



PRESIDENCY UNIVERSITY

Established under Section 2(f) of UGC Act. 1956 Approved by AICTE. New Delhi | Approved



Presidency School of Management

Master of Business Administration

MBA (Digital Marketing)

**Program Regulations and Curriculum
2026-2028**

Based on Choice Based Credit System (CBCS) and OutcomeBased Education (OBE)

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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:

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

1.4.Mission of the School:

1.4.1. 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 2026-2028.
- 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 2026-2028 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 2026-2028.

4. Definitions

In these Regulations, unless the context otherwise requires:

1. "Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;
2. "Academic Council" means the Academic Council of the University;
3. "Academic Regulations" means the Academic Regulations, of the University;
4. "Academic Term" means a Semester or Summer Term;
5. "Act" means the Presidency University Act, 2013;
6. "AICTE" means All India Council for Technical Education;
7. "Basket" means a group of courses bundled together based on the nature/type of the course;
8. "BOE" means the Board of Examinations of the University;
9. "BOG" means the Board of Governors of the University;
10. "BOM" means the Board of Management of the University;
11. "BOS" means the Board of Studies of a particular Department/Program of Study of the University;
12. "CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;
13. "Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;
14. "COE" means the Controller of Examinations of the University;
15. "Course In Charge" means the teacher/faculty member responsible for developing and organizing the delivery of the Course;
16. "Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;
17. "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;
18. "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.
19. "DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;
20. "Dean" means the Dean / Director of the concerned School;
21. "Degree Program" includes all Degree Programs;
22. "Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;
23. "Discipline" means specialization or program of MBA Degree Program;
24. "HOD" means the Head of the concerned Department;
25. "L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;
26. "MOOC" means Massive Open Online Courses;
27. "MOU" means the Memorandum of Understanding;
28. "NPTEL" means National Program on Technology Enhanced Learning;
29. "Parent Department" means the department that offers the Degree Program that a

- student undergoes;*
30. "Program Head" means the administrative head of a particular Degree Program/s;
31. "Program Regulations" means the Master of Business Administration (MBA) Degree Program Regulations and Curriculum, 2026-2028;
32. "Program" means the Master of Business Administration (MBA) Degree Program;
33. "PSOM" means the Presidency School of Management;
34. "Registrar" means the Registrar of the University;
35. "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;
36. "Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;
37. "SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;
38. "Statutes" means the Statutes of Presidency University;
39. "Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;
40. "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;
41. "SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.
42. "UGC" means University Grants Commission;
43. "University" means Presidency University, Bengaluru; and
44. "Vice Chancellor" means the Vice Chancellor of the University.

5. Program Description:

The Master of Business Administration (MBA- Digital Marketing) Program Regulations and Curriculum 2026-2028 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 2026-2028 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: Analyse consumer behaviour 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 2nd year (3rd Semester) of the MBA- Digital Marketing Program of the University

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

- 10.1.** The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July of the concerned year for admission to the 2nd Year (3rd Semester) MBA- Digital Marketing Program commencing on August on the year concerned. The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.
- 10.3.** The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the 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 2nd Year of the MBA Program of the University.
- 10.4.** The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11. Change of Program

A student admitted to a particular Program of the MBA Program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program, at the end of 1st Semester of the MBA 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 1st Semester of the MBA Digital Marketing (MDM).
- 11.2.** Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the MDM 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 MDM Program, the Fee Policy pertaining to that Program of the MDM 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 2nd 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 2nd Semester of the MDM 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 student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.

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, 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 B **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.

Table 13.3.2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	Course Duration	Credit Equivalence
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

- 13.3.3.** 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.

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 (2026-2028) 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.

MODEL I

Table 14.1.3 : Master of Business Administration (MBA) Dual Specialization Program Structure 2026-2028: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets				
Sl. No.	Baskets			Credit Contribution
1	PROGRAM CORE (PC)			56
2	SPECIALIZATION TRACK (ST)	ST	TRACK-CORE (STC1)	12
			TRACK-ELECTIVE (STE1)	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).

Table 17.1: Master of Business Administration (MBA) Program Structure 2026-2028: Program Core (PC)							
SI NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PC	MBA4002	Financial Accounting and Reporting	3	1	0	4
2	PC	MBA4011	Corporate Finance	3	0	0	3
3	PC	MBA4004	Managerial Economics	3	0	0	3
4	PC	ENG4001	Global Business Communication	2	0	2	3
5	PC	MBA4014	Business Strategy and Corporate Transformation	2	1	0	3
6	PC	MBA4015	Business Law and Regulatory Compliance	3	0	0	3
7	PC	MBA4016	Governance, Business Ethics and Social ESG Management	2	1	0	3
8	PC	MBA4017	Entrepreneurship and Innovation Management	2	1	0	3
9	PC	MBA4006	Marketing Management - Theories and Practices	3	0	0	3
10	PC	MBA4010	Digital Marketing	2	1	0	3
11	PC	MBA4003	Human Behaviour in Organizations	3	0	0	3
12	PC	MBA4012	Human Capital Management	3	0	0	3
13	PC	MBA4005	Production, Operations and Logistics Management	3	0	0	3
14	PC	MBA4001	Business Statistics	3	1	0	4
15	PC	MBA4009	Applied Data Analysis and Visualization	1	0	2	2
16	PC	MBA4008	Business Research Methods	3	0	0	3
17	PC	MBA4013	Fundamentals of Business Analytics	1	0	2	2
18	PC	MBA4007	AI for Managers	2	0	0	2
19	PC	ENG4002	Applied English Communication	2	0	2	3
19	PC	PPS4010	Corporate Readiness Program-I*	0	0	2	0
20	PC	PPS4011	Corporate Readiness Program-II*	0	0	2	0
Total							56

Table 17.1: List of Elective Courses under various Specializations/Stream Basket:

SPECIALIZATION TRACK							
TRACK CORE – DIGITAL MARKETING							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STC1	MDM4501	E-Mail Marketing Campaign	2	1	0	3
2	STC2	MDM4502	Website Design and Development	2	1	0	3
3	STC3	MDM4503	Social Media Advertising	2	1	0	3
4	STC4	BAL4521	Marketing Analytics	1	1	2	3
Total							12
TRACK ELECTIVE – DIGITAL MARKETING							
List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STE	MDM4504	Search Engine Ranking Optimization	2	1	0	3
2	STE	MDM4505	Search Engine Advertising	2	1	0	3
3	STE	MDM4506	Mobile App Marketing	2	1	0	3
4	STE	MDM4507	Generative AI in Digital Marketing	2	1	0	3
5	STE	MDM4508	Online Reputation Management	2	1	0	3
6	STE	MDM4509	Affiliate and Influencer Marketing	2	1	0	3
7	STE	MDM4510	Interactive Content Marketing	2	1	0	3
8	STE	MDM4511	B2B Digital Marketing	2	1	0	3
9	STE	MDM4512	AI and Chatbots in Marketing	2	1	0	3
10	STE	MDM4513	E Commerce and Digital Payment	1	1	2	3

Table 17.2: MBA-(Digital Marketing) Program Structure 2026-2028: Practice (PR)							
S. NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PR	MBA8001	Summer Internship Project	-	-	-	4
2	PR	MBA8301	Capstone Research Project	-	-	-	6
Total							10

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 2nd and 3rd 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: List of Elective Courses under various Specializations/Stream Basket:

SPECIALIZATION TRACK							
TRACK CORE – DIGITAL MARKETING							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STC1	MDM4501	E-Mail Marketing Campaign	2	1	0	3
2	STC2	MDM4502	Website Design and Development	2	1	0	3
3	STC3	MDM4503	Social Media Advertising	2	1	0	3
4	STC4	BAL4521	Marketing Analytics	1	1	2	3
Total							12
TRACK ELECTIVE – DIGITAL MARKETING							
List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STE	MDM4504	Search Engine Ranking Optimization	2	1	0	3
2	STE	MDM4505	Search Engine Advertising	2	1	0	3
3	STE	MDM4506	Mobile App Marketing	2	1	0	3
4	STE	MDM4507	Generative AI in Digital Marketing	2	1	0	3
5	STE	MDM4508	Online Reputation Management	2	1	0	3
6	STE	MDM4509	Affiliate and Influencer Marketing	2	1	0	3
7	STE	MDM4510	Interactive Content Marketing	2	1	0	3
8	STE	MDM4511	B2B Digital Marketing	2	1	0	3
9	STE	MDM4512	AI and Chatbots in Marketing	2	1	0	3
10	STE	MDM4513	E Commerce and Digital Payment	1	1	2	3

20. Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option

Proposed Semester Grid							
MDM Batch 2026-28							
S.NO	BASKET	COURSE CODE	SEMESTER I	L	T	P	C
1	PC	MBA4001	Business Statistics	3	1	0	4
2	PC	ENG4002	Applied English Communication	2	0	2	3
3	PC	MBA4002	Financial Accounting and Reporting	3	1	0	4
4	PC	MBA4003	Human Behaviour in Organizations	3	0	0	3
5	PC	MBA4004	Managerial Economics	3	0	0	3

6	PC	MBA4005	Production Operations and Logistics Management	3	0	0	3
7	PC	MBA4006	Marketing Management - Theories and Practices	3	0	0	3
8	PC	MBA4007	Spreadsheets for Business	1	0	2	2
9	PC	PPS4015	Corporate Readiness Program- I	0	0	2	0
			Total Credits (9 Courses)				25
S.NO	BASKET	COURSE CODE	SEMESTER II	L	T	P	C
1	PC	MBA4008	Business Research Methods	3	0	0	3
2	PC	MBA4009	Applied Data Analysis and Visualization	1	0	2	2
3	PC	MBA4010	Digital Marketing	2	1	0	3
4	PC	MBA4011	Corporate Finance	3	0	0	3
5	PC	MBA4012	Human Capital Management	3	0	0	3
6	PC	MBA4013	Fundamentals of Business Analytics	1	0	2	2
7	PC	ENG4001	Global Business Communication	2	0	2	3
8			STC – 1	3	0	0	3
9			STC- 2	3	0	0	3
10	PC	PPS4010	Corporate Readiness Program – II	0	0	2	0
11	PC	APT4027	Aptitude for Employability – I	0	0	2	0
			Total Credits (11 Courses)				25
S.NO	BASKET	COURSE CODE	SEMESTER III	L	T	P	C
1	PC	MBA4014	Business Strategy and Corporate Transformation	2	1	0	3
2	PC	MBA4015	Business Law and Regulatory Compliance	3	0	0	3
3	STC3		STC 3	2	1	0	3
4	STC4		STC 4	2	1	0	3
5	STE		STE1	2	1	0	3
6	STE		STE2	2	1	0	3
7	STE		STE3	2	1	0	3
8	STE		STE4	2	1	0	3
9	PR	MBA8001	Summer Internship Project	-	-	-	4
10	PC	PPS4011	Corporate Readiness Program – III	0	0	2	0

11		APT4028	Aptitude for Employability – II	0	0	2	0
			Total Credits (11 Courses)				28
S.NO	BASKET	COURSE CODE	SEMESTER IV	L	T	P	C
1	PC	MBA4016	Governance, Business Ethics and ESG Management	2	1	0	3
2	PC	MBA4017	Entrepreneurship and Innovation Management	2	1	0	3
3	STE		STE 5	2	1	0	3
4	STE		STE6	2	1	0	3
5	STE		STE7	2	1	0	3
6	STE		STE8	2	1	0	3
7	PR	MBA8301	Capstone Project	-	-	-	6
			Total Credits (7 Courses)				24
Grand Total			102 Credits				

21.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

1st Semester:

Course Code: MBA4007	Course name: AI for Managers Course type: Specialization Track Elective	L- T - P- C	2	0	0	2
Version No.						
Course Pre-requisites	• Applied Business Statistics • Applied Data Analysis and Visualization • Fundamentals of Business Analytics					
Anti-requisites	Nil					
Course Description	This course provides MBA students with a managerial understanding of Artificial Intelligence (AI) and its strategic role in modern organizations. The course focuses on AI concepts, business applications, decision-making support, organizational transformation, and responsible AI adoption. Emphasis is placed on understanding AI from a business and managerial perspective rather than technical implementation.					
Course objective	This course is designed to enhance managerial competencies by developing students' understanding of Artificial Intelligence concepts and business applications through experiential and participative learning.					
Course Out Comes	Upon successful completion of the course, students shall be able to: CO1: Explain the fundamental concepts, evolution, and strategic significance of Artificial Intelligence in contemporary business organizations. CO2: Analyse the application of AI technologies across major business functions to enhance decision-making, operational efficiency, and customer value. CO3: Analyze the role of Artificial Intelligence in driving digital transformation, business innovation, strategic decision-making, and sustainable competitive advantage across organizations. CO4: Assess AI adoption strategies, ethical considerations, governance frameworks, and future trends for responsible and sustainable AI implementation in organizations.					
Course Content:						
Module 1	Introduction to AI and Managerial Decision Making	Group Assignment	Participative Learning	(6 Hours)		
Topics: Introduction to Artificial Intelligence, Evolution of AI, Types of AI, AI Ecosystem, AI versus Traditional Analytics, Role of AI in Business Decision-Making, Data-Driven Organizations, AI and Competitive Advantage, AI Adoption Trends, Business Opportunities Created by AI, AI Value Creation Frameworks, and Challenges in AI Implementation.						

Module 2	AI Applications Across Business Functions	Case Discussion:	AI-Driven Business Transformation	(8 Hours)
Topics: AI in Marketing and Customer Analytics, AI in Human Resource Management, AI in Operations and Supply Chain Management, AI in Finance and Risk Management, AI in Sales and Revenue Optimization, Customer Experience Management, Business Process Automation, Intelligent Decision Support Systems.				
Module 3	AI-Driven Innovation and Business Transformation	Group Presentation:	AI Applications in Business Innovation	(8 Hours)
Topics: AI and Digital Transformation, AI for Business Innovation, Intelligent Automation, AI in Customer Experience Management, AI for Product and Service Innovation, AI in Strategic Decision-Making, Predictive Analytics for Business Growth, AI-Enabled Business Models, AI and Competitive Advantage, Organizational Transformation through AI, AI for Sustainability and Social Impact.				
Module 4	AI Strategy, Ethics and Future of Business	Group Discussion:	Responsible AI and Business Leadership	(8 Hours)
Topics: AI Strategy Formulation, Organizational Readiness for AI Adoption, AI Leadership and Change Management, AI Governance Frameworks, Responsible AI Principles, Ethics and Fairness in AI Systems, Explainable AI, Data Privacy and Security, Future Trends in AI, and AI for Sustainable Business Innovation.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Assignments: A1: Module 1 – Assignment A2: Module 2 – Case Study Analysis A3: Module 3 – Group Presentation A4: Module 4 – Group Discussion				
Text Book: T1 – Artificial Intelligence for Managers. (2020). BPB Publications. T2 – Marr, B. (2021). <i>Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems</i> . Wiley.				
Reference books R1 – Russell, S., & Norvig, P. (2021). <i>Artificial Intelligence: A Modern Approach</i> (4th Edition). Pearson. R2 – Davenport, T. H., & Ronanki, R. (2019). <i>The AI Advantage: How to Put the Artificial Intelligence Revolution to Work</i> . MIT Press. R3 – Marr, B. (2019). <i>Artificial Intelligence in Practice</i> . Wiley. R4 – Shrestha, Y. R., Ben-Menahem, S. M., & Von Krogh, G. (2019). <i>Organizational Decision-Making Structures in the Age of Artificial Intelligence</i> . California Management Review.				
Case studies 1. https://www.researchgate.net/publication/385137928 The Impact of Artificial Intelligence on Business Strategy Case Studies Competitive Advantages and Strategic Implications				

2. https://www.researchgate.net/publication/392470720_Harnessing_Artificial_Intelligence_for_Business_Intelligence_A_Case_Study_on_Transforming_Data-Driven_Decision-Making	
Catalogue prepared by	Faculty School of Management – PG- Dr P.Sudarkodi
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA4004	Course name: Managerial Economics Course type: School Core	L- T - P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	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 Out Comes	CO1: Understand the principles of managerial economics and the economic behavior demand and supply of individuals in the market. (Understand) CO2: Apply production and cost relationships to recommend strategies in business decision-making for efficiency and profitability (Apply) CO3: Analyze pricing and output decisions across different market structures, considering risks, uncertainties, and government interventions (Analyze) CO4: Evaluate economic growth, consumption, savings, and the impact of fiscal and monetary instruments to formulate judgments on their effectiveness in addressing contemporary macroeconomic challenges (Evaluate)					
Course objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques					
Course Content:						

Module 1	Introduction to Managerial Economics and Consumption Decision	Assignment 1: Participatory Learning from research paper	Assessment 1 – Case Study	12 Sessions
Nature, scope, and significance of managerial economics in decision-making. Relationship of managerial economics with microeconomics, macroeconomics, and functional areas of management, Role of managerial economics in modern business strategy, Factors of production and circular flow of economy, Fundamental economic concepts: scarcity, choice, opportunity cost, marginal analysis, PPF. 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. Supply Analysis: Law of Supply – Price elasticity of supply Price Equilibrium.				
Module 2	Theory of Production and Costs	Assignment 2: Participatory learning from E Library resource	Assessment 2 – Quiz	8 Sessions
Defining production- The production function: short vs long run – Average, marginal and total product, Three stages of production- concept of isoquant. Defining costs and various cost concepts – Fixed and variable costs - Average, marginal and total costs, equation, schedule and diagram – Cost curves and their shapes in short and long runs, Economies and diseconomies of scale at firm level, Applications of cost analysis in managerial decision-making (Break-even analysis).				
Module 3	Market Structure and Price -output Decisions	Assignment 3: Participatory Learning and teamwork	Assessment 3- Mini Project on varied sectors and report writing	10 Sessions
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). Pricing practices: 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.				
Module 4	Macroeconomics Concepts & Fiscal and Monetary policy	Assignment 4: Participatory Learning	Assessment 4 – Case Study – Macro scenario Analysis	15 Sessions
Macroeconomic issues and concepts –The Circular flow of income in different sectors of economy, concepts and measurement of National Income, Business Cycle Indicators, Say's law, Keynesian theory of income determination (MPC, MPS). Aggregate Supply-Aggregate demand- The multiplier. Objectives and instruments of fiscal and monetary policy. The union budget process, Functions of Central Bank, Inflation & Deflation: meaning, Types - Consumer Price Index – Wholesale Price Index – impact on purchasing power and economic stability.				

Targeted Application & Tools that can be used: Case Study Analysis – Application of demand forecasting, pricing strategies, and production decisions in real companies. Quantitative Tools – Regression analysis, elasticity measurement, break-even analysis, cost-volume-profit analysis, decision trees, and elasticity measurement. Software / Tools – Excel for data analysis for mini projects Business Reports & Presentations – Students prepare decision-focused reports analyzing cost structures, pricing policies, or market entry strategies.	
Text Books: T1: Kaur, S., & McEachern, W. A. (2022). <i>Microeconomics: A South Asian perspective</i> . Cengage Learning T2: Kaur, S., & McEachern, W. A. (2018). <i>Macroeconomics: A South Asian perspective</i> . Cengage Learning	
Reference books: R1: Salvatore, D., & Rastogi, K. R. (2020). <i>Managerial economics: Principles and worldwide applications</i> (9th Indian ed.). Oxford University Press. R2: Mankiw, N. G., & Taylor, M. P. (2023). <i>Macroeconomics</i> . Cengage Learning.	
Catalogue prepared by	Dr. Bipasha Maity
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA4005	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 SKILL DEVELOPMENT of the learner by using PROBLEM SOLVING techniques.				

Course Out Comes	Upon completing this course, students will be able to: 1. Analyze production and logistics challenges using key operational theories. 2. Evaluate supply chain performance with industry-specific metrics. 3. Develop efficient logistics solutions that optimize cost and resources. 4. Apply problem-solving strategies to improve production workflows.			
Course Content:				
Module 1	Introduction to Production Operations		Assessment 1 - Quiz	11 Hours
This module lays the foundation for understanding production systems and operations management. Students will explore: • Types of Production Systems – Job production, batch production, mass production, and continuous production. • Operations Strategy – Aligning production processes with business goals. • Productivity and Efficiency – Techniques to measure and improve performance. • Technology in Operations – Role of automation, robotics, and AI in modern production.				
Module 2	Supply Chain and Inventory Management		Assessment 2 – Case Study	11 Hours
This module delves into supply chain dynamics and inventory control methods to optimize operations. Topics include: - Demand Forecasting – Methods like time series analysis and regression models. - Inventory Management – Economic Order Quantity (EOQ), Just-In-Time (JIT), and Vendor-Managed Inventory (VMI). - Lean & Agile Supply Chains – Strategies for minimizing waste and improving responsiveness. - Supply Chain Risk Management – Handling disruptions and building resilient networks.				
Module 3	Logistics and Distribution Strategies		Assessment 3 – Case Analysis	11 Hours
In this module, students will explore efficient logistics models to ensure seamless flow of goods and services. Key areas include: - Transportation Modes – Road, rail, air, and sea; comparative advantages. - Network Optimization – Designing distribution channels for cost and service efficiency. - Warehouse Management – Layout design, automation, and performance metrics. - Technological Advancements – Blockchain, IoT, and AI-driven logistics solutions.				
Module 4	Optimization in Production and Logistics		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

This module focuses on improving operations using analytical tools and emerging trends. Topics covered: • Process Improvement Methodologies – Six Sigma, Kaizen, and Total Quality Management (TQM). • Data-Driven Decision Making – Using analytics for production planning. • Sustainability in Logistics – Green supply chain initiatives and carbon footprint reduction. • Future of Operations Management – AI, predictive modelling, and smart factories.	
Targeted Application & Tools that can be used: Project work/Assignment: Students will develop a logistics optimization model for a real-world business case, integrating production efficiency techniques	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course	
Web Resources: • Supply Chain Digital: www.supplychaindigital.com • Logistics Management Magazine: www.logisticsmgmt.com • MIT Supply Chain Research: www.mit.edu/supplychain Sample Data Set: Real-time industry data on supply chain optimization and logistics modelling will be provided for case study analysis.	
• Text Book: Chopra, S., & Meindl, P. (2021). <i>Supply Chain Management: Strategy, Planning, and Operations</i>. Pearson.	
References: • Russell, R.S., & Taylor, B.W. (2020). <i>Operations Management: Creating Value Along the Supply Chain</i>. Wiley. • Christopher, M. (2016). <i>Logistics and Supply Chain Management</i>. Pearson.	
Catalogue prepared by	Shivaprasad S
Recommended by the Board of Studies on	BOS NO: 18 th held on 6 th June 2025
Date of Approval by the Academic Council	26 th Academic Council Meeting held on 25 th July 2025

Course Code: MBA4001	Course name: Business Statistics Course type: Program Core	L- T - P- C	3	1	0	4
Version No.						
Course Pre-requisites	NIL					
Anti-requisites	NIL					

Course Description	Business statistics course helps students to analyze and interpret data, which aids them in managerial decision-making. The course contains descriptive statistics, probability and probability distributions and tests of hypotheses. The course is analytical in nature and enables the students to apply various statistical tools to solve business problems effectively.			
Course Out Comes	CO1	Describe the data using descriptive statistics.		Understand
	CO2	Solve business related problems involving probabilities		Apply
	CO3	Solve business related problems using probability distributions.		Apply
	CO4	Test hypotheses using relevant testing procedures.		Analyse
Course objective	The course aims at SKILL DEVELOPMENT with experiential problem-solving activities.			
Course Content:				
Module 1	Measures of Location and Variation	Experiential learning	Quiz	12L+4T
Measures of Location – mean, median and mode for grouped and ungrouped data, weighted mean and geometric mean for ungrouped data, quartiles and percentiles for grouped and ungrouped data, their relative merits and demerits. Measures of variation – range, interquartile range for grouped and ungrouped data Standard deviation, variance and coefficient of variation (grouped and ungrouped data).				
Module 2	Correlation, Regression and Probability	Experiential learning	Mini Project	12L+4T
Correlation – Scatter plot, Karl Pearson and Spearman’s rank correlation. Simple linear regression. Random experiment, sample space, event, equally likely events, mutually exclusive events and complement of an event. Classical approach to probability, simple probability, joint probability and marginal probability Addition and multiplication rules of probability, independence of events. Conditional probability and Bayes theorem.				
Module 3	Random Variable and Probability Distributions	Experiential learning	Problem Solving	14L+4T
Random variable – Discrete and Continuous random variable. Expected value and variance of a discrete random variable. Covariance, Portfolio expected return and portfolio risk. 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.				
Module 4	Introduction to Testing of Hypothesis	Experiential learning	Problem Solving	7L+3T
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 – known and unknown variance. Test for single proportion.				
Targeted Application & Tools that can be used: Microsoft Excel				
Reference books 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 th edition Cengage learning, New Delhi. Reference books: R1. Levine D M, Stephan D F, Szabat K A (2016) Statistics for Managers, 7 th edition, New Delhi R2. Ken Black (2010) Business Statistics for Contemporary Decision Making, 6 th ed. John Wiley and sons, New Delhi Online Resources: E- resources 1. https://datahub.io/core/oil-prices#resource-brent-daily 2. https://datahub.io/core/bond-yields-us-10y#resource-bond-yields-us-10y_zip 3. https://datahub.io/core/finance-vix#resource-vix-daily				
Catalogue prepared by	Dr. Jayakrishna Udupa H School of Management – PG			
Recommended by the Board of Studies on				
Date of Approval by the Academic Council				

Course Code: ENG4002	Applied English Communication	L- T- P- C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					

Course Description	The course prioritizes communication skills through LSRW across four modules. Students develop fluency in different scenarios via interactive role-plays and peer discussions, covering communication basics, active listening, everyday professional speaking, and presentation skills. The curriculum builds in English Language communication.			
Course Out Come	On successful completion of the course the students shall be able to: 1. Interpret communication barriers for effective strategies in professional contexts. 2. Practice communication by critiquing and justifying responses. 3. Employ communication strategies. 4. Prepare structured presentations. 5. Analyze integrated communication skills through simulated professional scenarios.			
Course Content: Theory				
Module 1	Overcoming Communication Barriers	Assignment	Barrier Hunt (Case- Study/ Real-life situations)	4 sessions
Topics: - Identifying Listening Barriers - Practicing Active Listening using Case Studies. - Confirming Understanding in Discussions - Breaking Noise and Distraction Barriers (Focus: Listening and Speaking)				
Module 2	Building Response Competence	Assignment	Justification Debate	4 sessions
Topics: - Paraphrasing Key Messages - Summarizing Complex Inputs - Crafting Emotionally Appropriate Replies - Justifying Response Choices (Focus: Speaking and Reading)				
Module 3	Everyday Business Speaking	Assignment	Style Switch Exercise	4 sessions
Topics: - Developing Situational Strategies - Adapting Message Styles - Reading Audience Cues (Focus: Reading, Writing, and Speaking)				
Module 4	Mastering Presentations	Assignment	Presentation/Team Talks/Q&A	4 sessions

			Simulation	
Topics: • Structuring Oral Deliveries • Engaging Audiences Effectively • Handling Spontaneous Questions • Summarizing Presentation Insights (LSRW Integrated)				
Course Content: Tutorial Sessions				
Module 1	Overcoming Communication Barriers		3 sessions	
• Breaking Noise and Distraction Barriers • Practicing Active Listening using Case Studies.				
Module 2	Building Response Competence		3 sessions	
• Paraphrasing Key Messages • Crafting Emotionally Appropriate Replies				
Module 3	Everyday Business Speaking		3 sessions	
• Developing Situational Strategies • Reading Audience Cues				
Module 4	Mastering Presentations		3 sessions	
• Structuring Oral Deliveries • Engaging Audiences Effectively				

Course Code: MBA4003	Course name: Human Behaviour in Organizations Course type : PC	L- T - P- C	3	0	0	3
Version No.	3.0					
Course Pre-requisites	A Bachelor's degree in any discipline and basic awareness of Human behavior.					
Anti-requisites	Nil					
Course Description	This course examines the impact of individual, team, and organizational factors on workplace behavior and performance. Tailored for MBA students, it integrates foundational theories with practical applications to develop key competencies in motivation, perception, leadership, communication, decision-making, and change management. Through case analyses, interactive discussions, and applied projects, students gain actionable insights					

	into managing people, enhancing collaboration, and leveraging behavioral principles to address complex business challenges. The course equips future leaders with the knowledge and skills to navigate organizational dynamics effectively, drive meaningful change, and create strategic value with empathy and professionalism.			
Course Out Comes	On completion of this course, the student will be able to: CO1: Understand the fundamental concepts of individual and group behavior within organizations, including motivation, perception, and attitude formation, and their influence on workplace outcomes. CO2: Apply behavioral theories and frameworks to analyze workplace situations and recommend effective strategies for enhancing team dynamics, communication, and leadership effectiveness. CO3: Analyze behavioral challenges in organizational settings by integrating concepts related to decision-making, conflict resolution, and change management to develop informed managerial insights. CO4: Evaluate organizational practices and culture through case-based assessments to determine their impact on employee performance, readiness for change, and overall organizational effectiveness.			
Course objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques			
Course Content:				
Module 1	Introduction to Human Behavior in Organization (OB)		Assessment 1 - Quiz	9 sessions
Importance, Nature and scope of Organization Behavior, Managers' Roles & Skills, Discipline that contribute to OB.; Challenges and Opportunities of OB - Workforce Diversity, Inclusion, Benefits and Challenges of DEI, Managing Virtual Workforce, Ethical Behaviors in organizations, Workplace Happiness.				
Module 2	Individual Behaviours- Perceptions, Attitudes Personality & Learning		Assessment 2 – Case Analysis	12 sessions
Perception: Meaning, Factors affecting Perceptions, Perception process & errors. Attitudes – Definition, Components of attitudes, Dual Continuum, Characteristics of attitudes. Personality: Meaning, its Determinants, Theories - The Myers-Briggs Type Indicator, The Big Five Personality Model. Learning Theories: Classical & Operant conditioning, Social Learning theories. (Application)				
Module 3	Motivation Concepts and its Applications		Assessment 3 – Group Presentation/ Assignment	12 sessions

Motivation: Meaning, Motivation process, Needs, Drives & incentives for motivation. Classic & Contemporary Theories of Motivation: Hierarchy of Needs Theory, Herzberg's Two-Factor Theory, McClelland's Theory of Needs, Expectancy theory, Extrinsic & Intrinsic Rewards to Motivate Employees. Applications of Motivation in Organizational Behavior: Meaning of Job design, job enrichment & Employee empowerment. (Analyze)				
Module 4	Group Behaviour and Leadership		Assessment 4 – Mini Project/Team Building Activity	12 sessions
Group Behavior: Definition of 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, Blake and Mouton's Managerial Grid Theory, Situational Theory, Leadership Styles: Charismatic leadership, Transactional and Transformational leadership, Servant Leadership, Meaning: Organization Development and Organization Change, Role of change agent, Lewin's three-step model (Evaluate).				
Targeted Application & Tools that can be used: Role Plays, Psychometric tests and analysis, personality tests, Leadership quizzes, Team Building games.				
Text Book: T1- Robbins, S. P., & Judge, T. A. (2025). Organizational behavior (19th ed.). Pearson Education. Reference books - R1 – Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). <i>Organizational behavior: An evidence-based approach</i> (14th ed.). Information Age Publishing. VitalSource. - R2- Sanket Sunand Dash (2021). Organizational Behavior, Thirteenth Edition, Wiley India Pvt. Ltd.				
Catalogue prepared by	Dr. A. ABIRAMI School of Management – PG			
Recommended by the Board of Studies on				
Date of Approval by the Academic Council				

Course Code: MBA4002	Course Name: Financial Accounting and Reporting	L-T-P-C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	This course provides comprehensive knowledge of financial accounting, corporate reporting, financial analytics, budgeting, and contemporary accounting practices using digital tools and technologies. It emphasizes practical application through Excel-based problem solving, annual report analysis, budgeting techniques, cloud accounting, AI-driven accounting					

	systems, and sustainability reporting for effective managerial decision-making			
Course Outcomes	CO1: Understand accounting foundations, GAAP, IND-AS/IFRS, ethics, depreciation, accounting entries, trial balance, BRS, Tally Prime, and Google Sheets (Understanding) CO2: Apply financial reporting principles to prepare statements and analyze annual reports for corporate decisions. (Applying) CO3: Analyse financial statements using ratio analysis, DuPont analysis, and forecasting for business intelligence and decision-making. (Analyzing) CO4: Apply strategic cost and budgetary techniques to prepare budgets and support managerial financial decision-making. (Applying) CO5: Analyze contemporary accounting practices using digital systems, AI, sustainability reporting, and startup budgeting techniques effectively. (Analyzing)			
Course Objectives:	This course is aimed at Skill Development , in Financial Accounting and Reporting, by using Participative Learning activities.			
Module 1	Foundations of Financial & Digital Accounting	Lecture Method	Understand	13 Sessions
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 IND-AS and IFRS, Accounting ethics and transparency, BRS, Depreciation Accounting– Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method , (Use the excel sheet for problem solving). Practical Problem:- Accounting Entries, Ledger, Trial Balance, BRS, Depreciation, Tally Prime overview/demo, Google Sheets for accounting				
Module 2	Corporate Financial Reporting & Disclosure	Participative Learning	Apply	13 Sessions
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). Annual Report Analysis, Practical Problem:- Statement of Profit and Loss, and Balance sheet with basic adjustments, Notes to Accounts, Cash Flow Statement, Analysis of listed company annual reports, Preparation of financial statements using Excel				
Module 3	Financial Analytics & Business Intelligence	Group Discussion	Analyze	11 Sessions
Horizontal and Vertical Analysis of Balance sheet and income statement, Ratio analysis- Liquidity, Profitability, Solvency, Turnover and Market test ratios, DuPont Analysis, Financial forecasting, Business analytics in accounting (Use the excel sheet for problem solving). Practical Problem:- Analysis of Balance sheet and income statement, Common Size, Trend and Comparative Analysis, Excel ratio analysis automation, Financial forecasting models.				
Module 4	Strategic Cost & Budgetary Management	Skill based Learning	Apply	13 Sessions
Cost and its classification, budgetary control- preparation of Cash budget and Flexible budget, Zero-Based Budgeting, Performance Budgeting, Budgeting for startups, Practical Problem:- Cash budget and Flexible budget, Budget preparation in Excel.				
Module 5	Contemporary issues in Accounting	Experiential Learning	Mini Project	10 Sessions

Digital Accounting Systems, Cloud Accounting concepts, AI and Automation in Accounting, Integrated Reporting, Sustainability reporting basics, Segment reporting. Budgeting for startups.	
Targeted Application & Tools that can be used: This course equips MBA students with practical knowledge and skills required for careers as financial analyst, Accounts officer, credit risk analyst, corporate accounting analyst. Microsoft Excel: Financial statement analysis, Ratio analysis, Cash flow forecasting, Credit scoring models, Sensitivity and scenario analysis Microsoft Power BI: Growth analysis, Data visualization Tableau: Presenting accounting and financial insights	
Textbook (T1) 1. Weygandt, J. J., Kimmel, P. D., & Mitchell, J. E. (2024). Accounting principles (15th ed.). Wiley. ISBN-13: 978-1-394-24349-5 Reference Books 1. Dhamija, S. (2023). Financial accounting for managers (4th ed.). Pearson India. https://link.ebrpl.com/portal/2On1dr-Vbrg 2. Atrill, P., & McLaney, E. J. (n.d.). Accounting and finance for non-specialists (11th ed.). Pearson.	
Catalogue prepared by	Dr. Pramod Kumar Pandey
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	

Course Code: MBA4006	Course Name: Marketing Management - Theories and Practices Course Type: Theory		L - T - P - C	3	0	0	3
Version No.	1.0						
Course pre-requisites	Nil						
Anti-requisites	Nil						
Course Description	This course introduces students to the principles and practices of contemporary marketing management. It focuses on understanding customer needs, creating customer value, developing marketing strategies, and making decisions related to product, pricing, distribution, and promotion. The course integrates traditional marketing concepts with emerging trends such as digital marketing, customer experience management, and technology-enabled marketing. Through case studies, projects, and participative learning activities, students will develop analytical and managerial skills required to address real-world marketing challenges. On completion of this course students would have acquired the capacity to critically think, identify marketing issues, draft marketing plans, draw data-driven decisions.						
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Explain fundamental marketing concepts and consumer behaviour influencing marketing decisions. (Understanding) CO 2: Develop product and branding strategies for competitive advantage. (Applying) CO 3: Analyze pricing and distribution decisions in diverse market contexts. (Analyzing) CO 4: Evaluate integrated marketing communication campaigns using traditional and digital media. (Evaluating)						
Course objective	This course is aimed at SKILL DEVELOPMENT , in Marketing Management, by using PARTICIPATIVE LEARNING activities.						
Course Content:							
Module 1	Concepts of Marketing	Case Study (Participative Learning)	Assessment 1 – Quiz		12 Sessions		
Topics: Concept of Marketing, Needs, Wants and Demand, Nature & Importance of Marketing, 5 Philosophies of Marketing Management, Green Marketing. 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. Customer Value & Satisfaction, Customer Lifetime value, Relationship Marketing.							

Module 2	Product	Presentation (Participative Learning)	Assessment 2 – Assignment	11 Sessions
Topics: Product – Meaning, Product Mix – Product Line, Length and Depth, Product Line Analysis & Decisions, Product Innovation, New Product Development - Product Life Cycle (PLC) – PLC Strategies, Product vs. Brand, Benefits of Branding, Brand Positioning, Brand Equity, Fifth 'P' - Packaging and Labelling.				
Module 3	Price & Place	Case study (Participative Learning)	Assessment 3 – Case Analysis	11 Sessions
Topics: Pricing – Importance of Pricing, Setting the Price, Pricing Objectives, and Steps in Pricing, Types of Pricing – Dynamic Pricing, Psychological 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. Omnichannel Marketing, E-Commerce Distribution, Organized Retail.				
Module 4	Promotion & Technology-Enabled Marketing	Group Discussion (Participative Learning)	Assessment 4 – Mini Project	11 Sessions
Topics: Promotion Mix - Advertising, Sales Promotion, Events & Experiences, Direct Marketing and Public Relations & Publicity, Personal Selling – Pros & Cons. Integrated Marketing Communications (IMC) – Traditional & Digital Marketing, social media - Steps in Promotional Planning - Media Planning, Budgeting, Ad Campaign development. Managing consumer journey & experiences using technology – concepts & use cases, AI in Marketing, CRM, Marketing Automation, Marketing Metrics & Analytics.				
Targeted Application & Tools that can be used: Canva, Google Forms, ChatGPT, Gemini, Claude, Meta Business Suite, Google Trends, HubSpot CRM & all social media Platforms (Instagram, Facebook, LinkedIn, X, YouTube).				
Reference books Text Book T1: Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2020). Marketing Management: A South Asian Perspective (15th ed.). Pearson Education. References R1: Aaker, D. A., & Moorman, C. (2023). Strategic Market Management (12th ed.). Wiley. R2: Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.				
Catalogue prepared by	Dr. Chithambar Gupta V School of Management			
Recommended by the Board of Studies on	BOS NO:			
Date of Approval by the Academic Council	27 th Academic Council Meeting held on			

Semester 2:

Course Code: MBA4008	Course name: Business Research Methods Course type: Program Core		L- T - P- C	3	0	0	3
Version No.							
Course Pre-requisites	Business Statistics						
Anti-requisites	Nil						
Course Description	Business Research Methods provides the theoretical and practical base for a straightforward research project such as a term paper in any of the elective courses. It consists of modules, which cover the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. The course first emphasizes the research process and the importance of the literature review. It then focuses upon the appropriateness of specific research methods, sources of business information, methods of data capture, questionnaire design, types of sampling, introduction to qualitative methods of research, preparation of project proposal. Elements of statistical inference, hypothesis testing, introduction to multivariate statistics, parametric & non- parametric tests. Students are encouraged to critically evaluate different strategies and methods by identifying both the strengths and weaknesses of qualitative and quantitative methods.						
Course Out Comes	CO1	Apply the relevant business research methods for solving business research problems.			Apply		
	CO2	Use appropriate data collection methods to carry out business research.			Apply		
	CO3	Employ suitable measurement techniques and sampling designs to elicit data.			Apply		
	CO4	Analyse the data using appropriate statistical tools.			Analyse		
Course objective	The course aims at SKILL DEVELOPMENT with experiential problem-solving activities.						
Course Content:							
Module 1	Introduction to Business Research Methods	Experiential learning	Review of Literature		12 hours		
Role of business research – applied and basic business research – managerial value of business research. Theory building – research concepts, constructs, propositions, variables and hypotheses – the scientific method of conducting research. The business research process – types of business research – exploratory, descriptive and causal. Stages in the research process. Review of literature. Problem definition process, research objectives, questions and hypotheses. The research proposal							
Module 2	Data Collection	Experiential learning	Quiz		12 hours		

	Methods and Qualitative Research			
Primary data – survey research – errors in survey research – survey research methods. Personal interviews – telephone interviews – self-administered questionnaires. Observation methods. Secondary data – advantages, disadvantages and sources. Qualitative research – uses, orientations to qualitative research. Techniques in qualitative research – Focus group interview, depth interviews.				
Module 3	Measurement Concepts, Questionnaire design and Sampling	Experiential learning	Mini Project	12 hours
Introduction – variables – constructs – measurement scales – nominal, ordinal, interval and ratio. Criteria for good measurement – reliability and validity. Attitude measurement – attitude rating scales – Likert scale, semantic differential scale. Questionnaire design – Basic considerations – wording questions – guidelines for constructing questions – questionnaire layout. Sampling – population, sample, sampling frame, sampling units, sampling and non – sampling errors. Non – probability sampling – convenience, judgment, quota and snowball sampling. Probability sampling – simple random sampling, systematic sampling, stratified sampling methods.				
Module 4	Hypothesis Testing, Data Analysis and report writing	Experiential learning	Problem solving	9 hours
Testing of hypothesis – test for two means – known variances and unknown but equal variances, paired t test, test for two proportions. Chi square test for independence of attributes. Introduction to multivariate data analysis. Report writing – report format – parts of the report.				
Targeted Application & Tools that can be used: Microsoft Excel				
Reference books Text Book(s): T 1: Zikmund, W. G., Babin, B. J., Carr, J.C. & Griffin, M. Business Research Methods: A South Asian Perspective. Delhi: Cengage Learning. 2019 Reference Book(s): R 1: Anderson, Sweeney, Williams, Camm and Cochran. Statistics for Business and Economics. Delhi: Cengage R2: Naresh K Malhotra and Satyabhushan Das. Marketing Research – An Applied Orientation, 7th edition, Pearson.2025				
Catalogue prepared by	Dr. Jayakrishna Udupa H School of Management – PG			
Recommended by the Board of Studies on				
Date of Approval by the Academic Council				

Course Code:	Course Name: Digital Marketing Course Type: Theory	L - T - P - C	2	1	0	3
Version No.	1.0					
Course pre-requisites	Marketing Management					
Anti-requisites	Nil					
Course Description	This course provides a 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 Search Engine, mobile, email, and AI-based marketing. Designed with a progressive structure, learners begin by creating a brand website, then enhance discoverability using SEO, SEM and organic tools, followed by campaign execution via paid media and finally, integrating cutting-edge direct and AI-led marketing innovations.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Apply Digital Marketing core concepts, significance of digital presence, digital tools, platforms and best practices. (Applying) CO 2: Apply SEO and content strategies to enhance online discoverability. (Applying) CO 3: Analyze different paid media platforms and cross-channel ad campaigns. (Analyzing) CO 4: Create mobile, email, affiliate campaigns using AI-based tools as unified marketing strategy. (Creating)					
Course objective	This course is aimed at SKILL DEVELOPMENT , in Digital Marketing, by using PARTICIPATIVE LEARNING activities.					
Course Content:						
Module 1	Fundamentals of Digital Marketing	Assignment (Participative Learning)	Case Study	12 Sessions (8L + 4T)		
Topics: Introduction to Digital Marketing-Traditional Vs Digital Marketing, Digital Marketing Framework, Inbound, Outbound and Interactive Digital Marketing. SEO Fundamentals: Importance of Search Engine, Keyword Research & Planning, Keyword Research Tools, Types of Keywords and match types, SEO Classification - On-page, Off-page, Technical SEO, Link Building, Crawling, Indexing. Page Ranking - Page Rank Algorithm, Search Behavior, Search Engine Result Page (SERP), Persona Building, Key Performance Indicators, Introduction to Wordpress and its applications						
Module 2	Search Engine Marketing (SEM) and DDA	Assignment (Participative Learning)	Article	11 Sessions (8L + 3T)		
Topics: Introduction to Search Engine Marketing (SEM), Pay per Click (PPC) – Key Concepts, Benefits, Goals, and Google Ad Words ranking formula, Cookies – Legal Aspects, CTA, Google Display Network (GDN), Factors contributing quality score, PPC Process, SEO vs. SEM, Google Ad Words Account & Campaign, Types of Digital Display Ads - Search, Display and Video, Allocating Budgets, Types of Remarketing, Real Time Bidding , Ad Scheduling.						

Module 3	Social Media Marketing	Assignment using E Library (Participative Learning)	Analyze and evaluate a brand's organic and paid digital strategies.	11 Sessions (8L + 3T)
Topics: Social Media Marketing – Introduction, Classification of Social Media Tools, Importance, Media Types and three key players, Social Media Channels and Tactics - (Whatsapp, Facebook, Instagram, LinkedIn, X, YouTube), Create a Business Page / Company Page, Organic Reach Vs. Paid Advertisements, Social Media tactics, Plug-ins, Social Media Tools, Blogs, Social Media goals, Whatsapp Business, ORM (Online Reputation Management).				
Module 4	AI-Driven Digital Marketing	Project (Experiential Learning)	Design and execute a multi-platform campaign.	11 Sessions (8L + 3T)
Topics: AI in Marketing: ChatGPT Applications, Canva AI, Chatbots, Predictive Content, Personalization, Voice Assistants, Mobile Marketing – Types, Tools and Techniques, SMS- Push notifications - Email Marketing – Tools and Techniques, Introduction to Content Marketing, Influencer Marketing and Affiliate Marketing, AR/VR Marketing Trends, Final Campaign Showcase & Reflection.				
Targeted Application & Tools that can be used: Social Media Platforms - Facebook, Instagram, LinkedIn, Twitter, YouTube. Tools – Wordpress, Asharefs, Mailchimp, SEMrush, UberSuggest, Google Trends, ChatGPT, Gemini, Perplexity, Grok, Meta AI, Canva, Lumen 5, Copy.ai, CoPilot, Jasper				
Text Book: T1: Gupta, Seema. <i>Digital Marketing</i> (3rd Edition, 2022). McGraw Hill Education. ISBN: 9789355320483 T2: Bhatia, Puneet Singh. <i>Fundamentals of digital marketing (3rd ed.)</i> . Pearson. ISBN: 9789357054928 References R1: Sachdev, Raj. (2024). <i>Digital marketing</i> . McGraw Hill Education. ISBN: 9781264608690 R2: Chaffey, Dave, & Ellis-Chadwick, Fiona. (2022). <i>Digital marketing: Strategy, implementation and practice</i> (8th ed.). Pearson Education. ISBN: 9781292400969				
Catalogue prepared by	Dr. Chithambar Gupta V School of Management			
Recommended by the Board of Studies on	BOS NO:			
Date of Approval by the Academic Council	27 th Academic Council Meeting held on			

Course Code: MBA4011	Course name: Corporate Finance Course type: Theory	L- T - P- C	2	1	0	3
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					

Course Description	This course introduces the core concepts of corporate finance, focusing on financial decision-making related to investment, financing, and dividend policies. It develops analytical skills in time value of money, cost of capital, capital budgeting, capital structure, and working capital management using numerical problems and case studies. The course enables students to evaluate financial alternatives and make value-maximizing decisions in organizations.			
Course Out Comes	1. Explain objectives of finance, agency issues and time value of money. (L2 Understanding) 2. Demonstrate the application of cost of capital concepts and EBIT–EPS analysis in making capital structure decisions. (L3 Applying) 3. Analyze capital investment alternatives by applying capital budgeting techniques, including PBP, NPV, IRR, ARR, and PI, to assess project feasibility and make informed investment decisions (L4 Analyzing) 4. Analyze working capital concepts and their role in maintaining organizational liquidity, and estimate working capital requirements for effective financial management (L4 Analyzing)			
Course objective	The course aims at Skill Development with respect to Corporate Finance with Participative learning .			
Course Content:				
Module 1	Introduction to Finance and Time Value of Money	Assignment	Case study	10 Sessions
Definition and Scope of Finance, Financial Manager's role, Financial Goal: Profit Maximization Vs Wealth Maximization, Agency Problems: Managers' Vs Shareholders' Goal, Ethics in Finance, Time Value of Money Future Value of a single cash flow, Present value of a single cash flow, Present value of an annuity due, Present value of a perpetuity, Loan amortization schedule, Problems on each sub topics. Case Study				
Module 2	Cost of Capital and capital structure planning	Assignment	Case study	13 Sessions
Long-term sources of finance: Bonds, Debentures, Preference shares and Equity shares. Cost of Capital – Meaning, Capital Asset Pricing Model, Weighted Average Cost of Capital (WACC) Factors Determining Capital Structure, EBIT-EPS Analysis, Leverages - Operating Leverage, Financial Leverage, Combined Leverage; Concept and Significance of Dividend Decision, Forms of Dividends: Cash Dividend, Bonus Shares, Share Split, Reverse Split, Buyback of Shares.				
Module 3	Capital Budgeting	Quiz	Case study	12 Sessions

Meaning and nature, Process of capital budgeting, kinds of capital budgeting decisions, Cash flow for investment analysis, Evaluation Techniques - Pay Back Period, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, NPV vs IRR, Reinvestment Assumption and Modified Internal Rate of Return (MIRR), NPV vs PI, Mutually Exclusive projects Case study.				
Module 4	Working Capital Management	Presentation	Case study	10 Sessions
Working Capital Management – Concepts, Kinds of working capital, Sources of Financing, Commercial Paper, Letter of Credit, Bill Discounting, Factoring, Factors determining working capital, Working capital policies – Conservative, Moderate, Aggressive. Working Capital Estimation.				
Targeted Application & Tools that can be used: This course equips students with essential corporate finance concepts that are highly relevant for careers such as Financial Analyst, Corporate Finance Executive, and Cash/Treasury Manager. Students gain practical exposure to financial decision-making processes, including loan EMI calculations, debt-equity mix evaluation, capital budgeting, and cost of capital estimation. To enhance analytical and decision-making skills, students can utilize tools such as MS Excel for financial modelling, EMI computation, ratio analysis, and capital structure evaluation, while Power BI can be used for financial data visualization, dashboard creation, and performance analysis. These tools enrich learning by enabling students to apply theoretical concepts to real-world financial scenarios				
Text books: T1: Pandey, I. M. (2025). Financial management (13th ed.). Pearson India Education Services. ISBN 978-9367134092. T2: Chandra, P. (2022). Financial management: Theory and practice (11th ed.). McGraw-Hill Education. ISBN 978-9355322203. Reference Books: R1: Damodaran, A. (2001). Corporate finance: Theory and practice (2nd ed.). John Wiley & Sons. R2: Brealey, R. A., Myers, S. C., Allen, F., & Edmans, A. (2023). Principles of corporate finance (14th ed.). McGraw-Hill Education. ISBN 9781265074159.				
Catalogue prepared by	Dr. Anitha. S. Yadav, Professor. School of Management.			
Recommended by the Board of Studies on				
Date of Approval by the Academic Council				

Course Code: MBA4012	Course Title: Human Capital Management Type of Course: Program Core	L	T	P	C
		3	0	0	3
Version No.	3.0				

Course Pre-requisites	A Bachelor's degree in any discipline and basic awareness of Human behavior.			
Anti-requisites	Nil			
Course Description	This course provides a comprehensive understanding of Human Capital Management with a strategic and practical orientation. It examines the evolution from traditional HRM to HCM, emphasizing workforce planning, talent acquisition, and the use of digital HR technologies. The course covers training and development, performance and potential management, and career growth practices to enhance employee capability. It also focuses on compensation management, employee retention, and attrition management in the Indian context. The course further introduces industrial relations, labour codes, dispute resolution mechanisms, and collective bargaining, enabling learners to manage employment relations effectively in contemporary organizations.			
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques.			
Course Out Comes	On completion of this course, the student will be able to: CO1: Explain Human Capital Management concepts and digital HR practices to workforce planning and talent acquisition. (Blooms Level: Understand) CO2: Apply training, development, and performance management systems to improve employee capability. (Blooms Level: Apply) CO3: Implement compensation planning and retention strategies to reduce employee attrition. (Blooms Level: Apply) CO4: Examine labour laws and industrial relations mechanisms in managing employment relations. (Blooms Level: Analyse)			
Course Content:				
Module 1	Introduction to HCM and Procuring Human Capital	Assessm ent	Quiz Test	12 Sessions
Introduction to Human Capital Management: Meaning, Scope, Importance, and Functions of HCM; Evolution from HRM to HCM; David Ulrich Model, Contemporary Trends – Workforce Diversity, Hybrid Work, Gig Workforce; Role of Digital HR – Social Media, Artificial Intelligence, Machine Learning, People Analytics, Metaverse, and Robotic Process Automation in HCM. Procuring Human Capital: Job Analysis – Meaning and Importance; Job Description and Job Specification; Human Resource Planning – Importance and Process; Talent Acquisition and Recruitment – Sources; Selection – Methods, Interviews, Tests, and Test Validity; Employee Orientation and Socialization. (Blooms Level: Understand) Training and Development: Concept and Types of Training; Training Need Assessment; On-the-Job and Off-the-Job Training Methods; Executive Development; Job Crafting and Career Development. Performance and Potential Management: Objectives of Performance Management; Methods of Performance and Potential Appraisal; Post-Appraisal Feedback; Issues and Challenges in Performance Appraisal. [Blooms level :Apply]				

Module 3	Compensation Management and Employee Retention	Assessment	Case Study Analysis	11 Sessions
Compensation Administration: Concept and Objectives of Compensation Planning; Strategic Role of Compensation in Human Capital Management; Job Evaluation Methods; Wage and Salary Surveys; Pay Structure and Compensation Components in India; Factors Influencing Compensation; Incentives and Variable Pay; Fringe Benefits. Employees' Retention: Concept and Importance of Employee Retention; Employee Attrition – Meaning, Types, and Causes; Calculation of Attrition Rate; Impact of Attrition on Organizational Performance; Role of Engagement, Career Growth, Compensation, and Work-Life Balance in Managing Attrition; Retention Strategies. (Blooms Level: Apply)				
Module 4	Industrial Relations and Labour Codes	Assessment	Group Presentation	10 Sessions
Concept, objectives, industrial disputes, and changing employment relations in India. Labour Code framework with emphasis on the Industrial Relations Code—trade union recognition, strikes and lockouts, standing orders, and workforce flexibility. Industrial disputes settlement machinery: bipartite, conciliation, and adjudicatory mechanisms. Collective bargaining process and the evolving role of trade unions in the post-Labour Code environment. [Blooms level: Analyse]				
Targeted Application & Tools that can be used: - Fundamental exposure to the qualitative and quantitative surveys techniques in: People, Performance and HR Strategy. - Professionally Used Software: Microsoft excel, SPSS, R software, and qualitative techniques, Tableau, Microsoft Power BI, Skill Assessment Platforms.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Assessment 1 – Quiz - Quiz related to the basic concepts HCM and Procuring Human Capital Assessment 2 – Complete one online course given in the certification section of course plan and submit the certificate. Assessment 3 - Case Study Analysis - Students to submit the case study analysis by selecting any one case out of 5 cases and answer the questions specific to that case and submit a poster presentation. Assessment 4 – Group Presentation Prepare a group presentation on the topic "Evaluating the Implications of the Industrial Relations Code, 2020 on Employer–Employee Relationships and Human Capital Management Practices in India."				
Text Books T1: Dessler, G. (2023). Human resource management (17th ed.). Pearson Education. – Comprehensive coverage of HCM foundations, talent acquisition, training, performance, compensation, and digital HR trends. T2: Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2023). Human resource management: Gaining a competitive advantage (13th ed.). McGraw-Hill Education. – Strategic HCM perspective covering performance management, development, retention, and competitive talent practices. T3: Sengupta, A. (2024). Human resource management: Concepts, practices, and new paradigms (2nd ed.). Cengage Learning India. – Indian context, updated with new HR paradigms, recruitment, performance, career management, diversity, and retention. Reference Books				

R1: Sharma, R. C., & Sharma, N. (2025). Human resource management: Concepts, theories and contemporary practices. Routledge India.

– Up-to-date theory and practices across HR functions, including workforce trends, acquisition, training, performance, compensation, and employee relations. (Routledge)

R2: Milkovich, G. T., Newman, J. M., Gerhart, B., & Nyberg, A. J. (2023). Compensation (14th ed.). McGraw-Hill Education.

– In-depth reference on compensation strategy, incentives, pay structures, and benefits aligned with Module 3.

R3: Monappa, A., Batra, G. S., & Chandra, P. (2023). Industrial relations and labour laws (6th ed.). McGraw-Hill Education India.

– Focused on India's Labour Codes, industrial relations, dispute settlement, collective bargaining, and trade unions.

R4: Srivastava, S. C. (2026). Industrial relations and labour laws (9th ed.). Vikas Publishing House.

R5: Government of India. (2020). Industrial Relations Code, 2020 (updated ed. 2026). Taxmann.

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=JnNpdGU9ZWhvc3QtbGl2ZQ%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)

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
- People Strong. (2023). *Performance insights handbook*.
https://www.peoplestrong.com/sq/white_paper/performance-insights-handbook

Catalogue prepared by

Dr. Jagdeep Singh

Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA4013	Course Title: Fundamentals of Business Analytics Type of Course: Program Core Theory & Practical Course		L	T	P	C
			1	0	2	2
Version No.	1.0					
Course Pre-requisites	QNT4111AppliedBusinessStatistics					
Anti-requisites						
Course Description	This course introduces students to the fundamentals of Business Analytics and its role in data-driven decision making. It covers key analytics concepts, types of analytics, business data and metrics, descriptive, diagnostic, and introductory predictive analytics, along with practical applications across business functions. The course emphasizes real-world business problem solving using analytical thinking and interpretation.					
Course Outcomes	CO1	Explain the fundamentals, types, and lifecycle of Business Analytics				
	CO2	Identify and classify business problems using appropriate analytics approaches				
	CO3	Analyze business data using various types of analytics techniques				
Course Objective	The course aims to develop students’ ability to apply descriptive and diagnostic analytics techniques to real-world business problems while providing conceptual exposure to predictive analytics and forecasting methods. Additionally, it demonstrates how analytics is applied across major business functions such as marketing, finance, human resources, and operations to support data-driven managerial decisions.					
Module 1	Introduction to Business Analytics	Assignment using E Library (Participative Learning)			9 Hours(3 L +6 P)	
Evolution of data-driven decision making, What is Business Analytics?, Difference between Business Intelligence and Business Analytics, Types of Analytics, Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Analytics lifecycle and workflow, Role of analytics in competitive advantage						
Module 2	Data, Data Types, and Business Metrics	Class Activity (Participative Learning)			9 Hours(3 L +6 P)	
Understanding business data, Types of data: Structured, semi-structured, unstructured, Qualitative vs quantitative data, Scales of measurement, Data quality issues and data preparation basics, Introduction to Key Performance Indicators (KPIs), Business metrics and dashboards						

Module 3		Project (Experiential Learning)		9 Hours(3 L +6 P)
Descriptive analytics techniques, Summary statistics for business data, Data aggregation and comparison, Trend and variance analysis, Root cause analysis, Introduction to exploratory data analysis (EDA)				
Module 4		Hands-on with Tools		9 Hours(3 L +6 P)
What is predictive analytics?, Predictive modeling concepts, Correlation and regression (conceptual understanding), Forecasting fundamentals, Assumptions and limitations of predictive analytics				
Module 5		Class activity + Quiz		9 Hours(3 L +6 P)
Marketing analytics (customer segmentation, churn, campaign analysis), Financial analytics (profitability, budgeting, risk basics), Operations and supply chain analytics, Human resource analytics, Ethics and challenges in business analytics				
Targeted Application & Tools that can be used: Microsoft Excel, Google Sheets, Kaggle Datasets				
Project work/Assignment:				
Assignment 1: Module 1– Quiz Assignment 2: Module 2 - Written Assignment Assignment 3: Module 3 - Case study in Assignment 4: Module 4 - Project Work				
Text Book: T1:Evans, J. R. (2022). <i>Business Analytics: Methods, Models, and Decisions</i> . Pearson Education.				
Reference Books: R1:Prasad, R. N., & Acharya, S. (2016). <i>Fundamentals of business analytics</i> (2nd ed.). Wiley. R2:Jaggia, S., Lertwachara, K., Kelly, A., Chen, L., & Guha, A. (2023). <i>Business analytics: Communicating with numbers</i> (2nd ed.). McGraw Hill. R3:Albright, S. C., & Winston, W. L. (2015). <i>Business analytics: Data analysis & decision making</i> (7th ed.). Cengage Learning.				
Online Resources:				
• Presidency University Digital Library https://presiuniv.knimbus.com/user#/home • Kaggle Datasets • IBM Analytics Learning Resources				
Research Articles:				
1. Davenport, T. H., & Bean, R. (2023). Big data and AI-driven analytics: Transforming decision-making in organizations. <i>MIT Sloan Management Review</i>, 64(4), 1–9. 2. Sharda, R., Delen, D., & Turban, E. (2024). Business analytics and data-driven decision making: A managerial perspective. <i>Decision Support Systems</i>, 176, 114021. https://doi.org/10.1016/j.dss.2023.114021. 3. Wamba, S. F., Queiroz, M. M., Trinchera, L., & Fox, G. (2023). Big data analytics capability and business performance: A systematic review and research agenda. <i>International Journal of Information Management</i>, 68, 102591. https://doi.org/10.1016/j.ijinfomgt.2022.102591				
Multimedia (Videos):				
Case Studies:				

- Walmart – Data-driven Inventory Management - https://superagi.com/real-time-data-enrichment-case-studies-success-stories-from-netflix-uber-and-walmart/ - Netflix – Analytics-driven Content Recommendation - https://www.studocu.com/in/document/university-of-mumbai/big-data-analytics/bda-sem-7-tech-neo/108902115 - Amazon – Customer Analytics and Personalization - https://www.ithy.com/article/retail-analytics-implementation-case-studies-2693nh4p - Uber – Demand Forecasting and Dynamic Pricing - https://ithy.com/article/analytics-case-studies-9hawx3lg.	
Catalogue prepared by	Dr. P. Mary Jeyanthi & Dr. Varalakshmi Dandu
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA4009	Course Title: Applied Data Analysis and Visualization	L – T – P – C	1 – 1 – 2 – 3
Version No.	1.0		
Course Pre-requisites	NIL		
Course Description	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.		
Course Outcomes	On successful completion of this course the students shall be able to: - CO1: <i>Apply</i> spreadsheet operations to manage, format, and organize business datasets for effective analysis. - CO2: <i>Analyze</i> business problems using formulas and functions to derive insights from quantitative and qualitative data. - CO3: <i>Evaluate</i> data through advanced charts, pivot tables, and dashboards to support informed managerial decision-making. - CO4: <i>Create</i> business solutions by integrating advanced Excel tools (Power Query, PowerPivot, VBA) to design models for forecasting and analytics applications.		
Course Objective:	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.		

Module 1	Introduction to Data Analysis and Spreadsheets	Lecture, Lab	Apply	15 hrs
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.				
Module 2	Formulae and Functions	Lecture, Lab	Analyze	15 hrs
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.				
Module 3	Data Visualization, Management and Analysis	Lecture, Lab	Evaluate	15 hrs
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.				
Module 4	Applying analytics to achieve Business impact	Lecture, Lab	Create	15 hrs
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				
Targeted Application & Tools that can be used: Microsoft Excel				
Project work/Assignment:				
• Quiz (Module 1: Introduction to Data Analysis and Spreadsheets) Students will take a quiz on Excel basics, worksheet operations, ranges, and data formatting. • Individual Assignment (Module 2: Formulae and Functions) Apply formulas and functions (mathematical, text, statistical, lookup, financial) on a given dataset to perform meaningful analysis and submit a written assignment with results. • Case Study (Module 3: Data Visualization, Management and Analysis) Analyze a business case dataset using PivotTables, charts, and dashboards. Identify patterns, trends, and provide managerial insights through visualization. • Project / Report Writing (Module 4: Applying Analytics to Achieve Business Impact) 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.				
• Text Books:				
• T1. Mount, G. (2024). <i>Modern data analytics in Excel</i>. Wiley. • T2 Fortino, A. (2024). <i>Data visualization for business decisions</i>. Packt Publishing.				
References:				
1. R1: McKinney, W. (2022). <i>Python for data analysis: Data wrangling with pandas, NumPy, and Jupyter</i> (3rd ed.). O'Reilly Media. 2. R2: Gibson, G. (2024). <i>Essential data science and analytics with R and Python</i>. Springer.				

3. **R3:** Arab, I. (2024). *Marketing analytics dashboards design*. Routledge.
4. **R4:** Castro, L. N. de. (2025). *Exploratory data analysis: Descriptive analysis, visualization, and dashboard design*, Taylor & Francis.
5. Baley, I., & Veldkamp, L. (2025). *The data economy: Tools and applications*. Princeton University Press.

Web pages

1. <https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem>
2. <https://support.microsoft.com/en-gb/office/keyboard-shortcuts-in-excel-1798d9d5-842a-42b8-9c99-9b7213f0040f>
3. <https://www.linkedin.com/pulse/data-analysis-project-excel-dashboard-anusha-srivastava>

PU library E –resource

<https://www.sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science>

Catalogue prepared by	Dr. Varalakshmi Dandu
Recommended by the Board of Studies on	BOS NO: 18 th held on 6 th June 2025
Date of Approval by the Academic Council	26 th Academic Council Meeting held on 25 th July 2025

Course Code: PPS4010	Course Title: Corporate Readiness Program – I Type of Course: Practical Only Course	L- T - P- C	0	0	2	0
Version No.	1.0					
Course Pre-requisites	Students are expected to understand Basic English. Students should have inclination and enthusiasm to involve, participate and learn.					
Anti-requisites	Nil					
Course Description	This course is designed to enable students to develop strong behavioural, emotional, and career-readiness capabilities through a structured four-phase journey—Reflect, Innovate, Stimulate, and Elevate. The course focuses on building self-awareness, emotional intelligence, behavioural excellence, career clarity, and professional readiness through experiential learning, self-diagnostic tools (e.g., FIRO-B), simulations, and reflective practices, thereby preparing learners for effective workplace integration and placement success. As a semester-integrated initiative, it bridges academic learning with industry expectations, introducing structured self-awareness early, translating insights into observable behaviours, enabling evidence-based career mapping, and preparing for professional conduct and interviews.					

Course Out Comes	On successful completion of the course the students shall be able to: CO1: Identify career goals using self-diagnostic evidence CO2: Present a professional brand aligned to industry expectations CO3: Demonstrate behavioural excellence in teams, communication, and ethical decision-making			
Course objective	The objective of the course is to familiarize the learners with the concepts of "Corporate Readiness Program I course" and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques, including flipped classroom, activity-based simulations, and real-world applications.			
Course Content:				
Module 1	Reflect			8 Sessions
Topics: Topics: Strong self-awareness foundation using FIRO-B, Psychological safety and interpersonal needs, Personality, values, and work identity, Emotional intelligence and self-regulation, Resilience, stress management, and professional maturity Activity: Self-assessments, guided reflection, facilitated discussions, activities, journaling				
Module 2	Innovate			8 Sessions
Topics: Topics: Behavioural effectiveness at the workplace, Leadership mind-sets and decision-making, Collaboration, conflict management, and influence skills, Professional ethics and behavioural role modelling Activity: Case studies, role plays, group tasks, behavioural simulations				
Module 3	Stimulate			8 Sessions
Topics: Topics: Career awareness and industry expectations, Career mapping and role targeting, Skill gap analysis and employability alignment, Career action planning Activity: Career diagnostics, mapping exercises, mentoring discussions, individual planning				
Module 4	Elevate			6 Sessions
Topics: Topics: Resume structuring and personal branding, Mock interviews and assessment simulations, Final review, career strategy, and professional closure. Activity: Resume labs, mock interviews, assessment center simulations, expert feedback				
Targeted Application & Tools that can be used: Interactive Quiz TED Talks You Tube Links Activities FIRO-B Diagnostic Tool Reflection Journals Career Mapping Templates Resume Builders STAR Method Guides				

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: <u>Assignment 1:</u> Profile Presentation (e.g., present self-insights from FIRO-B and personal values aligned to career goals). <u>Assignment 2:</u> Career Roadmap and Professional Portfolio (e.g., 3-Year Career Map, Skill Action Plan, Updated Resume, and Brand Statement).	
The topics related to skill development: The topics related to soft skills, behavioral skills, emotional intelligence, career readiness, and employability skills for Skill Development through Participative Learning Techniques. This is attained through assessment Component mentioned in course handout.	
Catalogue prepared by	Ms. Nirmal Kaur
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: ENG4001	Course Title: Global Business Communication Type of Course: Program Core	L	T	P	C
		2	0	2	3
Version No.	1.0				
Course Pre-requisites	None				
Anti-requisites	Nil				
Course Description	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	1. Integrate DEI principles and intercultural competencies into leadership and organizational communication to build inclusive practice. 2. Apply strategic listening, writing, and speaking techniques to produce clear, purpose-fit messages across channels. 3. Analyze communication processes and cultural/contextual factors to diagnose barriers and select evidence-based remedies. 4. Create a distinctive personal brand and digital presence aligned with career goals using visual and narrative tools. 5. Deliver structured, engaging, audience-centred business presentations in in-person and virtual settings.				

Course Out Comes	On successful completion of the course the students shall be able to: • CO1 Apply cross cultural and DEI frameworks to real workplace scenarios. • CO2 - Evaluate the clarity, tone, and effectiveness of emails, memos, and minutes, and justify revisions with evidence. • CO3 - Develop a coherent personal-brand portfolio that includes a clear branding statement and an optimised digital profile. • CO4 - Deliver audience-specific business presentations with logical structure, sound visual design, and confident Q&A.		
Course Content			
Module 1	Foundations of Business Communication	Assessment 1 - Quiz	Analyze 15 Sessions (Theory and Practice included)
Role of communication in an organization – Components – Process – Direction Diversity, Equity, and Inclusion: Concepts & Challenges - Hofstede's theory Cultural Capital and Communication Barriers: Language, Accent, Cultural Codes, Diversity and impediments to cross-cultural Communication Media Choices, and social media communication Activities: Communication Audit: Analyse communication flow and barriers in organizations using case study. Cultural Simulation Exercise: Role-play scenarios demonstrating communication challenges across different cultural dimensions (Hofstede framework). Media Choice Matrix: Students evaluate different media for business communication situations and justify their choices.			
Module 2	Strategic Listening and Writing for Business Impact	Assessment 2 Business Email, MoM	Apply 12 Sessions (Theory and Practice included)
Listening in Business Contexts- As a strategic tool - Emotional Intelligence and Listening Business Writing Essentials - Principles of Effective Writing (Based on Harvard Business Essentials) - Planning and Drafting Techniques - Business emails, memos, circulars and MoM AI and Business Writing Activities: Listening Lab: Peer-reviewed listening journals based on simulated team meetings or client interactions. Writing Clinic: Rewrite poorly written emails and memos with justification based on Harvard principles. 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.			
Module 3	Personal Brand Development	Assessment 3 – Personal Branding Portfolio	Apply 15 Sessions (Theory and Practice included)

Need and Power of Personal Branding - Know Thyself – Crafting Your Brand Core Building a Digital Presence – LinkedIn and Beyond - Managing Your Online Reputation Living the Brand – Resume, Interviews, and Networking Visual Identity and Personal Branding Design Activities Brand Core Workshop: Create a personal branding statement and vision board. LinkedIn Sprint: Optimize LinkedIn profiles, active engagement and solicit feedback. Mock Networking Event: Simulated interviews and elevator pitches with branding feedback.			
Module 4	Business Presentation	Assessment 4 -Elevator Pitch	Apply 18 Sessions (Theory and Practice included)
Foundations of Business Presentations - Structuring for Impact – Inclusion of Visual Aids and Slide Design - Handling Q&A and Audience Engagement Types of Business Presentations - Elevator Pitches and Investor Pitches -Sales Presentations and Product Launches, Strategic and Boardroom Presentations - Virtual and Hybrid Presentation Skills Activities Mini Project: Students choose a business idea, prepare a pitch deck, and present it. Slide Design Challenge: Redesign poor slides for clarity and visual appeal using Canva or PowerPoint. Presentation Lab: Practice virtual and in-person presentations with video-based peer evaluation.			
Targeted Application & Tools for usage Grammarly, Ethical use of ChatGPT, and Microsoft Editor for AI-aided business writing practice) Purdue OWL (Online Writing Lab), Microsoft PowerPoint / Google Slides / Canva			
Project work/Assignment: Mention the Type of Project assignment proposed for this course Quiz, Business Email, MoM, Personal Branding Portfolio, Elevator Pitch Presentation			
Textbook: 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.			
References: 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.			
Catalogue prepared by	Dr. Pritha Sanyal		
Recommended by the Board of Studies on	BOS NO: 18 th held on 6 th June 2025		
Date of Approval by the Academic Council	26 th Academic Council Meeting held on 25 th July 2025		

Semester 3:

Course Code: MBA4015	Course name: Business Law and Regulatory Compliance Type of Course Course type : Program Core	L- T - P- C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	• Basic understanding of business and management functions, including marketing, finance, and operations. • Proficiency in English for reading and interpreting legal and regulatory documents. • General awareness of the Indian legal system and the roles of legislative, judicial, and regulatory bodies (recommended but not mandatory).					
Anti-requisites	Nil					
Course Description	This course provides a comprehensive understanding of the Indian legal and regulatory framework governing business operations. It covers key business laws, including contract law, company law, consumer protection, intellectual property rights, and regulatory compliance requirements. Through case studies and practical applications, students will develop the ability to identify legal risks, ensure compliance, and align business practices with applicable legal and regulatory standards.					
Course Out Comes	CO1: Interpret the fundamental legal concepts related to the Indian Contract Law, the Sale of Goods Act in business settings. CO2: Build the compliance requirements in the formation of a company as outlined in the Companies Act, 2013. CO3: Analyze the relevant legal principles to protect the intellectual assets in business under Intellectual Property Rights (IPRs) in India. CO4: Assess the provisions under Consumer Protection Act, 2019 to identify consumer rights, to resolve consumer disputes.					
Course objective	This course is designed for skill development of the learner by using participative learning techniques. ☐ 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. ☐ Analyse key statutory and regulatory frameworks applicable to business entities in India, such as the Companies Act, 2013. ☐ Evaluate current intellectual property issues and court decisions, and understand their impact on society and businesses. ☐ Interpret legal provisions and compliance obligations in business scenarios, and identify legal risks and implications of non-compliance.					
Course Content:						

Module 1	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.	Understand 15 Sessions
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. The Sale of Goods Act, 1930: Formation of Contract of Sale, Conditions and Warranties, Performance of Contract, Rights of an Unpaid Seller, "Doctrine of Caveat Emptor." Activity: Real-life business agreement case studies.			
Module 2	Companies Act -2013	Assessment 2 – Project on Life Cycle of a Company (From Incorporation to Winding Up)	Understand 10 Sessions
Definition of Company, Characteristics of a Company, Kinds of Companies, Incorporation of Companies, Memorandum of Association (MoA) & Articles of Association (AoA), Directors: Appointment, Roles & Responsibilities, and grounds for disqualification of Directors, Types of Shares, Corporate Social Responsibility (CSR) under Section 135, Winding up of a Company. Vodafone case – Dispute over the indirect transfer of Indian assets by a foreign entity.			
Module 3	Intellectual Property Rights (IPR)	Assessment 3 – Group Activity -Poster Designing on types of IP (patents, trademarks, copyrights, etc.).	Analyse 10 Sessions
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, Geographical Indications (GIs), meaning and importance of GIs. Activity: Cases to be discussed: ☐ Case: Basmati rice GI dispute ☐ Case: Novartis v. Union of India (patent denial for cancer drug) ☐ Copyright: Music and movie piracy implications.			
Module 4	Consumer Protection Act -2019	Assessment 4- Case Analysis -Case Laws on Celebrity Endorsements.	Understand 10 Sessions
Introduction to Consumer Protection Act, 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: • Maggi noodles case (misleading advertisement & product safety) • E-commerce refund disputes • Celebrity endorsements leading to misleading promotions • Case studies: Amazon/Flipkart refund complaints Debate: "Are Indian consumers truly protected in the digital age?"			
Targeted Application & Tools that can be used: • Case lets and flowcharts to trace offer, acceptance, consideration, etc. • Poster making / Canva: Create awareness posters on types of IP.			

Text Books:	
1. Kapoor, G. K., & Dhamija, S. (2023). <i>Business and corporate laws</i> (Latest ed.). Taxmann Publications. 2. Pathak, A. (2022). <i>Legal aspects of business</i> (7th ed.). McGraw Hill Education.	
References:	
1. Government of India. (2021). The Indian Contract Act, 1872: Bare act with illustrations (2021 ed.). Government of India Press. 2. Taxmann. (2026). Consumer protection law & practice. Taxmann Publications. 3. Bhandari, M. K. (2021). Law relating to intellectual property rights. Central Law Publications. 4. LexisNexis. (n.d.). Companies Act, 2013 (5th ed.). LexisNexis India.	
Catalogue prepared by	Dr. A. ABIRAMI School of Management – UG
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA4014	Course name: Business Strategy & Corporate Transformation Course type: Lecture + Tutorial	L- T - P- C	2	1	0	3
Version No.						
Course Pre-requisites	Management Concepts and Practices (MBAXXXXX) Micro economics for Managers / Managerial Economics (MBAXXXXX)					
Anti-requisites	Nil					
Course Description	In an era defined by rapid technological disruption and relentless market volatility, the traditional boundaries of corporate strategy are being redrawn. Business Strategy & Corporate Transformation moves beyond static planning to explore how organizations can proactively reinvent themselves to stay relevant and competitive. This course examines how leaders navigate the complex interplay of shifting global competition, socio-political dynamics, and the constant emergence of breakthrough technologies. As a core pillar of Strategic Management, this course empowers students to move from conceptual understanding to executive action. It is designed to equip future leaders with the frameworks necessary to diagnose organizational health, design sustainable business models, and steer successful large-scale transformations.					
Course Out Comes	Upon successful completion of the course, the students shall be able to: CO1: Define Business/Corporate Strategy and describe vision and mission statement of an organization (Comprehension) CO2: Identify various factors of competitive advantage (Analysis) CO3 Analyze various generic competitive strategies (Application)					

Course objective	The course serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. And to enhance employability skills through participative Learning			
Course Content:				
Module 1				
Introduction to Strategic Management (7 Theory + 3 Tutorials) Theory Sessions: Definition and origin of Strategy, Basic Model of Strategic Management, Organization Vision and Mission Statement Formulation, Competitive Advantage of Corporate Philanthropy, Corporate Shared Value, Neurostrategy Tutorials: Research Article Reviews, Video Reviews https://www.youtube.com/watch?v=iuYIGRnC7J8 - How Apple Creates its Competitive Advantage: https://www.youtube.com/watch?v=0Ne9lIOiVpc - Put Purpose at the Core of Your Strategy: https://hbr.org/2019/09/put-purpose-at-the-core-of-your-strategy - Case Study: Aid for the Greyed: HelpAge India in Service - Case Study: Electrolux				
Module 2				
Environmental Scanning & Industry Analysis (8 Theory + 4 Tutorials) Theory Sessions: Capabilities and Competencies, Value Chain Analysis: Primary and Secondary Activities; Internal and External environmental analysis: SWOT, PESTEL, VUCA, BEVUCA, Blue Ocean and Red Ocean Strategies. Tutorials: - External Analysis: PESTEL Framework Strategic Management https://www.youtube.com/watch?v=3UATm7dluY0 - Examine Tesla's business through SWOT analysis https://www.youtube.com/watch?v=Dws0iwmF5ok - Quiz Assignment - Case Study: Indian Food Processing Industry - Case Study: Blue Ocean Strategy of Marvel				
Module 3				
Strategy Formulation (8 Theory + 4 Tutorials) Theory Sessions: Generic Competitive Strategies – Cost Leadership, Differentiation, Risks of Generic Strategy; Corporate Strategy – A Manager's Guide; Business Strategy in Turbulent Environment; Design Thinking and Competitive Advantage. Tutorials: - The Five Competitive Forces That Shape Strategy https://www.youtube.com/watch?v=mYF2_FBCvXw - The Business Strategies Behind Chick-fil-A, Costco, Starbucks and More WSJ https://www.youtube.com/watch?v=fq6jDxJk1LM - Case Study: Navigating the Fog of India's Drone-as-a-Service Industry - Case Study:				
Module 4				
Competitive Strategy and Corporate Advantage (7 Theory + 4 Tutorials) Theory Sessions: Competitive Strategy in emerging Industries – mobility barriers, coping with competition; Evolution of Global Industries; How to become a Sustainable Company;				

Balanced Score Card (BSC); Digital Strategy – SMAC; International Business Strategy – mode of entry in international business.

Tutorials:

1. Byjus- <https://blog.ipleaders.in/case-study-byjus-recent-acquisition-byjus-build-ed-tech-empire/>
2. Nokia- [https://www.theverge.com/2016/5/25/11766540/microsoft-nokia-acquisition-costs - we can discuss on Meger & Acquisition](https://www.theverge.com/2016/5/25/11766540/microsoft-nokia-acquisition-costs-we-can-discuss-on-Meget&Acquisition)
3. Ford- Lee Iacocca, America's Great Turnaround Artist - <https://www.washingtonpost.com/business/2019/07/03/six-ways-lee-iacocca-transformed-auto-industry/>

Targeted Application & Tools that can be used: N/A

TEXT BOOKS:

1. Bhandari & Verma: *Strategic Management - A Conceptual Framework*, McGraw Hill Higher Education, New Delhi, India.
2. Strategic Management Concepts and Cases: A Competitive Advantage Approach, Fred R. David Francis Marion University Florence, South Carolina, THIRTEENTH EDITION Strategic Management CONCEPTS AND CASES, Fred R. David Francis Marion University Florence, South Carolina Prentice Hall

REFERENCE BOOKS:

1. Michael E. Porter: *Competitive Strategy*, The Free Press, New York
Link: <http://www.mim.ac.mw/books/Michael%20E.%20Porter%20-%20Competitive%20Strategy.pdf>.
2. HBR'S 10 Must Reads on Strategy. Harvard University Press, Boston, Massachusetts Paul Leinwand; Cesare Mainardi. *Strategy that works*, Harvard University Press, Boston, Massachusetts

Catalogue prepared by	Faculty: Dr. Aurobindo Kiriyaakere, Assistant Professor School of Management – PG (MBA Program)
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: PPS4011	Course Title: Corporate Readiness Program – II Type of Course: Practical Only Course	L- T - P- C	0	0	2	0
Version No.	1.0					
Course Pre-requisites	Students are expected to understand Basic English. Students should have inclination and enthusiasm to involve, participate and learn.					
Anti-requisites	NIL					
Course Description	This course enables students to develop a strong foundation in the critical soft skills required to succeed in the corporate environment. It equips learners with the ability to create profile-centric resumes, participate effectively in group discussions, and perform confidently in					

	interviews. Through role-playing exercises, simulations, and experiential learning activities, the course offers a practical and engaging learning environment that bridges the gap between academic learning and workplace expectations.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of "Corporate Readiness Program II course" and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.			
Course Out Comes	On successful completion of this course the students shall be able to: CO1 Create a profile-centric resume that highlights skills and experiences effectively CO2 Apply effective communication strategies such as clarity, relevance, turn-taking, and active listening during group discussions CO3 Apply effective verbal and non-verbal communication skills, and professional presence during interviews			
Course Content				
Module 1	Corporate Readiness	Classroom Activity		8 Sessions
Topics: KYC (Know Your Company) and JD (Job Description), resume writing (profile centric), video resume, ATS. Activity: Resume Templates, Peer Feedback, Video Resumes				
Module 2	Group Discussion	Mock GD		10 Sessions
Topics: Types & Purpose of GD, Tips to prepare for GD, GD Phrases and Vocabularies, GOD Technique, Mind mapping, Parameters, Mock GD practice. Activity: Group Activities, Peer Assessment				
Module 3	Personal Interview Skills	Mock PI		10 Sessions
Topics: Purpose, Type and Modes of Interview, virtual and offline PI, KYC (Know Your Company) and JD (Job Description), Techniques - STAR, CAR, FAB, Mock PI practice. Activity: Interview Question Bank, Sample JDs, KYC Framework, STAR, CAR, and FAB Technique Templates				
Targeted Application & Tools that can be used: 1. Interactive Quiz 2. TED Talks 3. You Tube Links Activities				
Assignment proposed for this course Assignment 1: Text & Video Resume Assignment 2: Personal Interview				
- Continuous Individual Assessment - Campus to Corporate Mock Drill for each module				
The topics related to skill development: Corporate Readiness, Group Discussion, Personal Interview skills for Skill Development through Participative Learning Techniques. This is attained through assessment Component mentioned in course handout.				

Catalogue prepared by	Ms. Nirmal Kaur
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Name	Summer Internship			LTPC 0 0 0 4
Course Code	MBA8001			
Credits	4	Report	70	
Duration	2 Months	Viva- Voce Marks	30	

Course Outcomes: At the end of the course students will be able to:

1. Utilize management theories and concepts in practical business environments to solve real-world problems.
2. Gain a comprehensive understanding of industry dynamics, market trends, and business practices.
3. Apply analytical tools and techniques to gather, interpret, and present data to support business decisions.
4. Exhibit leadership qualities and the ability to work collaboratively in teams to achieve organizational objectives.
5. Build professional networks and relationships that can support future career growth and opportunities.

Introduction

A summer internship is a pivotal part of the MBA curriculum, designed to bridge the gap between academic learning and practical application in the business world. It provides MBA students with an invaluable opportunity to immerse themselves in a professional environment, apply management theories to real-world challenges, and gain hands-on experience in their chosen fields.

During the internship, students work closely with industry professionals, exploring the nuances of functional areas such as marketing, finance, human resources, operations, or strategy. This exposure not only enhances their technical and managerial skills but also helps them develop critical soft skills like communication, teamwork, and leadership.

The summer internship serves as a platform for students to explore industry dynamics, understand organizational workflows, and tackle business problems with innovative solutions. It also allows them to build professional networks and gain clarity on their career aspirations, making it an essential step toward their professional growth and success.

Through structured mentorship and project-based learning, MBA students gain the confidence and competence to transition from academia to industry, becoming well-rounded professionals ready to make meaningful contributions to the corporate world.

Summer Internship Project report structure

Guidelines for preparing the Internship Report (IR)

The students need to adhere to the following key points whilst preparing the report:

1. Report should be submitted in Times New Roman font, with font size 12 for content and font size 14-16 for headings and sub headings. Spacing 1.5, Justify
2. The report shall be hard-bound facing sheet (**only white colour**)
3. Number of pages for the report must be between 30 to 40 only
4. Incorporate any specific rules regarding the IR Format and Content that the company requires, including any specified deadlines.
5. Prepare a title page
6. Write a table of contents
7. Include an acknowledgement section
8. Certificate from guide & company to be included
9. Provide company background information
10. Give details of your work responsibilities during the internship
11. Discuss the skills you learned and the experiences you had
12. Write a conclusion, mentioning various ongoing considerations
13. Reference should follow APA referencing.

Preparing the Internship Report: Specific Sections / pages

The students should note that Internship report should contain the following sections:

The Title Page

The first page will be the internship report introduction, and it should include the Project Title and the name of the company. It should also have your name, class and college and internship dates. This information will make it easier for the company staff to identify different reports.

The Table of Contents

The next page of internship project report should be a Table of Contents. This page will give readers a quick overview of everything you have included. It will also make the sections easy for readers to find.

The Acknowledgement

Begin the internship project report by thanking your advisors and the people at the company who helped you during the training period. You can also mention how they helped you and what you learned in particular from each person.

Introduction

- **Company Overview:** Start with a brief introduction to the company where you interned, including its history, mission, vision, and core values. Mention the industry it operates in and its market position.
- **Role and Department:** Describe your role and the department you were part of, including your title and primary responsibilities.
- **Internship Objectives**
- **Personal Goals:** Outline what you aimed to achieve during the internship. This could include specific skills you wanted to develop, knowledge you hoped to gain, or professional experiences you sought.
- **Assigned Objectives:** Detail the goals set by the company for your internship. These might include project-specific objectives, performance targets, or learning outcomes.

Methodology

Tasks and Projects: Provide a detailed account of the tasks you were assigned and the projects you worked on. Include descriptions of your daily duties as well as any long-term assignments.

Tools and Techniques: Explain the tools, software, and methodologies you used to complete your tasks. Mention any specific training or resources provided by the company.

Key Findings and Contributions

Results and Achievements: Highlight your key accomplishments and the results of your projects. Use data and examples to illustrate your contributions to the organization.

Challenges and Solutions: Discuss any challenges you faced during the internship and how you overcame them. This demonstrates problem-solving skills and adaptability.

Skill Development

Technical Skills: Detail any technical skills you developed or improved upon, such as proficiency in specific software, data analysis techniques, or industry-specific tools.

Soft Skills: Reflect on the soft skills you gained, such as communication, teamwork, time management, and leadership.

Impact on Career Aspirations

Career Insights: Explain how the internship has influenced your career goals and aspirations. Mention any new interests or career paths you discovered during the internship.

Networking: Discuss the professional relationships you built and how they might benefit your future career.

Conclusion

Summarize your overall experience and reiterate the value of the internship in your academic and professional development. Express gratitude to those who supported you during the internship, including supervisors, colleagues, and mentors.

Appendices and References

Include any additional documents or materials that support your report, such as project deliverables, presentations, data charts, or references to relevant literature.

Internship Assessment components

Internship Component	Weightage	Time Period
Weekly Report	10%	Weekly
Professional Conduct and Feedback(By faculty)	10%	20 th August
Industry Guide Assessment	20%	20 th August
Final Report Content -10% Data Collection-10% Analysis and Discussion-10%	30%	Draft by 10 th September with Plagiarism check Final Report by September 17 th
Vice Voce Presentation - 20% Q&A-10%	30%	TBA
Pass %		40 (If scored less than 40% , SI should be repeated post IV Semester)

The Do's & Don'ts during the Internship Program

1. A student shall conduct the study in an organization assigned by the Placement office of the University or in an organization chosen by the student with the permission of the Placement office of the University or after due discussion with the Internship Coordinator & Project Guide.
2. A Student needs to study the entire organization carefully with special emphasis on the project selected / assigned by the company.
3. If an organization approaches, the student in an unsolicited manner, they should immediately bring it to the notice of their Guide.
4. The students should get their letters of bonafide for the internship signed by their Guides. The guide's decision & guidance shall be considered as the final decision.
5. Students are expected to send their weekly reports and project Diary (2 sheets /week – One sheet on task assigned and expected learning's and Second sheet on actual learning's) every Monday during the tenure of project to respective faculty guide.
6. Students need to be in continuous contact with their faculty guides and update them on the progress of their work.
7. In case the students are absenting themselves from interning companies due to any reasons, they should send an email & provide reasons to both their Industry & faculty guides.
8. The students shall take all consent & approvals from the interning company/ reporting manager before sharing any confidential data & information outside the organization.
9. It is expected that the students shall maintain proper decorum & professional conduct during their period of internship in line with the SoP's laid down by the interning organizations.
10. Faculty will monitor the progress of the students under them based on timely submission of weekly report, submitted abstract, Employer feedback, project diary, Midterm Review and final assessment.
11. In addition, faculty will be visiting the organizations for real time feedback.
12. The students of Batch I are getting a minimum of Eight weeks for their internship. If they are interning in more than one organization, they should complete 2 months of internship in at least one organization
13. The students of Batch II are getting Four weeks for their internship. If they are interning in more than one organization, they should complete 1 month of internship in at least one organization.
14. To the extent possible, projects should be done in Offline mode. The Guide shall use his / her discretion to approve Online Projects.
15. The similarity index in Project Reports should be < 25%

Table of Activities

The schedule of activities with dates to be adhered to, is provided in the Table below:

SL. No	Submission	Deadlines
1	First Weekly Report with Proposed Project Abstract+ Project Diary	1 ST Monday after Joining
2	Weekly Report+ Project Diary	Monday

3	Project rough draft submission + Plagiarism report	September 10 th
4	Final Project Submission	September 17 th
5	Viva	TBA

Semester 4:

Course Code: MBA4017	Course name: Entrepreneurship and Innovation Management Course type : Core	L- T - P- C	3	0	0	3
Version No.						
Course Pre- requisites	Basic understanding of management principles and business environment.					
Anti-requisites	Nil					
Course Description	This course provides a comprehensive understanding of entrepreneurship and innovation as critical drivers of economic growth, organizational competitiveness, and societal development. Drawing upon curricula offered by leading institutions such as Harvard Business School, Stanford University, Massachusetts Institute of Technology, Indian Institute of Management Bangalore, and Indian Institute of Technology Bombay, the course equips learners with the knowledge and skills required to identify opportunities, develop innovative business models, launch new ventures, and manage innovation in dynamic environments. Students will explore entrepreneurial ecosystems, design thinking, innovation processes, startup financing, growth strategies, and venture sustainability through case studies, simulations, assignments, and project-based learning.					
Course Out Comes	1. Explain the concepts, theories, and ecosystem components of entrepreneurship and innovation management. [Understanding] 2. Apply entrepreneurial and innovation frameworks to identify opportunities and develop viable business models. [Applying] 3. Analyze startup financing, innovation processes, and growth strategies to support venture development.[Analyzing] 4. Evaluate entrepreneurial ventures and innovation initiatives to recommend sustainable and scalable business solutions. [Evaluating]					
Course objective	• To develop an understanding of entrepreneurship, innovation, and entrepreneurial ecosystems. • To equip learners with tools for opportunity recognition, business model development, and venture creation. • To enhance competencies in innovation management, design thinking, and strategic decision-making. • To enable learners to evaluate startup financing, growth, and sustainability strategies.					
Course Content:						
Module 1	Foundations of Entrepreneurship and Innovation	Assignment (Participative Learning)	Assignment	11 sessions		
Concept and evolution of entrepreneurship, Entrepreneurial mindset and characteristics, Types of entrepreneurships, Role of entrepreneurship in economic development, Innovation: concepts and classifications, Entrepreneurial ecosystem, Startup ecosystem in						

India, Government initiatives for entrepreneurship, Creativity and opportunity recognition, Innovation and value creation, Case Studies on successful entrepreneurs				
Module 2	Opportunity Assessment and Business Model Development	(Experiential Learning)	Live Project	11 sessions
Opportunity identification and screening, Design thinking approach, Customer discovery and validation, Problem-solution fit and product-market fit, Lean Startup methodology, Business Model Canvas, Value proposition design, Market assessment and feasibility analysis, Business plan preparation, Pitch deck development, Venture ideation workshop				
Module 3	Innovation Management and Venture Growth	(Simulation Based Learning)	Group Presentation	11 sessions
Innovation management process, Organizational innovation, Open innovation and collaborative innovation, Managing technology and disruptive innovation, Intellectual Property Rights (IPR), Innovation culture and leadership, Startup operations and scaling strategies, Strategic alliances and partnerships, Growth and expansion planning, Case studies of innovative enterprises				
Module 4	Startup Financing, Sustainability and Entrepreneurial Leadership	(Participative Learning)	Case Study	12 sessions
Sources of startup finance, Bootstrapping and crowdfunding, Angel investors and venture capital, Financial planning for startups, Risk management in entrepreneurial ventures, Social entrepreneurship and sustainable innovation, ESG and responsible entrepreneurship, Entrepreneurial leadership, Exit strategies and valuation, Emerging trends in entrepreneurship and innovation, Role Play: Investor Pitch and Venture Evaluation				
Project work/Assignment: Students will ideate, validate, and pitch an original venture using real-world tools. Peer feedback, mentor reviews, and simulation-based learning are integrated.				
Text Book 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 Reference books: 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				
Catalogue prepared by	Faculty: Dr R Lathangi School of Management			
Recommended by the Board of Studies on				

Date of Approval by the Academic Council	
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Course Code: MBA4016	Course name: Governance, Business Ethics and ESG Management Course type : PC	L- T - P- C	2	1	0	3
Version No.	1					
Course Pre- requisites	Nil					
Anti-requisites	Nil					
Course Description	This course equips students with practical knowledge of Corporate Governance, Business Ethics, ESG (Environmental, Social and Governance) and Sustainability in contemporary organizations. Students explore how governance systems, ethical decision-making, responsible leadership and sustainability practices create long-term value for businesses and stakeholders. Through case studies, ESG disclosures, sustainability reports, regulatory frameworks and industry applications, learners develop the ability to evaluate governance challenges, implement responsible business practices and analyze ESG performance. The course emphasizes real-world business scenarios, emerging regulations, stakeholder expectations and sustainable value creation.					
Course Out Comes	CO1) Apply corporate governance principles and governance mechanisms to business situations (Apply). CO2) Apply ethical frameworks and ESG practices to address organizational challenges (Apply). CO3) Analyze sustainability strategies and ESG reporting practices across industries (Analyze). CO4) Analyze governance failures, ethical dilemmas and stakeholder impacts to recommend responsible business solutions (Analyze).					
Course objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques.					
Course Content:						
Module 1	Corporate Governance in Practice	CA 1	Governance audit of a listed company		12	
Governance principles; board structure and responsibilities; independent directors; audit committees; shareholder rights; governance regulations; governance in family businesses and startups; governance risk assessment; board diversity and inclusion (gender diversity, skill-based boards, and inclusive decision-making); governance best practices; stakeholder governance and engagement (balancing shareholder and stakeholder interests in governance decisions); digital governance and cybersecurity oversight (board responsibilities in data privacy, cybersecurity, and digital transformation).						

Module 2	Business Ethics and ESG Implementation	CA 2	ESG action plan for an organization	13
Business Ethics – Meaning and Importance; Ethical decision-making models; ethical leadership; codes of conduct; whistleblowing; ESG pillars and materiality; ESG integration into business functions; responsible supply chains; diversity and inclusion; ESG metrics and KPIs; Climate Risk and Carbon Management – Carbon footprint assessment, net-zero strategies, and climate-related business risks; Ethical Challenges in Artificial Intelligence and Digital Business – Responsible AI, data privacy, algorithmic bias, and digital ethics; ESG Assurance, Monitoring, and Continuous Improvement – Internal controls, audits and performance improvement mechanisms.				
Module 3	Sustainability Strategy and Reporting	CA 3	Sustainability report analysis.	10
Triple Bottom Line; SDGs; circular economy; sustainable business model sustainability reporting standards -(GRI, ISSB, BRSR); stakeholder engagement; analysis of sustainability reports; Green Finance and Sustainable Investments – ESG investing, green bonds, sustainability-linked financing, and responsible capital allocation; Resource Efficiency and Sustainable Operations – Energy management, waste reduction, water stewardship, and sustainable procurement practices; Sustainability Performance Measurement and Benchmarking – Developing sustainability scorecards, KPIs, dashboards, and benchmarking against industry leaders;				
Module 4	Governance Failures, ESG Risks and Sustainable Value Creation	CA 4	Case analysis and boardroom simulation.	10
Corporate scandals; greenwashing; ESG controversies; risk governance; responsible investment; stakeholder capitalism; integrated value creation; emerging trends in AI ethics and responsible business; Board Oversight of ESG and Sustainability Risks - Role of boards in monitoring ESG performance, sustainability targets, and risk mitigation; Corporate Accountability and Transparency - Disclosure practices, ethical reporting, accountability mechanisms, and stakeholder trust; Crisis Management and Reputation Risk - governance failures and ESG incidents impact; corporate reputation and business continuity; Business Resilience and Sustainable Risk Management – Evaluating environmental and social risks, scenario planning, and building resilient business strategies.				
Targeted Application & Tools that can be used:				
Reference books T1. Business Ethics: Ethical Decision Making and Cases O.C. Ferrell, John Fraedrich & Linda Ferrell Cengage Learning, Latest Edition T2. Corporate Governance: Principles, Policies and Practices A.C. Fernando & K.P.M. Fernando Pearson Education, Latest Edition				
Catalogue prepared by	Dr. Akhila R Udupa Faculty School of Management – PG			

Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Name	CAPSTONE PROJECT - Dissertation in the Chosen Discipline		
Course Code	MBA8301		
Credits	6	CIE Marks	60
Duration	16 weeks	SEE Marks(Viva- Voce)	40

Program Outcomes:

- PO 1 : An ability to lead themselves and others to achieve organizational goals contributing effectively to a team environment.
- PO 2 : An ability to integrate functional knowledge and apply managerial skills in changing business environment.
- PO 3 : An ability to identify real life problems in different management functions and solve them through strategic planning, critical thinking and innovation.
- PO 4 : An ability to identify and evaluate business ideas and opportunities.
- PO 5 : An ability to make data driven decisions and effectively communicate to different stakeholders.
- PO 6 : An ability to evaluate and integrate ethical and societal considerations when making business decisions.
- PO 7 : An ability to demonstrate commitment to continuous learning.

PSO 1: Demonstrate advanced domain specific knowledge to make informed business decisions.

PSO 2: Apply management theories and tools to solve complex marketing, financial, HR, and operational problems.

PSO 3: Develop and implement business plans that include marketing, financial, HR, and operational strategies.

PSO 4: Demonstrate proficiency in formulating business strategies that align with organizational goals.

PSO 5: Integrate sustainable practices into core business operations to drive innovation and value creation.

Course Outcomes: At the end of the course students will be able to:

1. Identify the research problems based on the area of study and its framework.
2. Choose proper research design with appropriate sampling and data collection methods.
3. Apply analytical and problem-solving methods.
4. Derive the appropriate findings and practical suggestions for research problem.

Course Outcome s (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	L	H	H	M	M	L	M
CO2	L	H	M	L	H	M	M

CO3	L	M	H	L	H	M	M
CO4	L	M	H	M	H	H	M

Course Outcomes (COs)	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	M	M	M	L
CO2	M	H	M	M	M
CO3	H	H	M	H	M
CO4	H	H	H	H	M

Introduction

All the students of Master of Business Administration (MBA) are required to undertake Dissertation in IV Semester MBA which provides an opportunity to learn independently so that they can identify, define and analyze problems and provide suggestions/measures in a Business Scenario.

The emphasis is an application of concepts and the investigation of some practical problems or issues related to the situation in which an organization or system operates. The content of the Dissertation/Project report must be paid utmost attention, which is being submitted in partial fulfillment of the requirements of the MBA degrees. A Standard format is equally important and will be prescribed by the University which helps in bringing uniformity in all the reports and improves aesthetics of report.

General Guidelines

Unlike any other academic assignment, Dissertation provides an opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake an in-depth study of an applied nature, synthesizing various elements, in his area of interest. The report should highlight what the student has attempted and why; the methods used to collect, collate and analyze the information obtained. Any suggestions made should be supported by the evidence presented and by logical argument using deductive and inductive reasoning.

- 1. Organization of the Dissertation/Project report:** This report shall be presented in a number of chapters, starting with Introduction and ending with Conclusions. It shall be ensured that all the chapters will have a precise title reflecting the contents of the chapter. A chapter can be subdivided into sections, sub-sections and so on as to present the content discretely and with due emphasis.

- 1.1 Introduction:** The title of Chapter 1 shall be Introduction. It shall justify and highlight the problem posed, define the topic and explain the aim and scope of the work presented in the report. It may also highlight the significant contributions from the investigation.

- 1.2 Review of Literature:** This shall normally form Chapter 2 and shall present a critical appraisal of the previous work published in the literature pertaining to the topic of the investigation. The extent and emphasis of the chapter shall depend on the nature of the investigation.

- 1.3 Report on the Present Investigation:** The reporting on the investigation shall be presented in one or more chapters with appropriate chapter titles.

- 1.3.1** Due importance shall be given to experimental setups, procedures adopted, techniques developed, methodologies developed and adopted.

- 1.3.2** Figures and tables should be presented immediately following their

first mention in the text. Short tables and figures (say, less than half the writing area of the page) should be presented within the text, while large table and figures may be presented on separate pages.

1.4 Results and Discussions: This shall form the penultimate chapter of the report and shall include a thorough evaluation of the investigation carried out and bring out the contributions from the study. The discussion shall logically lead to inferences and conclusions as well as scope for possible further future work.

1.5 Conclusions: This will be the final chapter of the report. A brief report of the work carried out shall form the first part of the Chapter. Conclusions derived from the logical analysis presented in the Results and Discussions Chapter shall be presented and clearly enumerated, each point stated separately. Scope for future work should be stated lucidly in the last part of the chapter.

1.6 Appendix: Detailed information, abbreviations etc. are to be presented in the separate appendices, which shall be numbered in Roman Capitals (e.g. "Appendix I"). Since reference can be drawn to published/unpublished literature in the appendices these should precede the "Literature Cited" section.

1.7 Literature Cited: This should follow the Appendices, if any, otherwise the Conclusions chapter. The candidates shall follow the APA style of citation. However, the names of all the authors along with their initials and the full title of the article/monogram/book etc. have to be given in addition to the journals/publishers, volume, number, pages(s) and year of publication. Citation from websites should include the names(s) of author(s) (including the initials), full title of the article, website reference and when last accessed.

2. Choosing a Topic:

The topic of the dissertation will be decided in consultation with the faculty guide and necessarily from their area of specialization. The ideas can come from personal experience, observation of events and issues of current interests. Initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with dissertation supervisors once allocated. Whatever the source of your research idea, familiarity with the area is imperative for the successful completion of the project.

3. Duration of the Dissertation:

The Dissertation work shall be from JAN 2028 to Mar XXX, 2028

4. Guide:

Students must ensure that they maintain regular contact with their guide and also, they provide the guide with progress of their work on weekly basis compulsorily. Internal guide of the Dissertation will be a fulltime faculty member from the department.

5. Plagiarism Check:

With the permission of the internal guide the final report will be undergo plagiarism check by applying TURNITIN software. The plagiarism should not be more than 15 per cent. Students in consultation with faculty can publish their research work in any of the referred journal.

6. Schedule to be followed during Dissertation Work/Dissertation

Activity	Timeline	Remark
Literature Review, Problem Identification, Objectives	XXXX	Discussion with the guide for finalization of research problem, objectives of the study
Preparation of Research instrument for data collection and Collection of Data	XXXX	Discussion with the guide for finalization of research instrument and Data collection method and should complete the Data Collection
Analysis and finalization of report	XXXX	Students must use appropriate statistical tools and techniques for analyzing the data. (It is must to use Statistical Package whose result should be shown in the report)
Preparation of Report	XXXX	Final Report has to be prepared and submitted to the University on or before Mar 31, 2025
Dissertation Viva-Voce	XXXX	

7. Evaluation:

- Internal Evaluation:** Internal evaluation will be done by the internal guide.
- Viva-voce/Presentation:** The viva-voce examination will be conducted by the respective Assistant Dean / Professors of the department or an expert drawn from other institutions
- Project Work** (Project) work carries 100 marks consisting of 60 marks for internal evaluation by the internal guide, 40 marks for viva-voce examination
- Format of the Dissertation report:** The Dissertation report shall be prepared using word processor, using Times New Roman font sized 12 for body text, 16 / 14 font size for heading and sub-heading respectively on a page layout of A4 size with 1" margin on all sides and 1.5 line spacing and paragraph spacing. The Project Work report shall not exceed 75 pages and not less than 40 pages.

8. Submission of report: Students should submit 2 hard copies of the Dissertation report one in electronic data form, in PDF file (Un-editable format) to the University before conducting the viva-voce examination.

9. Publication of research findings: Students are expected to present their research findings in seminars/conferences/technical fests or publish their research work in journals in association with their internal guide. Appropriate weight age should be given to this in the internal evaluation of the Dissertation.

***Synopsis:**

A synopsis with not exceeding 500 words and minimum 250 words is to be submitted to the Guide with the required signatures as stated in the format on or before Dec 20, 2028

Digital Marketing Specialization:

Course Code: MDM4501	Course Title: E-Mail Marketing Campaign	L	T	P	C
	Type of Course: Specialization Track Core Theory Only Course	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	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.				
Course Outcomes	CO1	Understand Explain the principles, tools, and legal frameworks of effective email marketing campaigns.			
	CO2	Apply 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	

Topics: 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. The Marketing Funnel - 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
Topics: 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
Topics: 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
Topics: 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.			
Targeted Application & Tools that can be used: Mailchimp, HubSpot, Klaviyo			
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			
Text Book: T1: Gunelius, S. (2018). <i>Ultimate guide to email marketing for business</i>. Entrepreneur Press.			
Reference Books: R1: 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. R2: Kotler, P., Keller, K. L., & Chernev, A. (2021). <i>Marketing Management</i> (16th ed.). Pearson Education.			
Online Resources: https://presiuniv.knimbus.com/user#/home			
Research Articles: 1. Nobile, T. H., & Cantoni, L. (2023). Personalisation (In)effectiveness in email marketing. Digital Business, 3(2), Article 100058. https://doi.org/10.1016/j.digbus.2023.100058			

2. Rosário, A. T. (2021). E-Mail Marketing: Research and Challenges. International Journal of Online Marketing, 11(4), 63–83. <https://doi.org/10.4018/IJOM.2021100104>
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 https://mailchimp.com/newsroom/hbr-as-engage-convert-repeat/?utm_source=chatgpt.com

Multimedia (Videos):

1. Email Marketing Full Course [3 Sessions] | How to do Email Marketing & Make Money - <https://www.youtube.com/watch?v=FuEcejBq1w8&list=PLjVLYmrlmjGeBVBbw052cZg57odk8WikC>
2. E-commerce Email Marketing: Collect Emails & Automate Sales! - <https://www.youtube.com/watch?v=29pVYjG5bgk>
3. Email Marketing Advance Course Launched in Hindi by Marketing Fundas - <https://www.youtube.com/watch?v=5qCOCidhuvA&list=PLXwTOG3-tRwjVJqdTeqxZaVnh2R3-Wvbj>

Case Studies:

- 1: How Airbnb Got Users to Come Back with Personalized Emails
 - 2: Sephora—Using Loyalty Emails to Encourage Repeat Purchases
 - 3: Grammarly—Engaging Users Through Educational Content
 - 4: ASOS—Recovering Sales with Abandoned Cart Emails
- https://maileroo.com/blog/7-lessons-from-email-marketing-case-studies-for-your-strategy/?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

Catalogue prepared by	Dr. Virupaksha Goud
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4521	Course Title: Marketing Analytics Type of Course: Specialization Track Elective	L- T-P- C	1	1	2	3
Version No.	1.0					
Course pre-requisites	Marketing Management - Theories and Practices Applied Data Analysis and Visualization					
Anti-requisites	NIL					
Course Description	Marketing Analytics enables organizations to transform customer, market, and digital data into actionable business insights. This course introduces MBA students to analytical frameworks, tools, and techniques used to improve marketing effectiveness, customer acquisition, customer retention, campaign performance, and business growth. Students will learn how organizations leverage analytics to understand customer behavior, optimize marketing investments, evaluate digital					

	campaigns, forecast demand, measure customer lifetime value, and develop data-driven marketing strategies. Through practical exercises, case studies, dashboards, and industry projects, learners will gain hands-on exposure to modern marketing analytics practices used across industries.			
Course Objective	To equip students with analytical skills, tools, and decision-making capabilities required to solve contemporary marketing problems using data-driven approaches and to support strategic marketing decisions through actionable insights.			
Course Outcomes	By the end of this course, students will be able to: CO1: Identify and interpret key marketing metrics, KPIs, and customer data sources. CO2: Apply customer analytics techniques for segmentation, targeting, and positioning decisions. CO3: Analyze digital marketing and campaign performance using quantitative methods. CO4: Develop predictive models for customer retention, sales forecasting, and customer lifetime value estimation.			
Course Content	Marketing Analytics bridges the gap between marketing strategy and data-driven decision-making. The course focuses on customer intelligence, digital marketing analytics, campaign optimization, predictive analytics, and business storytelling. Students work with real-world datasets and modern analytics tools to solve marketing challenges and present actionable recommendations.			
Module 1	Foundations of Marketing Analytics and Customer Intelligence	Participative Learning	Quiz	4 L + 4 T + 8 P
Marketing analytics ecosystem - Marketing KPIs and metrics - Customer journey mapping - Sources of marketing data - CRM and customer databases - Consumer behaviour analytics - Customer acquisition, retention, and loyalty metrics - Marketing funnel analysis				
Module 2	Customer Segmentation and Market Insights	Participative Learning	Assignment	4 L + 4 T + 8 P
Customer segmentation fundamentals - RFM Analysis - Cluster Analysis - Customer Personas - Market Basket Analysis - Customer Lifetime Value (CLV) - Loyalty and churn indicators - Data-driven targeting strategies.				
Module 3	Digital Marketing and Campaign Analytics	Experiential Learning	Case Study	4 L + 4 T + 8 P
Digital marketing analytics framework - Website and traffic analytics - Google Analytics 4 (GA4) - Social media analytics - Campaign performance metrics - Conversion rate optimization - Attribution models - A/B Testing and experimentation - Marketing ROI analysis.				
Module 4	Predictive Marketing Analytics	Experiential Learning	Project	3 L + 3 T + 6 P
Predictive analytics in marketing - Customer churn prediction - Sales forecasting - Customer lifetime value prediction - Recommendation systems - Sentiment analysis - AI applications in marketing - Ethical considerations in marketing analytics				
Targeted Application & Tools that can be used: • Python (Pandas, NumPy, Scikit-Learn) • Tableau, Power BI • Google Analytics 4 (GA4)				

- SQL
- Generative AI Tools for Marketing Analytics

Practical Plan:

1	Understanding marketing datasets and KPI calculation.
2	Customer segmentation using RFM analysis
3	Customer clustering and persona creation
4	Market basket analysis
5	Campaign performance analysis
6	Website traffic analytics using GA4 sample data
7	Social media engagement analytics
8	Designing A/B testing experiments
9	Marketing ROI calculation
10	Customer churn prediction model
11	Sales forecasting using historical data
12	Customer lifetime value estimation
13	Sentiment analysis using customer reviews
14	Dashboard design using Power BI
15	Data storytelling and executive reporting

Text Books:

T1: Winston, Wayne L. (2014). *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*. Wiley.

T2: Kumar, V., Reinartz, W. (2018). *Customer Relationship Management: Concepts and Technologies*. Springer.

Reference Books:

R1: Grigsby, M. (2023). *Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques*.

R2: Miller, T. W. (2015). *Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python*.

R3: Hemann, C., & Burbary, K. (2021). *Digital Marketing Analytics*.

R4: Davenport, T. H., & Harris, J. G. (2017). *Competing on Analytics*.

Catalogue prepared by	Dr. Edwin T S
Recommended by the Board of Studies on	Mention the BOS Number and the Date of BOS
Date of Approval by the Academic Council	Mention the Academic Council Meeting No. & the date of the meeting:

Course Code: MDM4503	Course Title: Social Media Advertising	L	T	P	C
	Type of Course: Specialization Track Core Theory Only Course	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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.				
Module 1	Introduction to Social Media Advertising	Assignment (Participative Learning)		9 L + 3 T = 12 Sessions	
Topics: 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	
Topics: 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	
Topics: 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
Topics: 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.			
Targeted Application & Tools that can be used: Meta Ads Manager, LinkedIn Campaign Manager, YouTube Ads, Publer.io, SEMrush			
Project work/Assignment:			
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). <i>Social media marketing: Theories and applications</i>. Sage Publications Ltd.			
Reference Books: R1: Tuten, T. L., & Solomon, M. R. (2020). <i>Social Media Marketing</i>. Sage Publications. R1: Marshall, G., & Johnston, M. (2022). <i>Digital Marketing Analytics</i>. Pearson. R3: Ryan, D. (2016). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i>. 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		

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

Course Code: MDM4502	Course Title: Website Design and Development Type of Course: Specialization Track Core	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 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.				
Course Outcomes	CO1	Understand the principles of effective web design and its role in digital marketing strategy.			
	CO2	Apply a design template to create responsive, user-friendly websites.			
	CO3	Analyze website performance and user behavior using analytics tools.			
	CO4	Create and publish professional websites using development tools and SEO platforms.			
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.				
Module 1	Introduction to Web Design	Quiz (Participative Learning)		10 L + 6 P = 16 Sessions	
Topics: 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.					
Module 2	Website Menu	Assignment using E Library		10 L + 6 P = 16 Sessions	

		(Participative Learning)	
Topics: 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.			
Module 3	Plugins installation and application	Case Study (Participative Learning)	9 L + 6 P = 15 Sessions
Topics: 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.			
Module 4	Responsive Design and SEO Integration	Project (Experiential Learning)	9 L + 6 P = 15 Sessions
Topics: 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.			
Module 5	Web Analytics and Security	Project (Experiential Learning)	7 L + 6 P = 13 Sessions
Topics: 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.			
Targeted Application & Tools that can be used: HTML, CSS, JavaScript, WordPress CMS, Figma or Canva for Design Mockups			
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			
Text Book: T1: Ryan, D. (2016). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> . Kogan Page.			
Reference Books: R1: Krug, S. (2014). <i>Don't Make Me Think: A Common Sense Approach to Web Usability</i> (3rd ed.). New Riders. R2: Beard, J., & George, J. (2020). <i>The Principles of Beautiful Web Design</i> (4th ed.). SitePoint.			
Online Resources: https://presiuniv.knimbus.com/user#/home			
Research Articles: 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.IJARIIT.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 Multimedia (Videos): 1. WordPress Full Course for Beginners (2025) How to Create a Website for Free (Beginner to Pro) - https://www.youtube.com/watch?v=Bx3qRM19BYM 2. Learn Gloomaps to structure a website a. https://www.youtube.com/watch?v=QHQ3dYw1TcI 3. WordPress 5 Crash Course for Absolute Beginners a. https://www.youtube.com/watch?v=IxpQ62Im14 4. Learn WordPress in San Antonio a. https://www.youtube.com/embed/TTRIYRUk0ew Case Studies: 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	
Catalogue prepared by	Dr. Virupaksha Goud
Recommended by the Board of Studies on	BOS NO: 18 th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26 th and held on 25,July,2025

Course Code: MDM4509	Course Title Affiliate and Influencer 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 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.				
Course Outcomes	CO1	Understand the foundations, business models, and strategies of affiliate and influencer marketing.			

	CO2	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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Introduction to Affiliate and Influencer Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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
Topics: 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
Topics: 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
Topics: KPIs: Reach, Engagement, Conversions, Earned Media Value – Platform Analytics (Instagram, YouTube, Blog) – UTM Tracking – A/B Testing for Creatives – Reporting Tools – Budget Optimization.			
Targeted Application & Tools that can be used: Amazon Associates, Impact, Refersion, Instagram Insights, YouTube Studio, Canva for content briefs, AspireIQ, Upfluence, Influencerity.			
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			
Text Book: T1: Evans, D. & Bratton, S. (2021). <i>Influencer Marketing for Dummies</i> . Wiley.			
Reference Books: R1: Zimmerman, J. (2020). <i>Affiliate Marketing for Beginners</i> . Entrepreneur Press.			

R2: Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i> . Wiley.	
Online Resources: https://presiuniv.knimbus.com/user#/home Research Articles: Multimedia (Videos): Case Studies: 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	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4512	Course Title AI and Chatbots in Marketing	L	T	P	C
	Type of Course: Specialization Track Elective, Theory Only Course	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 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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Fundamentals of AI in Digital Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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)	8 L + 4 T = 12 Sessions
Topics: 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)	7 L + 4 T = 11 Sessions
Topics: 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.			
Module 4	Campaign Optimization, Metrics and Trends	Project (Experiential Learning)	7 L + 3 T = 10 Sessions
Topics: 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.			
Targeted Application & Tools that can be used: Google Dialogflow, Chatfuel / Tidio, Meta Business Suite, Canva (Conversation Design), Google Analytics / Looker Studio, GPT-based platforms.			
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			
Text Book: T1: Raj, B. & Aggarwal, A. (2023). <i>AI for Marketing and Product Innovation</i> . Wiley.			
Reference Books: R1: Miller, J. (2021). <i>Conversational Marketing</i> . Wiley. R2: Marr, B. (2022). <i>Artificial Intelligence in Practice</i> . Wiley.			
Online Resources: https://presiuniv.knimbus.com/user#/home Research Articles: Multimedia (Videos): Case Studies: 1. H&M – AI Chatbot for Style Guidance			

2. Swiggy – Food Ordering Chatbot on WhatsApp 3. Sephora – Virtual Beauty Assistant via Messenger 4. Nykaa – Conversational Product Discovery Bot	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4511	Course Title B2B Digital Marketing Type of Course: Specialization Track Electiv 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 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.				
Course Outcomes	CO1	Understand the principles of B2B markets and how digital marketing drives value.			
	CO2	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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING 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:			
Assignment 1: Module 1 - Quiz Assignment 2: Module 2 - Written Assignment Assignment 3: Module 3 - Case study Assignment 4: Module 4 - Project Work			
Text Book: T1: Miller, M. (2022). <i>Digital Marketing for Dummies – B2B Edition</i> . Wiley.			
Reference Books: R1: Chaffey, D. & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson. R2: Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i> . Wiley.			
Online Resources: https://presiuniv.knimbus.com/user#/home Research Articles: Multimedia (Videos): Case Studies: 1. Salesforce – Thought Leadership via B2B Content Hubs 2. Zoho – LinkedIn-Driven ABM Strategy 3. IBM – B2B Personalization and Lead Nurturing 4. Freshworks – Multi-channel Digital Funnel for B2B Clients			
Catalogue prepared by	Dr. T S Edwin		

Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4513	Course Title: E-Commerce and Digital Payment	L	T	P	C
	Type of Course: Specialization Track Core-Theory Only Course	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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.				
Module 1	Fundamentals of E-Commerce	Quiz (Participative Learning)		9 L + 3 T = 12 Sessions	
Topics: 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.					
Module 2	E-Commerce Technology and Platforms	Assignment (Participative Learning)		9 L + 3 T = 12 Sessions	

Topics: 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.			
Module 3	Digital Payments and FinTech Integration	Case Study (Participative Learning)	9 L + 3 T = 12 Sessions
Topics: 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.			
Module 4	E-Commerce Strategy, Security, and Legal Framework	Project (Experiential Learning)	9 L + 3 T = 12 Sessions
Topics: 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.			
Module 5	Analytics and Trends in E-Commerce	Project (Experiential Learning)	9 L + 3 T = 12 Sessions
Topics: 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.			
Targeted Application & Tools that can be used: Shopify, WooCommerce, Razorpay, Paytm for Business, UPI/QR Payment Demo Apps.			
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			
Text Book: T1: Laudon, K. C., & Traver, C. G. (2023). <i>E-Commerce: Business, Technology, Society</i> (17th ed.). Pearson.			
Reference Books: R1: Chaffey, D. (2015). <i>Digital Business and E-Commerce Management</i> (6th ed.). Pearson. R2: Purohit, S. (2022). <i>FinTech and Digital Payments</i> . Himalaya Publishing House.			
Online Resources: https://presiuniv.knimbus.com/user#/home			
Research Articles: 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: https://ssrn.com/abstract=4342338 3. Chandrasekaran, Dr & Narayanan, M (2019). DIGITAL PAYMENT IN INDIA.			
Multimedia (Videos):			

1. https://www.youtube.com/watch?v=iI2NaN_QVTI - How UPI Works: Real-Time Payments in India | Paypal | Zelle
2. <https://www.youtube.com/watch?v=kEcdfXlyAow> - What's fueling India's digital payment boom? | BBC News India

Case Studies:

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

Catalogue prepared by	Dr. Virupaksha Goud G
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4507	Course Title Generative AI in Digital Marketing	L	T	P	C
	Type of Course: Specialization Track Elective, Theory Only Course	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 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.				
Course Outcomes	CO1	Understand the fundamentals of Generative AI and its relevance in digital marketing.			
	CO2	Apply GenAI tools to generate content, design assets, and ad creatives.			
	CO3	Analyze the impact of AI-generated content on engagement and personalization.			
	CO4	Create and evaluate GenAI-powered digital marketing			

		strategies with ethical considerations.	
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Introduction to Generative AI in Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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.			
Module 2	Content Creation with GenAI Tools	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: Prompt Engineering Basics – Text Generation (ChatGPT, Bard) – Social Media Post Creation – Email Marketing Content – Blog Generation – Case Studies: BuzzFeed AI content, Grammarly AI.			
Module 3	Creative Design and Personalization using AI	Case Study (Participative Learning)	7 L + 4 T = 11 Sessions
Topics: 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.			
Module 4	Campaign Optimization and Analytics	Project (Experiential Learning)	7 L + 3 T = 10 Sessions
Topics: 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.			
Targeted Application & Tools that can be used: OpenAI ChatGPT / GPT-4, Google Bard / Gemini, Canva AI, Midjourney, Adobe Firefly, Jasper AI, Copy.ai, Google Analytics + AI integrations.			
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			
Text Book: T1: Raj, B., & Aggarwal, A. (2023). <i>AI for Marketing and Product Innovation</i> . Wiley.			
Reference Books: R1: Marr, B. (2023). <i>Generative AI in Practice: 100 Use Cases in Marketing, Business and Beyond</i> . Wiley. R2: Vala, A., & Shih, B. (2023). <i>ChatGPT for Marketers</i> . 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). <i>Generative AI in Digital Advertising Campaigns</i> . http://dx.doi.org/10.14445/22312803/IJCTT-V72I5P106 3. Soni, V. (2023). <i>Adopting Generative AI in Digital Marketing Campaigns: An Empirical Study of Drivers and Barriers</i> . 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	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4510	Course Title Interactive Content 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 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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Introduction to Interactive Content Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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
Topics: 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
Topics: 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 Learning)	7 L + 3 T = 10 Sessions
Topics: 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.			
Targeted Application & Tools that can be used: Canva, Google Forms and Analytics, HubSpot, Figma (Wireframes and Prototypes), ChatGPT (for content scripting support).			
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			
Text Book:			
T1: Pulizzi, J. (2016). <i>Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses</i> . McGraw-Hill.			
Reference Books:			

R1: Handley, A. (2014). <i>Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content</i> . Wiley. R2: Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson.	
Online Resources: https://presiuniv.knimbus.com/user#/home	
Research Articles: 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). https://doi.org/10.3390/systems11090471 https://www.mdpi.com/2079-8954/11/9/471 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). https://doi.org/10.1177/21582440241246429 https://journals.sagepub.com/doi/epdf/10.1177/21582440241246429?src=getftr&utm_source=scopus&getft_integrator=scopus	
Multimedia (Videos): Case Studies: 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	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4506	Course Title Mobile App 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 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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	Introduction to Mobile App Marketing	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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)	8 L + 4 T = 12 Sessions
Topics: 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)	7 L + 4 T = 11 Sessions
Topics: 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.			
Module 4	Engagement, Retention and Monetization	Project (Experiential Learning)	7 L + 3 T = 10 Sessions
Topics: Push Notifications – In-app Messaging – Referral Programs – Freemium and Subscription Models – Rewarded Ads – Gamification – Reducing Churn – Engagement KPIs (DAU, MAU, Stickiness).			
Targeted Application & Tools that can be used: Google Firebase, Appsflyer, Meta Ads, Figma, Canva for Ad Creatives.			
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			
Text Book:			
T1: Krug, S. (2022). <i>Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising</i> . Kogan Page.			

Reference Books: R1: Berman, B. (2016). Mobile Marketing: What it is and Why it Matters. Business Expert Press. R2: Clemons, E. (2020). New Patterns of Power and Profit: A Strategist's Guide to Competitive Advantage in the Age of Digital Transformation. Springer.	
Online Resources: https://presiuniv.knimbus.com/user#/home	
Research Articles: 1. Mobile Marketing 2.0: State of the Art and Research Agenda Authors: Unnati Narang & Venkatesh Shankar (2019) https://doi.org/10.1108/S1548-643520190000016008 2. In-App Advertising: A Systematic Literature Review and Implications for Future Research Authors: Chetana B. Maddodi & Pallavi Upadhyaya (2023) 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 3. Mobile Advertising: A Systematic Literature Review and Future Research Agenda Authors: (2024) https://doi.org/10.1016/j.intmar.2016.03.005	
Multimedia (Videos): 1. https://youtu.be/8mWPoARCC1E 2. https://youtu.be/Ed0k_po-foo 3. https://youtu.be/I6M4jrgeMxg	
Case Studies: 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	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO: 18 th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26 th and held on 25,July,2025

Course Code: MDM4508	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.		
Module 1	Introduction to Online Reputation Management	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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.			
Module 2	ORM Tools and Monitoring Platforms	Assignment using E Library (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: Review Management Tools (Google Reviews, Yelp, Trustpilot) – Social Listening Platforms (Brandwatch, Mention, Hootsuite) – Monitoring Brand Mentions – Influencer ORM – Sentiment Tracking – Setting up Dashboards.			
Module 3	Strategy for Building and Managing Reputation	Case Study (Participative Learning)	7 L + 4 T = 12 Sessions
Topics: 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.			
Module 4	Crisis Management and Damage Control	Project (Experiential Learning)	7 L + 3 T = 12 Sessions
Topics: 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.			

Targeted Application & Tools that can be used: Google Alerts, Hootsuite / Mention, Trustpilot / MouthShut / Glassdoor, Canva / ChatGPT (for response drafting), Power BI / Google Data Studio (for sentiment dashboards).	
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	
Text Book: T1: Berry, L. (2017). <i>Online Reputation Management For Dummies</i> . Wiley.	
Reference Books: R1: Meerman Scott, D. (2020). <i>The New Rules of Marketing and PR</i> (7th ed.). Wiley. R2: Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i> . 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	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO: 18 th held on 6,June,2025
Date of Approval by the Academic Council	Academic Council Meeting No. 26 th and held on 25,July,2025

Course Code: MDM4505	Course Title: Search Engine 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 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.		
Course Outcomes	CO1	Understand the search advertising ecosystem, including auction models and ad formats.	
	CO2	Apply keyword research, campaign structuring, and targeting strategies.	
	CO3	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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING 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	
Text Book: T1: Brad Geddes (2023). <i>Advanced Google Ads</i> (4th ed.). Wiley.	
Reference Books: R1: Clarke, A. (2022). <i>SEO 2023: Learn Search Engine Optimization</i> . R2: Clay, B. (2016). <i>Search Engine Optimization All-in-One For Dummies</i> . Wiley.	
Online Resources: https://presiuniv.knimbus.com/user#/home	
Research Articles: 1. An Overview of Search Engine Marketing: A Systematic Literature Review Authors: Alperen Şahin & Taşkın Dirsehan (2023)] https://www.researchgate.net/publication/374548575_An_Overview_of_Search_Engine_Marketing_A_Systematic_Literature_Review 2. How Search Engine Marketing Influences User Knowledge Gain Author: Sebastian Schultheiß (2023) https://arxiv.org/pdf/2301.10086 3. The Importance of SEO and SEM in Improving Brand Visibility in E-commerce Authors: (2023) – SSRN / MPRA https://mpira.ub.uni-muenchen.de/119205/1/MPRA_paper_119205.pdf	
Multimedia (Videos): 1. https://youtu.be/CEpcMPyjX4s 2. https://www.youtube.com/watch?v=AtiAIWIw6Zg 3. https://www.youtube.com/playlist?list=PLGVFg8Wmk1pZmZ2QpuQQsyGQpClxXXDbY	
Case Studies: 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.	
Catalogue prepared by	Dr. T S Edwin
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MDM4504	Course Title Search Engine Ranking Optimization 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, 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' EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING techniques.		
Module 1	SEO Fundamentals and Search Engine Algorithms	Quiz (Participative Learning)	8 L + 4 T = 12 Sessions
Topics: 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)	8 L + 4 T = 12 Sessions
Topics: 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)	7 L + 4 T = 11 Sessions
Topics: HTML Tags – Title, Header, Alt Attributes – URL Structure – Internal Linking – Schema Markup – Mobile Optimization – Page Speed – Indexing and Crawlability – XML Sitemaps – Robots.txt.			
Module 4	Off-Page SEO and Link Building	Project (Experiential Learning)	7 L + 3 T = 10 Sessions
Topics: Backlinks – Domain Authority and Page Authority – Link Building Strategies – Guest Blogging – Social Signals – Local SEO (Google My Business, NAP Consistency) – Online Reputation Management.			
Targeted Application & Tools that can be used: Google Analytics, 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	
Text Book: T1: Enge, E., Spencer, S., & Fishkin, R. (2015). <i>The Art of SEO: Mastering Search Engine Optimization</i> (3rd ed.). O'Reilly Media. T2: _Ledford, J. L. (2022). <i>Search engine optimization (SEO) secrets</i> (2nd ed.). Wiley. ISBN: 9781119897807	
Reference Books: R1: Clarke, A. (2022). <i>SEO 2023: Learn Search Engine Optimization</i> . R2: Clay, B. (2016). <i>Search Engine Optimization All-in-One For Dummies</i> . Wiley.	
Online Resources: https://presiuniv.knimbus.com/user#/home	
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