns.			
	CO4		Create a digital marketing strategy tailored to luxury or fashion brand goals.			
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.					
Module 1	Introduction to Luxury and Fashion Marketing		Quiz (Participative Learning)		<b>8 L + 4 T = 12 Sessions</b>	
<b>Topics:</b> Defining Luxury vs. Premium vs. Mass Market – History and Evolution – Core Values of Luxury Brands – Fashion Branding and Market Cycles – The Shift from Print to Digital in Luxury – Consumer Psychology in Affluent Markets.						
Module 2	Digital Presence and Storytelling in Fashion & Luxury		Assignment using E Library (Participative Learning)		<b>8 L + 4 T = 12 Sessions</b>	

		ve Learning)	
<b>Topics:</b> Digital Brand Identity – Storytelling Frameworks – Brand Heritage and Modernity Balance – Website and App Experience – Visual Merchandising Online – Editorial Style Content – Emotional Branding through Social Media.			
<b>Module 3</b>	<b>Social media, Influencers &amp; Community Building</b>	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>
<b>Topics:</b> Platform Strategies (Instagram, Pinterest, TikTok, WeChat) – Fashion Influencer Ecosystem – Campaign Co-Creation – Micro vs. Macro Influencers – Community Aesthetics – Virtual Influencers and AI Styling.			
<b>Module 4</b>	<b>Omnichannel and E-Commerce in Fashion &amp; Luxury</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Digital Flagship Stores – Luxury E-commerce Platforms (Farfetch, Net-a-Porter) – Seamless Brand Experience – AR/VR in Fashion Retail – Mobile and Social Commerce – CRM and Personalization in Online Luxury.			
<b>Targeted Application &amp; Tools that can be used:</b> Instagram, Whatsapp, X, Shopify, Amazon, Canva & Adobe Express (fashion creatives), Google Analytics, Trend platforms: Vogue Business, WGSN (for trend analysis).			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Okonkwo, U. (2016). <i>Luxury Fashion Branding: Trends, Tactics, Techniques</i> . Palgrave Macmillan.			
<b>Reference Books:</b> <b>R1:</b> Moore, C. M., & Birtwistle, G. (2021). <i>Luxury Fashion Retail Management</i> . Springer. <b>R2:</b> Kapferer, J.-N. & Bastien, V. (2012). <i>The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands</i> . Kogan Page.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b> 1. Title: <b><i>Digital Luxury: Transforming the Luxury Experience through Technology</i></b> Authors: Ko, Eunju; Costello, John P.; Taylor, Charles R. Journal: <i>Journal of Business Research</i> (2020) Summary: Explores how luxury brands are using digital tools such as AR, AI, and			

personalization to transform customer experience without diluting brand prestige.  
<https://doi.org/10.1016/j.jbusres.2019.04.011>

2. Title: ***Instagram Influencers and Luxury Brand Strategy: The Role of Authenticity***  
 Authors: Ki, Chung; Kim, Youn-Kyung  
 Journal: *Journal of Retailing and Consumer Services* (2019)  
 Summary: Examines how influencer authenticity on Instagram affects consumer perceptions of luxury brands.  
<https://doi.org/10.1016/j.jretconser.2019.01.008>
3. Title: ***The Role of Digital Technologies in the Future of Luxury Fashion Retail***  
 Authors: Moore, Christopher M.; Doherty, Andrew M.  
 Journal: *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry* (2020)  
 Summary: Highlights the integration of digital innovation (e-commerce, omnichannel) with luxury fashion's core values. <https://doi.org/10.1080/17569370.2020.1738350>

#### Multimedia (Videos):

1. Video Title: How Luxury Brands Use Digital Marketing | Marketing Strategy  
 Link: <https://www.youtube.com/watch?v=3QztJeOHEJU>.
2. Video Title: Marketing Strategy of Louis Vuitton | How They Remain Relevant  
 Link: <https://www.youtube.com/watch?v=ZTNUZKtcZz4>
3. Video Title: How Gucci is Winning at Digital Marketing  
 Link: [https://www.youtube.com/watch?v=-TuQu\\_cKfQI](https://www.youtube.com/watch?v=-TuQu_cKfQI)

#### Case Studies:

1. Gucci – Storytelling and Gamification on TikTok
2. Louis Vuitton – Digital Flagship Launch Strategy
3. Fenty Beauty – Influencer and Inclusivity Model
4. Tanishq – Digital Luxury Marketing for Indian Consumers

Catalogue prepared by	Dr. T S Edwin
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Course Code: DMT5128	Course Title: AR/VR in Advertising Type of Course: Specialization Track Elective Theory Only Course	L	T	P	C
		2	1	0	3
Version No.	1.0				
Course Pre-requisites	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
Anti-requisites					

Course Description	This course explores the use of Augmented Reality (AR) and Virtual Reality (VR) in modern advertising. It focuses on immersive brand experiences, AR filters, VR showrooms, interactive campaigns, and spatial storytelling to enhance engagement and memorability. Students will gain exposure to tools used in AR/VR creation and examine the impact of immersive media on consumer behavior.		
Course Outcomes	CO1	Understand the fundamentals of AR and VR technologies and their marketing applications.	
	CO2	Apply immersive media tools to create interactive ad experiences.	
	CO3	Analyze user engagement metrics and performance of AR/VR campaigns.	
	CO4	Design a strategic AR/VR advertising plan aligned with brand and audience needs.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to AR/VR in Advertising	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
<b>Topics:</b> Overview of AR and VR Technologies – Differences, Tools, and Devices – History of Immersive Advertising – Consumer Perception – Impact on Attention and Recall – AR/VR Ecosystem in Marketing – Industry Trends.			
Module 2	AR and VR Campaign Design	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
<b>Topics:</b> Design Thinking for Immersive Media – Storytelling in 3D Space – Ideation for AR Lenses, Filters, VR Ads – Interface Design – Immersion vs. Interruption – Examples from Snapchat, Instagram, Meta Quest, and WebAR.			
Module 3	Tools, Platforms and Content Creation	Case Study (Participative Learning)	7 L + 4 T = 11 Sessions



		ve Learning)	
<b>Topics:</b> AR Tools: Spark AR, Lens Studio, 8thWall – VR Tools: Unity, Oculus Medium, WebVR – 360° Video and Virtual Showrooms – Hands-on Demos – Publishing AR Filters – Building Brand Simulations – Cross-device Optimization.			
<b>Module 4</b>	<b>Measurement, Ethics, and Future of Immersive Advertising</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> AR/VR Campaign KPIs: Engagement, Dwell Time, Interactions – User Tracking and Heatmaps – Challenges in Attribution – Data Privacy and Ethical Use – Inclusivity in Immersive Design – Future Trends: Metaverse, Haptic Ads, AI-enhanced VR.			
<b>Targeted Application &amp; Tools that can be used:</b> Spark AR (Instagram/Facebook AR effects), Lens Studio (Snapchat), 8thWall (WebAR), Unity for VR Environments, Google Poly / Sketchfab (3D Assets), VR Headset Emulators.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Steuer, J. & Aylett, R. (2022). <i>Immersive Marketing: The Art and Science of AR/VR Storytelling</i> . Routledge.			
<b>Reference Books:</b> <b>R1:</b> Craig, A. B. (2021). <i>Understanding Augmented Reality: Concepts and Applications</i> . Morgan Kaufmann. <b>R2:</b> Scholz, J., & Smith, A. N. (2019). <i>Augmented Reality and Virtual Reality: Empowering Human, Place and Business</i> . Springer.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b> <b>1 “Virtual Reality in Marketing: A Framework, Review, and Research Agenda”</b> This comprehensive review establishes a conceptual framework for XR (extended reality, including AR/VR) in marketing and highlights methodological challenges in evaluating consumer experience <a href="#">youtube.com+10reddit.com+10reddit.com+10</a> . <b>2 “Augmented Reality Marketing: A Systematic Literature Review and ...”</b> A structured analysis of 99 AR marketing studies, examining publication trends, theoretical underpinnings (e.g., TAM and S–O–R), and outcomes related to advertising <a href="#">reddit.com</a> . <b>3 “Literature Review on Immersive Effects in AR Advertising (2009–2024)”</b> A recent literature review emphasizing immersive engagement factors such as interactivity and customization—and identifying cultural and AI-integrated research gaps <a href="#">wear-studio.com+15reddit.com+15econsultancy.com+15</a> .			

**Multimedia (Videos):**

1 How VR & AR are Transforming Marketing Campaigns

[https://youtu.be/oFAxeWf6QmM?si=G\\_AE0KFyOFyB5C06](https://youtu.be/oFAxeWf6QmM?si=G_AE0KFyOFyB5C06)

2 What is AR Advertising? | AR Marketing Examples

<https://youtu.be/ExCU558kPT0?si=KEBcJMKZfz36Bt>

3 How Can Virtual Reality Be Used In Marketing? - BusinessGuide360.com

[https://youtu.be/o1VipvlcnZ4?si=7kNI9f97Io5\\_kovt](https://youtu.be/o1VipvlcnZ4?si=7kNI9f97Io5_kovt)

**Case Studies:**

1. IKEA Place App – AR Home Furnishing Experience
2. Gucci – Virtual Sneaker Try-On via AR
3. L'Oréal – AR Makeup Filters on Instagram
4. Hyundai – VR Car Showroom Experience

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<b>Course Code: DMT5129</b>	<b>Course Title B2B Digital Marketing Type of Course: Specialization Track Elective Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course explores how digital marketing strategies are adapted to business-to-business (B2B) contexts. Students will learn to design content-driven marketing, manage B2B lead generation funnels, utilize marketing automation tools, and build digital campaigns tailored for professional buyers. Emphasis is placed on account-based marketing (ABM), analytics, and long-term relationship management.				
<b>Course Outcomes</b>	<b>CO1</b>	Understand the principles of B2B markets and how digital marketing drives value.			
	<b>CO2</b>	Apply strategies such as content marketing, email campaigns, and ABM in B2B settings.			

	CO3	Analyze marketing performance across touchpoints using B2B analytics tools.	
	CO4	Create a digital B2B campaign plan aligned with sales funnels and relationship goals.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Introduction to B2B Digital Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: B2B vs. B2C Marketing – Buyer Journey in B2B – Stakeholders and Decision-Making Units – Key Challenges in B2B Digital – Marketing and Sales Alignment – Digital Lead Generation Funnel – B2B CRM Basics.			
Module 2	Content, SEO and Email Marketing for B2B	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: Whitepapers, Case Studies, and Webinars – Blogging Strategy – SEO for Long-Tail & Niche Keywords – Email Campaign Design – Drip Marketing – Lead Magnets – Tools: HubSpot, Mailchimp, SEMrush.			
Module 3	LinkedIn, ABM and Marketing Automation	Case Study (Participative Learning)	7 L + 4 T = 11 Sessions
Topics: LinkedIn for B2B Advertising – Sponsored Content and Lead Gen Forms – Account-Based Marketing (ABM) Strategies – Target Account Lists – Personalization and Retargeting – Automation Tools and Campaign Workflows.			
Module 4	B2B Campaign Analytics and Strategy Planning	Project (Experiential Learning)	7 L + 3 T = 10 Sessions
B2B KPIs: MQLs, SQLs, CAC, CLV – Attribution Models – Dashboards Using Google Looker Studio / HubSpot – ROI Calculation – Strategic Campaign Planning – B2B Funnel Optimization – Client Reporting Templates.			
Targeted Application & Tools that can be used: LinkedIn Ads Manager, HubSpot, Google Looker Studio, SEMrush, Mailchimp, Canva for content development.			
Project work/Assignment:			

<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work	
<b>Text Book:</b> <b>T1:</b> Miller, M. (2022). <i>Digital Marketing for Dummies – B2B Edition</i> . Wiley.	
<b>Reference Books:</b> <b>R1:</b> Chaffey, D. & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson. <b>R2:</b> Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i> . Wiley.	
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>	
<b>Research Articles:</b>	
<b>Multimedia (Videos):</b>	
<b>Case Studies:</b> <ol style="list-style-type: none"> <li>1. Salesforce – Thought Leadership via B2B Content Hubs</li> <li>2. Zoho – LinkedIn-Driven ABM Strategy</li> <li>3. IBM – B2B Personalization and Lead Nurturing</li> <li>4. Freshworks – Multi-channel Digital Funnel for B2B Clients</li> </ol>	
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025
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<b>Course Code:</b> <b>DMT5130</b>	<b>Course Title</b> AI and Chatbots in Marketing <b>Type of Course: Specialization Track Elective</b> <b>Theory Only Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Version No.</b>	1.0				
<b>Course Pre-requisites</b>	MKT4111 Marketing Management - Theories and Practices MKT4112 Digital Marketing Strategy, Tools and Trends				
<b>Anti-requisites</b>					
<b>Course Description</b>	This course explores the integration of Artificial Intelligence (AI) and chatbot technologies in digital marketing. It covers AI-driven personalization, customer engagement, marketing automation, and conversational				

	commerce. Students will learn to design, deploy, and evaluate chatbot-based campaigns using real-world tools and frameworks.		
Course Outcomes	CO1	Understand the role of AI and chatbots in enhancing digital marketing experiences.	
	CO2	Apply AI tools and chatbot platforms to automate and personalize marketing communication.	
	CO3	Analyze customer interaction data to improve chatbot performance and ROI.	
	CO4	Create and implement a strategic chatbot-enabled marketing solution.	
Course Objective	This course is designed to improve the learners' <b>EMPLOYABILITY SKILLS</b> by using <b>EXPERIENTIAL LEARNING</b> techniques.		
Module 1	Fundamentals of AI in Digital Marketing	Quiz (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Overview of AI, ML, NLP, and LLMs – Use Cases in Digital Marketing – Personalization Engines – Predictive Analytics for Campaigns – Ethics and Bias in AI – ChatGPT and Generative AI in Marketing.			
Module 2	Chatbots and Conversational Marketing	Assignment using E Library (Participative Learning)	<b>8 L + 4 T = 12 Sessions</b>
<b>Topics:</b> Chatbot Types: Rule-Based, NLP-Based, Generative – Bot Flows and Conversation Trees – User Intent and Entity Recognition – Messaging Platforms (WhatsApp, FB Messenger, Websites) – Best Practices in Conversational UX.			
Module 3	Designing and Deploying Chatbots	Case Study (Participative Learning)	<b>7 L + 4 T = 11 Sessions</b>

<b>Topics:</b> Platforms: Dialogflow, Tidio, Chatfuel, ManyChat – Integration with CRM/Email Tools – Use Cases: Lead Generation, Support, Product Discovery – Data Collection and Consent – Multilingual and Voice Bots.			
<b>Module 4</b>	<b>Campaign Optimization, Metrics and Trends</b>	Project (Experiential Learning)	<b>7 L + 3 T = 10 Sessions</b>
<b>Topics:</b> Metrics: Engagement Rate, Resolution Time, Goal Conversion – Dashboarding and Reporting – A/B Testing of Bot Flows – ROI of Chatbot Marketing – AI Trends: Voice Search, Emotion AI, Virtual Assistants.			
<b>Targeted Application &amp; Tools that can be used:</b> Google Dialogflow, Chatfuel / Tidio, Meta Business Suite, Canva (Conversation Design), Google Analytics / Looker Studio, GPT-based platforms.			
<b>Project work/Assignment:</b>			
<b>Assignment 1:</b> Module 1 - Quiz <b>Assignment 2:</b> Module 2 - Written Assignment <b>Assignment 3:</b> Module 3 - Case study <b>Assignment 4:</b> Module 4 - Project Work			
<b>Text Book:</b> <b>T1:</b> Raj, B. & Aggarwal, A. (2023). <i>AI for Marketing and Product Innovation</i> . Wiley.			
<b>Reference Books:</b> <b>R1:</b> Miller, J. (2021). <i>Conversational Marketing</i> . Wiley. <b>R2:</b> Marr, B. (2022). <i>Artificial Intelligence in Practice</i> . Wiley.			
<b>Online Resources:</b> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>			
<b>Research Articles:</b>			
<b>Multimedia (Videos):</b>			
<b>Case Studies:</b> <ol style="list-style-type: none"> <li>1. H&amp;M – AI Chatbot for Style Guidance</li> <li>2. Swiggy – Food Ordering Chatbot on WhatsApp</li> <li>3. Sephora – Virtual Beauty Assistant via Messenger</li> <li>4. Nykaa – Conversational Product Discovery Bot</li> </ol>			
<b>Catalogue prepared by</b>	<b>Dr. T S Edwin</b>		
<b>Recommended by the Board of Studies on</b>	BOS NO: 18 <sup>th</sup> held on 6,June,2025		
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