



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

Itgalpura, Rajankunte, Yelahanka, Bengaluru – 560064



PRESIDENCY UNIVERSITY

SCHOOL OF MANAGEMENT

Program Regulations and Curriculum

2025-2028

BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

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

Regulations No.: PU /AC-26.23/SOM-UG06/BBD/2025-28

Resolution No 26.23 of the 26th Meeting of the Academic Council held on 25th July 2025, and ratified by the Board of Management in its 27th Meeting held on 28th July, 2025.

(As amended up to the 29th Meeting of the Academic Council held on 24th April 2026. This document supersedes all previous guidelines)

July-2025

Table of Contents

Clause No.	Contents	Page Number
PART A – PROGRAM REGULATIONS		
1.	Vision & Mission of the University and the School / Department	4
2.	Preamble to the Program Regulations and Curriculum	5
3.	Short Title and Applicability	5
4.	Definitions	6
5.	Program Description	8
6.	Minimum and Maximum Duration	9
7.	Programme Educational Objectives (PEO) & Programme Outcomes (PO)	10
8.	Programme Specific Outcomes (PSO)	11
9.	Admission Criteria (as per the concerned Statutory Body)	11
10.	Transfer Students requirements	12
11.	Change of Program	13
12.	Specific Regulations regarding Assessment and Evaluation	14
13.	Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC (NPTEL, SWAYAM etc.)	17
14.	Mandatory Non-Credit Courses	20
PART B: PROGRAM STRUCTURE		
15.	Structure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements	21
16.	Minimum Total Credit Requirements of Award of Degree	22

17.	Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies	22
PART C: CURRICULUM STRUCTURE		
18.	Curriculum Structure	
18(a)	List of School Core Courses	24
18(b)	List of Program Core Courses	25
18(c)	List of Specialization Courses	26
18(d)	List of Ability Enhancement Courses	27
18(e)	List of Skill Enhancement Courses	27
18(f)	List of Value Added Courses	28
18(g)	List of Open Elective Courses	28
18(h)	List of Mandatory Non Credit Courses	27
19.	Practical / Skill based Courses – Internships / Capstone Project	28
20.	MOOC (NPTEL) Courses	31
21.	Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Options	32

PART A – PROGRAM REGULATIONS

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

1.1 Vision of the University

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

1.2 Mission of the University

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

1.3. Vision Statement of Presidency School of Management

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

1.4 Mission Statement of Presidency School of Management

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 BBA (Digital Marketing) degree.

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

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

3. Short Title and Applicability

- a. These Regulations shall be called the Bachelor of Business Administration (Digital Marketing) Degree Program Regulations and Curriculum 2025-2028.
- b. These Regulations are subject to, and pursuant to the Academic Regulations.
- c. These Regulations shall be applicable to the ongoing Bachelor of Business Administration (Digital Marketing) Degree Programs of the 2025-2028 batch, and to all other Bachelor of Business Administration (Digital Marketing) Degree Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Digital Marketing) Degree Program Regulations and Curriculum, along with all the amendments thereto.
- e. These Regulations shall come into force from the Academic Year 2025-2026.

4. Definitions

In these Regulations, unless the context otherwise requires:

- a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
- b. *"Academic Council" means the Academic Council of the University;*
- c. *"Academic Regulations" means the Academic Regulations, of the University;*
- d. *"Academic Term" means a Semester or Summer Term;*
- e. *"Act" means the Presidency University Act, 2013;*
- f. *"AICTE" means All India Council for Technical Education;*
- g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*
- h. *"BOE" means the Board of Examinations of the University;*
- i. *"BOG" means the Board of Governors of the University;*
- j. *"BOM" means the Board of Management of the University;*
- k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the University;*
- l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*

- m. "Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;
- n. "COE" means the Controller of Examinations of the University;
- o. "Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;
- p. "Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;
- q. "Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;
- r. "Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.
- s. "DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;
- t. "Dean" means the Dean / Director of the concerned School;
- u. "Degree Program" includes all Degree Programs;
- v. "Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;
- w. "Discipline" means specialization or branch of BBA Degree Program;
- x. "HOD" means the Head of the concerned Department;
- y. "L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;
- z. "MOOC" means Massive Open Online Courses;
- aa. "MOU" means the Memorandum of Understanding;
- bb. "NPTEL" means National Program on Technology Enhanced Learning;
- cc. "Parent Department" means the department that offers the Degree Program that a student undergoes;
- dd. "Program Head" means the administrative head of a particular Degree Program/s;
- ee. "Program Regulations" means the Bachelor of Business Administration (Digital Marketing) Degree Program Regulations and Curriculum, 2025-2028;
- ff. "Program" means the Bachelor of Business Administration (Digital Marketing) Degree Program;

- gg. "PSOC" means the Presidency School of Commerce;*
- hh. "Registrar" means the Registrar of the University;*
- ii. "School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*
- jj. "Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;*
- kk. "SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;*
- ll. "Statutes" means the Statutes of Presidency University;*
- mm. "Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;*
- nn. "Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;*
- oo. "SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.*
- pp. "UGC" means University Grants Commission;*
- qq. "University" means Presidency University, Bengaluru; and*
- rr. "Vice Chancellor" means the Vice Chancellor of the University.*

5. Program Description

The Bachelor of Business Administration (Digital Marketing) Program Regulations and Curriculum 2025-2028 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration (Digital Marketing) Degree Program, abbreviated as BBA (Digital Marketing)) of 2025-2028 offered by the Presidency School of Commerce (PSOC).

- 5.1. These Program Regulations shall be applicable to other similar programs, which may be introduced in future.
- 5.2. These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.
- 5.3. The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations

6. Minimum and Maximum Duration

- 6.1 Bachelor of Business Administration (Digital Marketing) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA (Digital Marketing) Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA (Digital Marketing) program is six (06) Semesters.
- 6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.
- 6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (refer to clause 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, female students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.
- 6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree, in the prescribed maximum duration (Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

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

- 7.1 Demonstrate competence in core areas of business enabling them to contribute effectively in diverse organizational settings.
- 7.2 Exhibit strong communication, collaboration, and leadership skills to manage teams, resolve conflicts, and drive organizational initiatives in dynamic business environments.
- 7.3 Practice integrity, social responsibility, and ethical decision-making, contributing to sustainable business practices and positive societal impact.
- 7.4 Embrace innovation, entrepreneurial thinking, and continuous learning to adapt to evolving business challenges and pursue personal and professional growth.

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

8.1 Programme Outcomes (PO)

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

- 8.1.1. Demonstrate knowledge of business concepts, tools, and practices, and apply analytical and critical thinking to solve business problems effectively.
- 8.1.2. Able to communicate clearly, professionally, and persuasively using oral, written, and digital formats.
- 8.1.3. Develop interpersonal and leadership skills to work effectively in teams, manage conflict, and lead organizational initiatives.
- 8.1.4. Understand ethical frameworks and corporate social responsibility, enabling them to act with integrity and accountability in business contexts.
- 8.1.5. Demonstrate an entrepreneurial mindset and the ability to identify, evaluate, and implement innovative business opportunities.
- 8.1.6. Adapt to changing business environments and committed to continuous personal and professional development.

8.2 Program Specific Outcomes (PSOs):

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

- 8.2.1. Apply digital marketing tools and techniques to create and manage impactful online marketing campaigns.
- 8.2.2. Interpret and utilize consumer data to create marketing strategies and optimize return on investment.

- 8.2.3. Demonstrate skills to build and manage digital brand presence, enhance customer experience, and foster long-term engagement through online platforms and content strategies.

9 Admission Criteria

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

- 9.1 An applicant who has successfully completed Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course, with a minimum aggregate of 40% marks, from a recognized university of India or outside or from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country, for the purpose of issue of qualifying certificate, on successful completion of the course, may apply for and be admitted into the Program.
- 9.2 Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.
- 9.3 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.
- 9.4 Candidates must fulfil the medical standards required for admission as prescribed by the University.
- 9.5 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.
- 9.6 The decision of the BOM regarding the admissions is final and binding.

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

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the BBA (Digital Marketing) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA (Digital Marketing) Program of the University as per the rules and guidelines prescribed in the following 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 10th of July of the concerned year for admission to the 2nd Year (3rd Semester) BBA (Digital Marketing) Program commencing on August of the year

concerned.

- 10.2 The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.
- 10.3 The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the BBA (Digital Marketing) Three Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the BBA (Digital Marketing) Program of the University.
- 10.4 The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11.Change of Program

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

- 11.1 Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be eligible for consideration of a change of program.
- 11.2 Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.
- 11.3 The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulations and Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all other rules pertaining to the changed Program existing at the time.
- 11.4 Change of program once made shall be final and binding on the student. No student shall be permitted, under

any circumstances, to refuse the change of program offered.

- 11.5 The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:
 - 11.5.1 The actual number of students in the second semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,
 - 11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.
 - 11.5.3 The process of change of program shall be completed on the first five (5) days of the Registration for the 2nd Semester.

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

- 12.1. The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.
- 12.2. Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 8.8 of Academic Regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.
- 12.3. Format of the End-Term examination shall be specified in the Course Plan.
- 12.4. Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:
 - Non-Teaching Credit Courses (NTCC)
 - Courses with a class strength less than 30

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

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

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan. Normally, for Practice/Skill based Courses, without a defined credit structure (L-T-P) [NTCC], but with assigned Credits (as defined in Clause 5.2 of Academic Regulation), the method of evaluation shall be based only on Continuous

Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6. Minimum Performance Criteria:

12.6.1. Theory only Course and Lab/Practice Embedded Theory Course

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

- a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.
- b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2. Lab/Practice only Course and Project Based Courses

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

- 12.6.3. A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 8.9.1, 8.9.1 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' of Academic Regulation) and approved by the Dean - Academics.
- 13.2. Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.
- 13.3. Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds* (SWAYAM) and *National Program on Technology Enhanced Learning* (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:
 - 13.3.1. A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.
 - 13.3.2. SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations, shall be approved by the concerned Board of Studies.

- 13.3.3. Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.
- 13.3.4.** Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.
- 13.3.5. A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause 13.3.2 above.
- 13.3.6. SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.
- 13.3.7. A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the Dean/ Director/ HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the Dean/Director/HOD concerned, the Course(s) and equivalent Credits shall be forwarded to the COE for processing of results of the concerned Academic Term.
- 13.3.8. The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading (Table 8.11 in academic regulation).

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

2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

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

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

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

14. Mandatory Non-Credit Course Completion Requirements: All mandatory non-credit courses shall be satisfactorily completed by the student as part of the degree requirements. These courses will be evaluated and awarded letter grades based on the following criteria:

- **S (Satisfactorily Completed):** Awarded when the student successfully completes all prescribed course requirements.
- **NC (Not Completed):** Awarded when the student fails to meet the prescribed course requirements.

A student receiving an **NC** grade must reappear for and complete the course in accordance with the guidelines prescribed by the University.

In the case of non-taught and non-credited mandatory courses—where students are advised to undertake learning through MOOC platforms—there shall be a clearly defined **Course Catalogue** and a corresponding **Course Plan**. The Course Plan shall outline the assessment components, which will form the basis for evaluation.

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

The BBA (Digital Marketing) Program Structure (2025-2028) has a total of 120 credits. Table 3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table No. 3 Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
S. No.	Baskets	Credit Contribution
1	School Core Courses (SCC)	40
2	Program Core Courses (PCC)	32
3	Specialization Courses (SPC)	
	a) Specialization Core Courses	12
	b) Specialization Elective Courses	6
4	Ability Enhancement Courses (AEC)	8
5	Skill Enhancement Courses (SEC)	14
6	Value Added Courses (VAC)	2
7	Open Elective Courses (OEC)	6
8	Mandatory Non- Credit Courses (MNC)	-
	Minimum Total Credits for the Award of Degree	120

16. Minimum Total Credit Requirements of Award of Degree

A minimum of 120 credits is required to be eligible for the award of BBA (Digital Marketing) degree.

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

- 17.1 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.
- 17.2 A student shall be declared to be eligible for the award of the concerned Degree if she/he:
 - a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets.
 - b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations;
 - c. No dues to the University, Departments, Hostels, Library, and any other such Centres/ Departments of the University; and
 - d. No disciplinary action is pending against her/him.

18. Curriculum Structure – Basket Wise Course List

List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

Table No. 4 List of School Core Courses (SCC)						
S. No	Course Code	Course Name	L	T	P	C
1	CBS1021	Fundamentals of Financial Accounting	3	1	0	4
2	CBS1001	Managerial Economics	3	0	0	3
3	CBS1030	Business Environment	3	0	0	3
4	CBS1017	Business Statistics	3	1	0	4
5	CBS1002	Business Law	4	0	0	4
6	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4
7	CBS1014	Principles of Management	3	0	0	3
8	CBS1019	Human Resource Management	3	0	0	3
9	CBS1018	Introduction to Marketing	3	0	0	3
10	CBS3001	Strategic Management	3	0	0	3
11	CBS2001	International Business	3	0	0	3
12	CBS3002	Operations Research	3	0	0	3
Total No. of Credits						40

Table No. 5 List of Program Core Courses (PCC)						
S. No	Course Code	Course Name	L	T	P	C
1	DBS1008	Introduction to Digital Marketing	3	0	0	3
2	DBS2018	Web Design and Development	4	0	0	4
3	DBS2019	Affiliate Marketing	3	0	0	3
4	DBS2020	Mobile and Email Marketing	4	0	0	4
5	DBS2021	Search Engine Optimization	3	0	0	3
6	DBS1013	Social Media Marketing	4	0	0	4
7	CBS2028	AI for Managers	3	0	0	3
8	CBS2029	Business Finance	3	1	0	4
9	CBS2011	Essentials of Taxation	3	1	0	4
Total No. of Credits						32

Table No. 6 : List of Specialization Courses						
Specialization Core Courses						
S. No.	Course Code	Course Name	L	T	P	C
1	DBS3038	Social and Web Analytics	1	1	2	3
2	DBS3039	Digital Media Laws	3	0	0	3
3	DBS3040	Digital Consumer Behaviour	3	0	0	3
4	DBS3041	Content Strategy	3	0	0	3
Total						12
Specialization Elective Courses (Choose any TWO Courses only)						
1	DBS3042	Visual and Graphic Design	3	0	0	3
2	DBS3043	E-Commerce Website Optimization	3	0	0	3
3	DBS3044	Pay-Per-Click Advertising	3	0	0	3
4	DBS3045	Internet and Web Fundamentals	3	0	0	3
5	DBS3046	Emerging Digital Technologies	3	0	0	3
6	DBS3047	Digital Media Planning and Buying	1	1	2	3

Table No. 7 : List of Ability Enhancement Courses (AEC)						
S. No.	Course Code	Course Name	L	T	P	C
1	ENG1901	Essentials of Communication	3	0	0	3
2	ENG2020	Business English	3	0	0	3
3	KAN1002/ KAN2002/ FRL 1004	Sarala Kannada / Savi Kannada / Introduction to French Language/*Foreign Language	2	0	0	2
Total No. of Credits						8

*Foreign Language courses offered by Dept. of Languages and approved by the BOS will be added to the above list and will be made available for the students for Pre -Registration.

Table No.8: List of Skill Enhancement Courses (SEC)						
S. No	Course Code	Course Name	L	T	P	C
1	CBS1023	Spreadsheets for Business	1	1	2	3
2	CBS2035	Advanced Spreadsheets	1	1	2	3
3	CBS2037	Data Analysis for Decision Making	0	0	4	2
4	CBS7000	Summer Internship	-	-	-	2
5	CBS7002	Capstone Project	-	-	-	4
Total No. of Credits						14

Table No. 9 : List of Value-Added Courses (VAC)						
S. No	Course Code	Course Name	L	T	P	C
1	PPS4002	Aptitude Training	0	0	2	1
2	PPS3018	Preparedness for Interview	0	0	2	1
Total No. of Credits						2

Table No. 10: Open Elective Courses (OEC) *– Minimum of 6 credits is to be earned by the student						
S. No.	Course Code	Course Name	L	T	P	C
1	DES2001	Design Thinking	3	0	0	3
2	LAW2015	Cyber Law	3	0	0	3
3	BAJ1026	Multimedia Story Telling	3	0	0	3
4	BAJ1028	Content Creation for Social Media	3	0	0	3

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

Table No. 11 : List of Mandatory Non-Credit Courses (MNC)							
S. No.	Course Code	Course Name	L	T	P	C	
1	PPS1025	#Industry Readiness Program - I	0	0	2	0	
2	PPS1026	#Industry Readiness Program - II	0	0	2	0	
3	LAW7601	*Indian Constitution	1	0	0	0	
4	CHE7601	*Environmental Studies	1	0	0	0	
Total No. of Credits						0	

Industry Readiness Program I and II will be of 30 Hours

* Indian Constitution and Environmental Studies and Sustainable Development are MOOCs

19. Practical / Skill based Courses – Internships / Capstone Project Work

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

19.1 Internship

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

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

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

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

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

19.2. Capstone Project:

19.2.1. Every student shall, carryout Capstone Project work under the overall supervision of the supervisor(s) during the VI semester of the program.

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

from other School and/or from industry/corporate organization active in the area in which the work is being carried may be allowed, to be associated as a co-supervisor.

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

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

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

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

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

19.2.8. The student shall submit to Program Coordinator one printed soft bound copy of his/her capstone project.

19.2.9. An Assessment Committee constituted by the Dean / Director/ HOD of the School comprising internal and external members shall conduct Viva-Voce on capstone project.

19.2.10. The Evaluation components for capstone project and the respective weightages are detailed in Table 12:

Table - 12	
Capstone Project Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Capstone project Report	50 %
Supervisor Evaluation and Feedback	20%
Viva-Voce	30 %

20.MOOC (NPTEL) Courses

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

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

Semester I							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS1021	Fundamentals of Financial Accounting	3	1	0	4	SCC
2	CBS1014	Principles of Management	3	0	0	3	SCC
3	CBS1001	Managerial Economics	3	0	0	3	SCC
4	CBS1030	Business Environment	3	0	0	3	SCC
5	CBS1018	Introduction to Marketing	3	0	0	3	SCC
6	DBS1008	Introduction to Digital Marketing	3	0	0	3	PCC
7	ENG1901	Essentials of Communication	3	0	0	3	AEC
8	PPS1025	*Industry Readiness Program – I	0	0	2	0	MNC
		Total				22	

30 Hours Course

Semester II						
S. No.	COURSE CODE	COURSE NAME	L	T	P	Cours e Type
1	DBS2018	Web Design and Development	4	0	0	PCC
2	CBS1017	Business Statistics	3	1	0	SCC
3	DBS2019	Affiliate Marketing	3	0	0	PCC
4	XXXXX	Open Elective Course -1	3	0	0	OEC
5	ENG2020	Business English	3	0	0	AEC
6	KAN1002/ KAN2002/ FRL 1004	Sarala Kannada / Savi Kannada / Introduction to French Language/Foreign Language	2	0	0	AEC
7	CBS1023	Spreadsheets for Business	1	1	2	SEC
8	LAW7601	*Indian Constitution	1	0	0	MNC
9	PPS1026	#Industry Readiness Program - II	0	0	2	MNC
		TOTAL				22

30 Hours Course

*MOOC

Semester III

S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS1042	Human Resource Management	3	0	0	3	SCC
2	DBS1013	Social Media Marketing	4	0	0	4	PCC
3	DBS2020	Mobile and E Mail Marketing	4	0	0	4	PCC
4	CBS1002	Business Law	4	0	0	4	SCC
6	CBS2035	Advanced Spreadsheets	1	1	2	3	SEC
7	XXXXX	Open Elective Course - 2	3	0	0	3	OEC
8	PPS3018	Preparedness for Interview	0	0	2	1	VAC
		TOTAL				22	

Semester IV							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	DBS2021	Search Engine Optimization	3	0	0	3	PCC
2	CBS2001	International Business	3	0	0	3	SCC
3	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4	SCC
4	CBS2011	Essentials of Taxation	3	1	0	4	PCC
5	CBS2029	Business Finance	3	1	0	4	PCC
6	CHE7601	*Environmental Studies	1	0	0	0	MNC
7	CBS2028	AI for Managers	3	0	0	3	PCC
8	PPS4002	Aptitude Training	0	0	2	1	VAC
		TOTAL				22	

*MOOC

Semester V							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	DBS3038	Social and Web Analytics	1	1	2	3	SPC
2	DBS3039	Digital Media Laws	3	0	0	3	SPC
3	DBS3040	Digital Consumer Behavior	3	0	0	3	SPC
4	DBS3041	Content Strategy	3	0	0	3	SPC
5	CBS2037	Data Analysis for Decision Making	0	0	4	2	SEC
6	CBS3002	Operations Research	3	0	0	3	SCC
7	CBS3001	Strategic Management	3	0	0	3	SCC
8	CBS7000	Summer Internship	-	-	-	2	SEC
		TOTAL				22	

Semester VI							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	XXXXX	Specialization Elective Course - I	3	0	0	3	SPC
2	XXXXX	Specialization Elective Course - II	3	0	0	3	SPC
3	CBS7002	Capstone Project	-	-	-	4	SEC
		TOTAL				10	

PART C: Course Catalogues

School Core Courses

Course Code: CBS1021	Course Title: Fundamentals of Financial Accounting Type of Course: School Core	L- T - P- C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces students to the foundational principles and practices of financial accounting. Through problem-solving and case-based learning, students develop the ability to record, classify, and summarize business transactions and prepare basic financial statements for sole proprietors. The course also imparts an understanding of accounting conventions, depreciation, and adjustments necessary for accurate financial reporting.					
Course Outcomes	On successful completion of the course the students shall be able to: • CO1: Explain the basic concepts, objectives, conventions, and principles of financial accounting. (Understand) • CO2: Apply double entry book keeping to systematically record transactions. (Apply) • CO3: Prepare subsidiary books, bank reconciliation statement and trail balance after incorporating depreciation. (Apply) • CO4: Prepare final accounts—Trading Account, Profit & Loss Account, and Balance Sheet—for a sole proprietorship after necessary year-end adjustments.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Basics of Financial Accounting and attain Employability through Problem Solving Methodologies.					
Course Content:	Fundamentals of Financial Accounting					
Module 1	Introduction to Financial Accounting.	MCQs/Case Study	Solving problems	14 Sessions		

Topics: Meaning and Objectives of Financial Accounting, Types of Accounting, Users of Financial Statements, Types of Business Entities, Define and Understand the Accounting Concepts of Money Measurement, Business Entity, Going Concern, Matching, Accounting Period, Double-Entry Concept, Cost Concept, Full Disclosure, Define and Understand the Accounting Conventions of Convention of Consistency, Conservatism, Disclosure and Materiality.

Module 2	Double-entry Accounting, Subsidiary Books & Trial balance.	MCQs/Case Study	Solving problems	16 Sessions
----------	---	-----------------	------------------	-------------

Topics: Double-Entry Accounting, Ledger Accounts, Books of Prime Entry and Journals, the Accounting Equation. Accounting cycle

Module 3	Subsidiary Books and cash book	MCQs/Case Study	Solving problems	16 Sessions
----------	---------------------------------------	-----------------	------------------	-------------

Topic: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book. Preparing a Bank Reconciliation Statement (Simple problems) (Simple meaning and nature of Bills Receivable Book, Bills Payable Book, Journal Proper.) Preparation of Trial Balance, Errors which can and cannot be located by a Trial Balance. Concept, Need and Factors affecting Depreciation, Depreciation Methods (Original cost method and Diminishing Balance Method). Accounting Treatment of Depreciation

Module 4	Financial Statements	MCQs/Case Study	-Solving problems	14 Sessions
----------	-----------------------------	-----------------	-------------------	-------------

Topics: Preparation of Trading And Profit & Loss from the Trial Balance, Preparation of Balance Sheet (Sole proprietorship only), Adjustment Entries Relating to Outstanding Expenses, Prepaid Expense, Accrued Income, Provisions, Interest on Capital and Drawing.

Targeted Application & Tools that can be used: ☐ **Tally ERP, Zoho Books**, Microsoft Excel / Google Sheets

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

1. Assignments – Case studies on Basic accounting principles, financial statements.

Reference : **Text book :**

1. DK Goel, Rajesh Goel, Shelly Goel -Basic Accounting, Arya Publication.
2. S.N.Maheswari, Introduction to Accounting, Vikas Publishing House.

Reference :	
PU library link	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ARA-09-2021-0177/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=book+keeping+and+accounting&showAll=true	
E resources:	
NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.	
Topics relevant to EMPLOYABILITY:	
Problem Solving Techniques. This is attained through assessment component mentioned in Course Plan.	
Catalogue prepared by	Dr. SHANKARGOUDA B. LAKKANGOUDR
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1001	Course Title: Managerial Economics Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces the application of economic theory and tools in managerial decision-making. It focuses on understanding how businesses operate within different market environments, make production and pricing decisions, and respond to economic policies. The course combines microeconomic principles with real-world business contexts to enhance problem-solving and analytical thinking.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the basic concepts of managerial economics, consumption decisions using demand and supply principles, elasticity, and equilibrium. CO2: Apply demand and supply principles, including elasticity concepts and equilibrium analysis, to analyze consumer behavior and market adjustments. CO3: Apply production and cost theories to understand the relationship between input utilization, output generation, and cost behavior in short and long-run business decisions. CO4: Explain different market structures and the effects of government interventions such as price controls on market outcomes. CO5: Describe key macroeconomic indicators such as national income, inflation, business cycles, and fiscal and monetary policies and their impact on business.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Managerial Economics and attain Skill Development through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to Managerial economics and Consumption Decision	Participative learning [Presentation]	Basic economic problem discussion and numerical solving	12 Sessions
Topics: Introduction to Economics and definitions - Factors of production. Meaning, scope and importance of Managerial Economics. Law of demand, price quantity relationship, determinants, exceptions. Demand schedule, equations and diagrams, shift and movement along the demand curve. Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand and supply – Calculating Price Elasticity of Demand, Categories of Price Elasticity of demand, determinants of price elasticity of demand, cross price elasticity, income elasticity.				
Module 2	Theory of Production and Costs	Discussion	Expansion path and cost function function(Numerical solving)	13 Sessions
Topics: Defining production- The production function: short vs long run – Average, marginal and total product, equation, schedule and diagrams – Three stages of production- concept of isoquant. Defining costs and various cost concepts – Fixed and variable costs - Average, marginal and total costs, equation, schedule and diagram – Cost curves and their shapes in short and long runs, numerical problems.				
Module 3	Market Structure	Assignments	Effects of Government Intervention – price control(Case study)	8 Sessions
Topics: Meaning and types of Market. Perfect competition -Features - profit maximization - Monopoly, why and how they arise – characteristics. Monopolistic competition – Characteristics. Oligopoly - Features.				
Module 4	Key Concepts of Macroeconomics	Discussion	Union Budget analysis	12 Sessions
Topics: Meaning and Key Concepts of Macroeconomics. Importance and issues of Macroeconomics. Circular flow models of Economy. Measurement of National Income. Meaning and scope of fiscal Policy-Fiscal Instruments-Kinds of fiscal policy. The union budget process, functions of a Central bank -Objectives and instruments of monetary policy, Inflation. Business cycle. Definition of Business Cycle – Meaning, Phases of the Business Cycle, Causes of Business Cycles				
Targeted Application & Tools that can be used:				

Targeted Applications are

- Demand Forecasting – Predict future demand.
- Cost & Production Analysis – Optimize production and reduce cost.
- Pricing Strategy – Set profit-maximizing prices.
- Profit Management – Analyse cost-revenue for maximum profit.
- Capital Budgeting – Evaluate investment decisions.
- Risk Analysis – Handle uncertainty in decisions.
- Market Structure Analysis – Strategy based on market type.
- Resource Optimization – Efficient allocation of resources.

Tools that can be used: NA

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

Business Plan Development: Create a concise business plan focusing on cost analysis, pricing strategies, and market structures relevant to a small business.

Local Business Analysis: Study a local enterprise to analyse its cost structure, pricing strategy, and market environment.

Economic Policy Impact Report: Assess how a recent government fiscal or monetary policy affects a specific industry or consumer group.

Managerial Economics Field Study: Conduct a small-scale survey or data collection on local consumer behaviour, demand trends, or price sensitivity.

Budget Reflection Report: Analyse key components of the latest Union Budget and evaluate its impact on business and the economy.

Reference Text book:

T1. Kaur, S., Mc. Eachern, W. A. Micro ECON A South- Asian Perspective. Cengage.

T2: *Managerial Economics* by D.N. Dwivedi. Vikas Publishing House.

Reference :

R1: Salvatore, D., Rastogi, K. R. (2020). Managerial Economics: Principles and Worldwide Applications. Oxford Higher Education.

R2: Mankiw, N. G. Taylor, M.P. (2017). Macro Economics, Cengage.

R3: *Principles of Economics* by N. Gregory Mankiw. Publisher: Cengage Learning. 2018.

PU library link :

W1: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=EDX1_494

W3: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=EDX1_78

W4: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_131

E sources link

(Including Swayam & NPTEL Video Lecture Sessions)

W5: <https://www.khanacademy.org/economics-finance-domain/microeconomics>

W6: <https://byjus.com/commerce/microeconomics/>

W7: https://onlinecourses.nptel.ac.in/noc23_mg03/preview

Topics relevant to SKILL DEVELOPMENT :

- Practical skill in using data to estimate demand and interpret elasticity for pricing and sales strategy decisions.
- Constructing and interpreting demand/supply curves, cost functions, and production functions using real-world data.
- Solving business problems involving price, income, and cross-price elasticity for revenue and marketing decisions.
- Understanding cost structures and applying cost data to support operational and pricing decisions.
- Evaluating competitive strategies based on different market conditions.
- Analyzing real-world outcomes of price controls, subsidies, and taxation using economic reasoning.
- Developing the ability to interpret fiscal and monetary policy changes and assess business implications.
- Understanding macroeconomic indicators and their relevance to business.

Catalogue prepared by	Dr. Shabeena
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS1030	Course Title: Business Environment Course Type: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides students with an understanding of the business environment and the factors affecting business organizations. It helps students examine the relationship between business and government. The course also enables students to understand the political, economic, legal, and social policies that influence business activities.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the fundamentals of business environment CO2: Recognize the influence of the technological and cultural environment on business. CO3: Explain the political and economic environment influencing business. CO4: Illustrate the legal environment and its role in business. CO5: Discuss the impact of globalization on business.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Business Environment and attain Skill Development through Participative Learning techniques.					

Course Content:				
Module1	Introduction to Business Environment		Quiz	10 Sessions
Meaning, Nature, Scope and Importance of Business Environment. Components of Business Environment: Internal and External Environment. Environmental Scanning: Process, SWOT Analysis, PESTLE Analysis. Risk Assessment in Business Environment. Foreign Direct Investment (FDI): Policies and Trends in India. WTO: Objectives, Functions and Challenges. Emerging Business Environment in the Digital Economy.				
Module 2	Technological & Socio-Cultural Environment		Quiz	12 Sessions
Technological Environment: Nature and Features, Industry 4.0 and Digital Transformation, Artificial Intelligence (AI) in Business, Cloud Computing, Big Data and Internet of Things (IoT), Digital India Initiative, Innovation Ecosystem and Start-up India. Culture and Business, Cultural Dimensions (Hofstede), Demographic Trends, Consumer Behaviour and Lifestyle Changes, Corporate Social Responsibility (CSR), Business Ethics and Corporate Governance, Sustainability and ESG (Environmental, Social and Governance)				
Module 3	Political & Economic Environment		Quiz	12 Sessions
Political Institutions, Government and Business, Public Sector and Private Sector, Public Sector Reforms, Role of MSMEs in Economic Development, Public-Private Partnership (PPP) Economic Systems, Economic Planning and Liberalization, Industrial Policy, Economic Reforms (LPG), Fiscal and Monetary Policies, Inflation, Employment and GDP, Make in India (Atmanirbhar Bharat), National Logistics Policy.				
Module 4	Legal & Global Environment		Quiz	11 Sessions
Consumer Protection Act, 2019, Competition Act, Information Technology Act, Right to Information Act (overview), Intellectual Property Rights (IPR), Data Protection and Privacy (Digital Personal Data Protection Act, 2023). Globalization, Modes of Entry into International Business, Global Trade Trends, WTO Agreements, Regional Trade Agreements, Global Supply Chain Management, Sustainable Development Goals (SDGs)				

Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation, Google Forms / Microsoft Forms – For conducting quizzes or feedback

Reference Text Book:

T1: Cherunilam, F. Business Environment: Text and Cases. Himalaya Publishing House. Latest Edition.

T2: Gupta, C.B. Business Environment. Sultan Chand & Sons. Latest Edition.

T3: Saleem, S. Business Environment. Pearson India. Latest Edition.

Reference:

E-Reading / Essential Reading:

R1. Fernando, A.C. Business Environment. Pearson India. Latest Edition.

R2: Paul, J. Business Environment: Text and Cases. McGraw Hill Education. Latest Edition.

R3: Aswathappa, K. Essentials of Business Environment. Himalaya Publishing House. Latest Edition.

R4: Raj Aggarwal. Business Environment. Excel Books. Latest Edition.

Web Resources:

W1: Ministry of Commerce & Industry (India)

W2: DPIIT (Department for Promotion of Industry and Internal Trade)

W3: Ministry of MSME

W4: World Trade Organization (WTO)

W5: UNCTAD (United Nations Conference on Trade and Development)

PU Library link:

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb008051/full/html>

Topics relevant to SKILL DEVELOPMENT: SWOT Analysis for Industries or Companies, Analyzing the business impact of government reforms, FDI policies, ease of doing business. This is attained through the assessment component mentioned in the course handout.

Catalogue prepared by	Dr.Jency Priyadharshany
Recommended by the Board of Studies on	6 th Board of Studies
Date of Approval by the Academic Council	

Course Code: CBS1017	Course Title: Business Statistics	L-T- P-C	3	1	0	4
	Type of Course: School Core					
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces statistical tools and techniques essential for business decision-making. It covers data collection, presentation, and analysis. Through hands-on practice and interpretation, students will learn to analyze and summarize data to support business strategies.					
Course Outcomes	On Successful Completion of The Course, Students Shall be able to, CO1: Describe the basic concepts, scope, and methods of data collection, classification, and graphical presentation in business statistics. (Understand) CO2: Compute measures of central tendency and dispersion to summarize and interpret business data. (Apply) CO3: Calculate relationships between variables using correlation and regression techniques for business problem-solving. (Apply) CO4: Compute index numbers for tracking business and economic changes over time. (Apply) CO5: Solve business problems using statistical techniques for decision-making. (Apply)					
Course Objective:	This course is designed to Develop foundational statistical skills to collect, analyze, interpret, and present data using measures of central tendency, dispersion, association, regression, and index numbers.					
Course Content:						
Module 1	Introduction to basic statistics		Quiz or Assignments	12 Sessions		
Meaning, Definition and Scope of Statistics; Collection of data: Primary and Secondary; Methods of collecting primary data; Classification and tabulation; Presentation of data: Graphs and diagrams -Histograms, Pie diagram and Bar diagrams, frequency curves, Ogives.						

Module 2	Measures of Central Tendency and Dispersion		Quiz or Assignments	16 Sessions
Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean, and Harmonic Mean; Quartiles. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation with coefficients, Coefficients of Variation. Skewness: Bowley's and Karl Pearson's method.				
Module 3	Measures of Association and Regression		Quiz or Assignments/Numerical Problem Solving	16 Sessions
Correlation: Meaning, Scatter plots; Karl Pearson's coefficient of correlation (raw data only), Spearman's Rank Correlation; Regression and Estimation.				
Module 4	Index Numbers		Quiz or Assignments/Numerical Problem Solving	16 Sessions
Index Numbers: Meaning, Uses, Steps involved in Computing Index Numbers; Methods: Simple, weighted: Laspeyre's Index Number, Paasche's Index Number, Fisher's Ideal Index Number including Time Reversal Test (TRT) and Factor Reversal Test (FRT); Consumer price index family budget method, Consumer Price Index and Whole-Sale Price Index.				
Targeted Application & Tools that can be used: Microsoft Excel, Desmos (Web-Based Visual Tool), GeoGebra for calculating Statistical Measures.				
DELIVERY PROCEDURE (PEDAGOGY): Lecture and Solving Numerical Problems- All Modules 1,2,3,4 Participative learning: All Modules 1,2,3,4 Self-learning: Module-1 Assignment 1: Tabular and Graphical reporting of the primary data (Collected by primary survey on any topic – by student groups) Assignment 2: Assignment 2: Write a report of the any Swayam & NPTEL Video Lecture Sessions watched (links given below) Presentation 1: Descriptive statistical analysis of secondary data (secondary data collected from the report of any firm/industry/institution by each student)				
Textbook				

1. Gupta, S.C. and Gupta, I. (2013). Business Statistics. Mumbai: Himalaya Publishing House

Reference books

1. Kothari, C.R. (2014). Research methodology: Methods and techniques. New Age International Publishers: New Delhi
2. Gupta, B.N. (2019). Business statistics. Uttarpradesh: SBPD publications
3. Anderson, D.R., Sweeny, D.J. and Williams, T.A. (2014). Statistics for business and economics. Cengage Learning India Private Limited.

Web based Resources

1. <https://presiuniv.knimbus.com/openFullText.html?DP=https://search-ebscohost-com-presiuniv.knimbus.com/login.aspx?direct=true&db=e000xww&AN=3103348>
2. <https://online.stat.psu.edu/stat500/lesson/1/1.5/1.5.1>
3. Stigler, S.M. (1990). The history of statistics: the measurements of uncertainty before 1900. United States: Harvard University Press.
4. Godin, B. (2009). The culture of numbers: the origins and development of statistics on science (The project on the history and sociology of STI statistics, working paper, 40), Retrieved on 2nd December 2020 from: http://www.csiic.ca/PDF/Godin_40.pdf

Swayam & NPTEL Video Lecture Sessions

1. <https://www.digimat.in/nptel/courses/video/111101003/L01.html>
2. <https://www.digimat.in/nptel/courses/video/111105042/L01.html>
3. <https://www.digimat.in/nptel/courses/video/110107114/L06.html>

PU E-Library resources for articles:

1. <https://presiuniv.knimbus.com/user#/view>

Detail?searchResultType=ECATALOGUE_BASED&unique_id=SPRINGER4_18

Topics relevant to SKILL DEVELOPMENT: Arithmetic Mean, Median, Mode, Harmonic Mean, Geometric Mean, Quartiles for Skill Development through Problem Solving methodologies. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Mariyappan N
Recommended by the Board of Studies on	6 th BOS - 5 th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1002	Course Title: Business Law Type of Course: School Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides a comprehensive introduction to the legal framework regulating business activities in India. It explores the foundational principles of contract law, sale of goods, consumer protection, information technology, LLP, and company law. Emphasis is placed on enabling students to understand, interpret, and apply the provisions of various business laws to real-world commercial situations.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the nature, sources, and structure of business laws applicable in India. (Remember) CO2: Explain the provisions of the Contract Act, 1872 related to business CO3: Summarize laws relating to sale of goods, Special Contracts, Negotiable instruments CO4: Explain the rights of consumers and key provisions of the Consumer Protection and Information Technology Act. (Understanding) CO5: Describe key provisions of Indian business laws to solve practical business and legal issues.					

Course objective	Students will be able to develop SKILL through PARTICIPATIVE LEARNING techniques such as role play, case study analysis, group discussion.			
Course Content:				
Module 1	Legal Framework & Introduction to Business Laws	Case study	Case study and class discussion	6 Sessions
Nature and scope of business law; Sources of law – legislation, judicial precedents, and customs; Classification of law – civil, criminal, constitutional, and commercial law; Judicial structure and dispute resolution – courts and ADR (Alternative Dispute Resolution) methods – Arbitration and Negotiation.				
Module 2	Indian Contract Act, 1872	Case study	Case study and class discussion	14 Sessions
Essentials of a valid contract; Offer, acceptance, consideration; Capacity to contract and free consent; Legality of object and consideration; Discharge of contract and remedies for breach; Quasi-contracts.				
Module 3	Special Contracts and Sale of Goods Act	Case study	Case study and class discussion	14 Sessions
Contract of indemnity and guarantee – meaning, nature, rights of indemnity holder and surety; Bailment and pledge – definition, essentials, duties and rights of bailor and bailee; Contract of agency – meaning and types of agents, creation of agency, duties and rights of agent; Sale of Goods Act – formation of contract of sale, meaning of goods, conditions and warranties; Negotiable Instruments Act – meaning and types of negotiable instruments.				
Module 4	Consumer Protection Act & Information Technology Act	Case study	Case study and class discussion	12 Sessions
Consumer Rights: Safety, information, choice, and redressal; provisions for addressing unfair trade practices and dispute resolutions. Digital signatures, cyber laws, and penalties for offenses. Information Technology Act, 2000 – objectives, digital framework, cybercrimes and penalties				
Module 5	Company Law and LLP Act.	Case study	Case study and class discussion	14 Sessions

Meaning and types of companies; Incorporation of companies – MOA, AOA, Certificate of Incorporation, CIN; Share capital and directors – basics, roles and responsibilities; Legal compliance and corporate governance; Limited Liability Partnership – meaning, characteristics, formation, advantages over traditional partnerships	
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Course project on templates of legal documents Case study analysis	
Reference Text book : 1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.	
Reference Rajni Jagota, Business Laws – Cengage. Sreenivasan, M.R., Business Laws, Margam Publications. Ramaswamy, K.N., BusinessLaw, S Chand & Co. Shukla,M.C,Business Law, S.Chand &Co. Shehzad, N. (2009), "Business Law: A Guide for Entrepreneurs (1st edition)", International Journal of Law and Management , Vol. 51 No. 1, pp. 53-54. https://doi.org/10.1108/17542430910936691 PU library link https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17542430910936691/full/html	
Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1042	Course Title: Human Resource Management Type of Course: School Core Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course will enable the students to understand the concepts of Human Resource Management and its relevance from a business perspective. The course is conceptual in nature and will enhance students' knowledge about HR practices such as manpower planning, selection, training, appraisal, and promotion. Students will be able to understand the importance of employees in the organization for growth and development					
Course Objective	The objective of the course is to understand the basic concepts of HR and apply them to real time situations and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING TECHNIQUES.					
Course Outcomes	On successful completion of the course the students shall be able to: CO.1 Describe the evolution of HRM and roles and responsibilities of a HR Manager. CO.2 Recognize the factors affecting Recruitment and Selection Process. CO.3 Describe the process of Human resources planning and Job design CO 4. Summarize the methods of Performance Appraisal. CO5: Illustrate the techniques of on the job and off the job training					
Course Content:						
Module 1	Introduction to HRM	Assignment 1 BEST HR PRACTICES	Analyse the current scenario of business and HR Practices	11 Sessions		
Introduction to HRM: Meaning- Definition – Evolution - Overview of the functions of HRM - Role of HR manager – Challenges and Opportunities of HRM - HR Structure Recent trends in HRM- Introduction to HR Analytics.						

Module 2	Recruitment and selection	Scale – Up (Activity-1)	SCALE –UP (Students are divided into groups and search the factors of employment opportunities & It's an hands on session in class)	11 Sessions
Recruitment and Selection: Recruitment– Factors affecting Recruitment - Sources of Recruitment – Process of Recruitment - E-Recruitment. Selection: Significance – Process - Types of Tests and Interviews.				
Module 3	Human Resources Planning and Job Analysis	Group Discussion (Activity -2)	Companies and their gap with the skills of students	15 11 Sessions
Human Resources Planning and Job Analysis: Introduction and Characteristics – Importance – Process - Action plans in case of shortage or surplus of workforce. Forecasting future manpower requirement. Job Analysis – Benefits of Job Analysis - Process- Job description - Job specification - Job Enrichment - Job Design Techniques – Job card preparation.				
Module 4	Performance Appraisal, Training and Development.	Case Study Analysis	Case Study – Appraisal & Promotion	12 Sessions
Performance Appraisal – Introduction - Process – Method, Introduction to Training and Development – Significance - Training Need Analysis (TNA) - Types of Training - On-the-Job and Off-the-Job Training - Training Evaluation. Attrition and Methods of employee retention. Trends in HR: Role of AI in HR perspective.				
1. Article review: https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20Practices&curPage=0&layout=list&sortFieldId=none&topresult=false&publication_name=Journal%20of%20Business%20Research 2. Presentation: Recent Trends in HRM 3. Case Study:				

[https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20cases&](https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20cases&curPage=0&layout=list&sortFieldId=none&topresult=false&resultTab=Research)

curPage=0&layout=list&sortFieldId=none&topresult=false&resultTab=Research

Text Book(s):

1. Aswathappa K 8th edition "Human Resource Management", Tata McGraw-Hill
2. V S P Rao 3rd Edition: Human Resource Management: Text & Cases. Excel Books

Reference Book (s):

- R1. Robbins D A (2010) 8th edition: Fundamentals of Human Resource Management: New Delhi: Wiley.
- R2. Aswathappa (2011) Human Resource Management: Text & Cases. New Delhi: Mc Graw Hill.
- R3. Alan Price (2011), Human Resource Management: Cengage Learning.

Online Resources (e-books, notes, ppts, video lectures etc.):

1. <https://presidencyuniversity.linways.com>
2. <https://study.com/learn/lesson/video/strategic-human-resource-management-objective-importance.html>

Topics relevant to "SKILL DEVELOPMENT": SKILL ANALYSIS, EMPLOYMENT OPPORTUNITES, CASE STUDY ON APPRAISAL AND PROMOTION are the topics for Skill Development through participative learning techniques. This is attained through assessment component as mentioned in the course handout.

Catalogue prepared by	Dr. Anouja Mohanty
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS1014	Course Title: Principles of Management Type of Core: School Core	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides insights into various management functions and its impact. It imparts necessary understanding of functions required for a manager in the business world. The course also delves on various motivational theories, leadership styles, various communication methods and techniques that work around in an organizational set up.					
Course Objective	Topics relevant to "SKILL DEVELOPMENT": the objective of the course is to familiarize Students with the concept of principles of management to be able to develop "MANAGERIAL SKILLS like Management by Objectives for Skill Development through Participative Learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Discuss the various functions of Management (Understand) CO 2: Explain the Planning process and types (Understanding) CO3: Classify the theories of Motivation and Leadership. (Understand) CO4: Explain the process of coordinate and control the organization. (Understand)					
Course Content:						
Module 1	Introduction to Management	Case study	Case study and class discussion on Managerial Skills/ Management Objectives/ Quiz	11 Sessions		
Topics: Meaning, Nature and Importance, Functions and Principles of Management, Management V/S Administration. Development of Managerial Thought, Classical approach to management (scientific management, administrative theory and Bureaucratic management) ,Contribution by						

Taylor and Henry Fayol Management by Exception and Management by objectives social responsibility of management.				
Module 2	Planning and Organizing	Case study	Case study and class discussion Decision Making Process Review the Article	12 Sessions
Planning Meaning-Nature and Importance, Elements, Concept, Process and Techniques, Barriers to effective planning, Forecasting, Decision Making, Concept and Process, Co-ordination. Managerial Communication Meaning, Types of Communication, Barriers of Communication, Communication Gap, Organization report writing. Organizing: -Concept, Nature, Principles and Significance. Centralization and Decentralization, Staffing, Man Power Planning, Selection and Training, Performance Appraisal, Delegation of Authority				
Module 3	Motivation and Direction	Case Study	Case study and class discussion Case Study on Organizing Review the Article	10 Sessions
Topics: Concept – Theories, Classification, Characteristics of Motivation, Motivational theories, classification and characteristics of motivation (Maslow’s Theory of Hierarchical, Hertzberg’s two-factor Theory, McClelland’s Theory of Needs, Vroom’s Theory of Expectancy), Leadership – Concept and Leadership styles, (4 basic leadership styles), Theories. (Trait theory, Skill theory, behavioral theory, situational and transformational theory) Direction- Concept, Nature, Process and Methods.				
Module 4	Coordination and controlling	Case Study	Case study and class discussion on Leadership and Controlling aspects /Quiz	12 Sessions
Topics: Coordination – Meaning – Characteristics –Co-ordination as the Essence of Management – Principles of Co-ordination – Advantages& Disadvantages – Techniques of Co-ordination. Controlling – Introduction – Definition – Controlling – Concept, Nature, Process and Techniques. Characteristics – objectives – necessity – elements - process of control – importance – limitations – Budgets and Budgetary Control. Emerging concepts in Management: TQM, MBO, MBE - Core Competency – CSR.				
Targeted Application & Tools that can be used: The students can go through the various case studies on emerging trend of management concepts.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:				

1. Assignment 1: Written assignment should be submitted where the students will have to identify the different management thought and its applications. (Case Study Learning)
2. Assignment 2: The students will be divided into groups and group discussions will be done on the existing problems in the decision-making case studies. (Participative Learning)

Reference

Text book

1. Principles of Management: An Analysis of Managerial Functions, by Harold Koontz (Author), Cyril O'Donnell
2. Principles and Practice of Management by L.M Prasad

Reference

1. R1:https://books.google.co.in/books?id=hgsBEAAAQBAJ&printsec=frontcover&redir_esc=y#v=onepage&q&f=false
2. R2: <https://www.geeksforgeeks.org/14-principles-of-management-by-henri-fayol/>
3. R3:https://books.google.co.in/books/about/Principles_and_Practice_of_Management.html?id=TFL-mgEACAAJ&redir_esc=y

PU library link

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_371

<https://open.umn.edu/opentextbooks/textbooks/34>

E resources:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_371

<https://open.umn.edu/opentextbooks/textbooks/34>

Case Studies

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02621710410546669/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/AAAJ-09-2013-1480/full/html>

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09544789410062812/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/EJTD-10-2019-0184/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/HRMID-07-2015-0127/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPSM-02-2022-0046/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00251749910252076/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJMPB-06-2015-0047/full/html	
NPTEL link	https://nptel.ac.in/courses/110107150
	https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150
	https://nptel.ac.in/courses/110107150
	https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150
Topics relevant to "SKILL DEVELOPMENT": Students will be able to develop "MANAGERIAL SKILLS like Management Theories and concepts of (Management by Objectives). Management by Objectives for Skill Development through Participative Learning techniques. Through Participative learning as mentioned in the Course plan.	
Catalogue prepared by	Dr. Syed Abid Hussain
Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025
Date of Approval by the Academic Council	25 th July 2025

Consumer Markets and Buying Behaviour-Meaning of consumer market, Overview of buying decision process, Factors influencing consumer behaviour; Segmentation, targeting and positioning (STP)-Market Segmentation – Meaning, bases and importance, targeting – Meaning and types, Positioning – Meaning and importance with examples; Marketing Mix (4Ps and 7Ps).			
Module 2	Product Decisions and Strategies	Assignment/Quiz/Case let Discussion	12 Sessions
Concept and Classification of Products- Meaning and Concept of a Product, Types of products – Consumer vs. Industrial products, Levels of product: Core, Actual, Augmented, Expected, Potential (5 Levels of Product); Product Mix- Meaning of product mix, Key product mix dimensions: Width, Length, Depth, and Consistency; New Product Development (NDP) – Sources of New Product Ideas – Internal and external sources; Steps in New Product Development – Idea generation, screening, concept development, business analysis, product development, test marketing, and commercialization; Product Life Cycle – Stages of PLC – Introduction, Growth, Maturity, and Decline, Marketing strategies for each stage of PLC.			
Module 3	Pricing and Distribution Decisions	Assignment/ Quiz/Group Presentation/Digital Poster Making	11 Sessions
Pricing – Meaning and Objectives- Importance of pricing; Factors Influencing Pricing Decisions- Internal factors - cost, organizational objectives, and marketing mix strategy; External factors- market demand, competition, economic conditions, government regulations, and customer perception; Common Pricing Methods (Cost-Based, Mark-up pricing and cost-plus pricing, Value-Based, Competition-Based). New Product Pricing Strategies – Skimming and Penetration; Concept, Types, and Functions – Meaning and importance, Types of channels: Direct and Indirect. Channel levels: Zero-level, One-level, Two-level channels, Functions of intermediaries; Channels of Distribution – Types, Functions, and Structure.			
Module 4	Promotion and Marketing Strategy	Assignment/ Quiz/Group Presentation/ Digital Poster Making/case study	11 Sessions
Promotion Mix – Advertising, Sales Promotion, Public Relations, Personal Selling- Meaning and significance of each tool in marketing communication; Advertising – Objectives of advertising; Types of advertising (informative, persuasive, reminder); Developing Effective Advertising Programmes. Evaluating Advertising Effectiveness; Sales Promotion – Meaning and objectives; Types of consumer and trade promotion tools – Discounts, coupons, samples, contests, point-of-purchase displays, and loyalty programmes; Public Relations and Personal Selling – Role of public relations in marketing; Common PR tools and activities; Meaning and process of personal selling; Role of salespersons in building customer relationships; Digital and Social Media Marketing – Introduction to digital marketing platforms.			
Targeted Application & Tools that can be used:			

Students will apply marketing concepts in areas like digital branding, online promotions, and basic consumer research, gaining practical insights into real-world business scenarios.

Project Work/ Assignment:

1. Article Review: Toward the end of the course, each student or group will be assigned a marketing-related article. Using library and online resources, they will write a short report summarizing their understanding and key takeaways in a structured format.
2. Presentation: Students will work in groups to present on a given marketing topic such as branding, digital marketing, or consumer behaviour. They will be expected to explain key concepts and discuss practical applications using real-life examples.
3. Case Study: Students will be given a real-world business case involving marketing decisions (e.g., launching a new product or pricing strategy). They will analyse the situation and submit a report discussing the problem, proposed strategies, and expected outcomes in proper format.

Text Book(s):

1. Kotler, P. & Armstrong, G.; *Principles of Marketing*. Pearson.
2. Ramaswamy, V.S. & Namakumari, S.; *Marketing Management*. McGraw Hill.

Reference Book (s):

1. Kumar, Arun & Meenakshi, N; Marketing Management. Vikas Publishing House.
2. Majaro, Simon; The Essence of Marketing. Pearson Education.
3. Saxena, Rajan; Marketing Management. McGraw Hill Education.
4. Blythe, Jim; Principles and Practice of Marketing. Cengage Learning.
5. Sherlekar, S. A., & Krishnan, R. ; *Marketing Management*. Himalaya Publishing House.

PU library link

1. <https://research.ebsco.com/c/n5guci/search/details/qbkf3e2grz?db=e000xww>
2. <https://research.ebsco.com/c/n5guci/search/details/uapb4wfov5?db=e000xww>

Online Resources (e-books, notes, ppts, video lectures etc.):

1. <u>NPTEL: Marketing Management I – Prof. Jayanta Chatterjee, IIT Kanpur</u> https://nptel.ac.in/courses/110104068 2. <u>HubSpot Academy – Introduction to Digital Marketing (Free Certification Course)</u> https://academy.hubspot.com/courses/digital-marketing E-book: <u>Principles of Marketing</u> https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZlNWZhZmY2MGE5MDc0ZDVmYw==.pdf	
Topics relevant to Employability skills: This course fosters skill development through participative learning methods such as case studies, article reviews, and group presentations. Students will build essential marketing skills including market analysis, customer profiling, segmentation strategies, and crafting basic promotional content.	
Catalogue prepared by	Dr. Archana singh
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS2001	Course Title: International Business Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is conceptual in nature and attempts to help students to gain knowledge about internationalization of business, perspectives and challenges of taking a business to global level. It highlights the factors influencing internationalization of business, international bodies and strategies adapted by the major players across various industries to survive in the global market.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of International Business and attain Skill Development through Participative Learning techniques.					
Course Outcomes	On successful completion of this course the students shall be able to: CO1: Understand the scope and impact of globalization on international business. (Understand) CO2: Apply the FTP 2023–2028 framework, export schemes, and investment theories to support effective global trade decisions. (Apply) CO3: Apply concepts of trade barriers and regional economic integration in international trade analysis. (Apply) CO4: Distinguish the components of BoP, foreign investments, and cross-border business procedures. (Analyze) CO5: Categorize foreign investment types and international trade procedures in business operations. (Analyze)					
Course Content:						
Module 1	Introduction to International Business	Group Presentation				12

				Sessions
International Business Overview: Features- Importance- Scope; Globalization: Definition and Drivers; Global Business Environment: Economic environment – political and regulatory environment – demographic environment – social, cultural and technological environment; Emerging trends in international business.				
Module 2	International Trade and Investment Theories	Quiz	Memory Recall based Quizzes	12 Sessions
Legal frameworks of International Trade: FTP 2023-2028 – Objectives of FTP - Facilitation OF FTP - District/Town export focus - E-commerce enablement and Automation. DGFT - Department of Commerce – Customs. Promotional Schemes & Councils: Advance Authorization Scheme- Export Promotion Capital Goods (EPCG) Scheme- Duty Drawback Scheme – Export Promotion Council - Investment Theories: Ownership-Location-Internalization (OLI) Paradigm (Eclectic Theory)- Internationalization Theory.				
Module 3	International Trade Policies and Economic Integration	Activity	India trade portal	12 Sessions
Trade Barriers: GATT-GATS-Tariffs-quotas and non-tariff barriers; Regional Economic Integration: Free Trade Areas- Customs Unions- Common Markets- Economic Unions; Trade Agreements: Bilateral and multilateral agreements (NAFTA, WTO); Trade Organizations- Roles and functions of WTO, IMF, World Bank; India's Trade Policies: Overview of India's trade barriers- agreements- and participation in global trade organizations.				
Module 4	International Business Operations	Assignment	INCOTERMS	09 Sessions
International business analysis: modes of entry; Balance of Payments (BoP): Components and significance; Foreign Investments: Types-FDI-FPI-significance-factors; Cross-Border Mergers and Acquisitions (M&A): Trends and processes; Import and Export Procedures in India: Documentation- regulations and processes. Domestic Companies- International Companies- MNCs- Global Companies, and TNCs- Characteristics.				
Targeted Application & Tools that can be used:				
Activities using IMF open data and India trade portal				
Project Work/ Assignment:				

1. Activity: The topic will be given to an individual or a group of students. They need to refer the library resources (Indiastats) and write a report on their understanding about the assigned topic in appropriate format. 2. Presentation: There will be a group presentation, where the students will be given country. They have to review, collect, and present the country specific details (Exports, Imports, currency and trade restrictions etc.,).	
Text Book(s):	
1. Aswathappa K (2020). International Business (7th edition), McGraw Hill Education 2. Subba Rao. P (2023). International Business -Text and Cases (5th edition), Himalaya Publishing House	
Reference Book (s):	
1. Charles W.I. Hill and Arun Kumar Jain (2017). International Business: Competing in the Global Marketplace (10th edition), McGraw Hill Education. 2. Gabriele Suder (2012). International Business, SAGE Publications Ltd	
Online Resources (e-books, notes, ppts, video lectures etc.):	
1. https://research-ebsco-com-presiuniv.knimbus.com/c/n5guci/search/details/qo5jajyso5?db=e000xww 2. https://www.sciencedirect.com/science/article/abs/pii/S0969593124001331 3. https://onlinecourses.nptel.ac.in/noc20_mg54/preview	
Topics relevant to "SKILL DEVELOPMENT": The course is aligned with Participative Learning techniques and based on relevant activities such as PESTLE, Foreign trade policy, and INCOTERMS etc., This is attained through assessment component mentioned in course plan.	
Catalogue prepared by	Dr. Shaply Abdul Kareem
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS3001	Course Title: Strategic Management Type of Course: School Core	L – T – P – C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This conceptual course provides an overview of key strategies that support the business functions and operations. This course help choose markets and focus on various strategies to increase competitive advantage. It provides guidance to implement the right strategy by analysing the environment. It paves way to create value for the business in the long term.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1 Explain the fundamentals of Business Strategy CO2 Summarize different analyses to develop the strategic profile CO2 Compare the capabilities rival advantage CO3 Classify the strategy for various levels in Organization CO4 Build organizational policies and structure for strategy implementation CO5 Apply different techniques to control the strategy					
COURSE OBJECTIVE	The objective of the course is to familiarize the learners with the concepts of Strategic Management and attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	Introduction		Assignment/Quiz/Case let Discussion	11 Sessions		
Topics: Definition of Strategic Management, Nature of Strategic Management, Need for Strategic Management, Strategic Management – Process, Vision, Mission, Objectives and Business Definition						

Module 2	Strategic Analysis		Assignment/Quiz/Casest Discussion	12 Sessions
Topics: Industry Rival analysis: Porter's Five Forces Model, Industry life cycle Internal Environment Analysis: Resources and Capability Analysis: Organizational Capability Profile, Strategic Advantage Profile, McKinsey's 7s Framework; GE 9 Cell Model; Benchmarking for GAP Analysis. External Environment Analysis : PESTLE Analysis, Environmental Threat and Opportunity Profile (ETOP); SWOT Analysis				
Module 3	Levels of Strategies		Assignment/Quiz/Casest Discussion	11 Sessions
Topics: Corporate-Level Strategy: Balanced Score Card: A Balanced Approach, Grand Strategies: Strategic Alternatives, Growth/Expansion Strategy, Diversification Strategy, Stability Strategy, Retrenchment Strategy, Turnaround Strategies, Merger Strategies- Vertical, Horizontal, Integration, Outsourcing Strategies- Alliances & Partnerships. Business Level Strategy: Competitive Advantage-Factors, Core Competence, Low-Cost Strategies, Differentiation Strategies, Focus Strategies & Functional Level Strategy				
Module 4	Strategy Implementation, Evaluation and Control		Assignment/Quiz/Casest Discussion	11 Sessions
Topics: Strategy Implementation, Strategy-Structure Relationship, Divisionalisation: Product and Geographic Forms, Diversification, Strategic Business Units (SBUs), Project Organization, Matrix Organization Structure, Factors Influencing Organisation Structure & strategic control.				
Targeted Application https://nptel.ac.in/courses/110/108/110108047/ https://puniversity.informaticsglobal.com/login Tools that can be used: ERP, Alison.com (online Course)				
Project work/Assignment:				
Self-learning: Topics: Porter's 5 Forces , McKinsey's model, Pestel & Swot Analysis, Factors Influencing Organization Structure				

- Participative learning:

Topics: Strategic Management – Process, Vision, Mission, Objectives and Business Definition. (assignment submission)

- Experiential/Project Based Learning:

Topics: Strategic Plan (Achieved through Group Project)

- Flip Class:

Topics: Product and Geographic Forms, Diversification, Strategic Business Units (SBUs), Project Organisation, Matrix Organization Structure

- Problem Based Learning:

Topics: case study for analyzing the strategic issues and solving it .

Text Book

1. Kazmi A & Kazmi A (2015), Strategic Management, MacGraw Hill (T1)

References

1. Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill
2. R. Maheshwari (Author), Saurabh Agrawal (Author), Saurabh Agrawal R. Maheshwari (2020): Strategic Management
3. Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones (2016): Strategic Management: An Integrated Approach, Wiley.
4. Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill

Links

PU E-RESOURCES

- Strategy Formulation: ScienceDirect: What are the key success factors for strategy formulation and implementation? Perspectives of managers in the hotel industry:

<https://puniversity.informaticsglobal.com:2098/science/article/abs/pii/S0278431920301262> (L1)

- Porter's Five Force Model: ScienceDirect: Porter's Five Forces in the German railway industry:
<https://puniversity.informaticsglobal.com:2098/science/article/pii/S2210970618300891> (L2)
- Types of Strategy: ProQuest: An Empirical Analysis of Strategy Types: Summary:
<https://www.proquest.com/docview/230633826/2E4B79F886154886PQ/2?accountid=177896> (L3)
- Strategy Implementation: ScienceDirect: Strategy implementation: A review and an introductory framework:
<https://puniversity.informaticsglobal.com:2098/science/article/abs/pii/S0263237320301316> (L4)

Weblinks:

- <https://nptel.ac.in/courses/110/108/110108047/>

Case Studies:

- <https://icmrindia.org/free%20resources/casestudies/freesample.htm>

Blogs :

- <http://businessethicscases.blogspot.com/>
- <https://hbsp.harvard.edu/product/R2103D-PDF-ENG?activeTab=include-materials&itemFindingMethod=#educator-copy>

Topics relevant to SKILL DEVELOPMENT : Conducting a **PESTLE analysis**; Developing a **SWOT analysis**; Using **Porter's Five Forces Model**, Creating a Strategic Advantage Profile using **McKinsey's 7S Framework**, Performing a **Benchmarking exercise** for gap analysis are for Skill Development attained through Participative Learning Techniques with assessment component mentioned in course handout.

Catalogue prepared by	Dr. A Jency
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS3002	Course Title: Operations Research Type of Course: School core	L- T-P- C	3	0	0	3
Version	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	This course equips students with analytical and problem-solving skills to make optimal business decisions. It emphasizes on the application of quantitative techniques in planning, decision-making, and operational efficiency in functional areas like marketing, finance, human resources, and supply chain management. It focuses on understanding the logic behind OR models and their relevance in managerial contexts.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Illustrate the concepts, scope, and applications of Operations Research in business decision-making. CO2: Solve Linear Programming, Transportation, and Assignment problems using appropriate techniques. CO3: Use of transportation and assignment models to optimize allocation and distribution decisions using appropriate solution techniques. CO4: Use queuing, inventory, and project management models to improve operational planning and resource utilization. CO5: Explain the business decision-making situations using decision theory, game theory, and basic simulation techniques.					
Course Objective	Skill Building Though Problem Solving					
Course Content:						
Module 1	Introduction to Operations Research	CO1	Case Study	10 Session		

Meaning, Definition, and Scope of OR; Characteristics and Significance of OR in Business; Steps in OR Problem Solving; Linear Programming Problem (LPP): Formulation, Graphical Method (2 variables only); Applications of LPP in business decision-making				
Module 2	Transportation and Assignment Models	CO2	Assignments	12 Sessions
Transportation Problem: Formulation and methods (North-West Corner, Least Cost, Vogel's Approximation); Optimal solution: MODI method (without degeneracy); Assignment Problem: Formulation and Solution using Hungarian Method; Applications in supply chain and workforce allocation.				
Module 3	Queuing, Inventory, and Network Models	CO3	Assignments	11 Sessions
Queuing Theory: Basic concepts, single-server and multi-server models (simple numerical examples); Inventory Control Models: EOQ Model (without shortages), ABC analysis; Project Management: Introduction to PERT and CPM (basic calculations, critical path).				
Module 4	Decision Theory, Game Theory, and Simulation	CO4	Case Study	12 Sessions
Decision Making under Certainty, Risk, and Uncertainty; Game Theory: Two-person zero-sum games (simple 2x2 matrix, pure and mixed strategies); Introduction to Simulation: Steps and applications in business.				
Targeted Application & Tools that can be used: Applications: Strategic planning and resource allocation; Production scheduling and supply chain optimization Marketing mix modeling and financial planning; Human resource assignment and workforce planning; Project scheduling and risk analysis; Service operations and queuing management; Competitive analysis through game theory Tools: 1. MS Excel (with Solver Add-in) – for Linear Programming, Sensitivity Analysis, Transportation & Assignment problems 2. TORA – for solving LPP, Transportation, Assignment, and Game Theory problems 3. Python (PuLP, SciPy, SimPy) – for modeling optimization and simulation problems				

4. PERT/CPM chart tools – for network analysis and project management 5. Monte Carlo Simulation tools (e.g., @RISK, Excel with RAND/NORM.INV functions)	
Text Book : Taha, H.A. (2017). <i>Operations Research: An Introduction</i>. Pearson Education. – A comprehensive and widely used textbook that covers both theory and applications of OR.	
Reference Vohra, N.D. (2022). <i>Quantitative Techniques in Management</i> . McGraw Hill Education. – Useful for business-oriented applications of OR techniques. Paneerselvam, R. (2017). <i>Operations Research</i> (2nd Edition). PHI Learning. – Provides a simple and conceptual explanation of OR tools with case studies. Hillier, F.S., & Lieberman, G.J. (2021). <i>Introduction to Operations Research</i> (11th Edition). McGraw Hill. – A classic reference with in-depth mathematical models and solution techniques. Winston, W.L. (2004). <i>Operations Research: Applications and Algorithms</i> (4th Edition). Cengage Learning. – Known for practical problem-solving approach and software integration. PU library link https://powerbi.microsoft.com - NPTEL & Coursera Finance Analytics Courses - Investopedia & CFA Institute Blogs - YouTube channels: ExcelIsFun, MyOnlineTrainingHub, etc.	
Catalogue prepared by	Prof. Baktha Sbari Rajan
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS3035	Course Title: Entrepreneurship and Business Ethics. Type of Course: School Core		L-T-P-C	4	0	0	4
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course provides a comprehensive understanding of the principles and practices of entrepreneurship, with a strong foundation in business ethics. It provides skills to innovate, launch, and manage ethically responsible ventures in a dynamic global business environment. Emphasis is placed on critical thinking, ethical leadership, sustainability, and social impact in entrepreneurial decision-making.						
Course Objective	On successful completion of the course the students shall be able to: CO1: Explain the fundamental concepts of entrepreneurship, entrepreneurial ecosystems, and traits of successful entrepreneurs. (Understand) CO2: Prepare business plans and startup plans using tools like the Business Model Canvas and Lean Startup framework. (Apply) CO3: Describe ethical dilemmas and decision-making models in entrepreneurial contexts. (Understand) CO4: Illustrate governance, legal, and sustainability challenges faced by startups by applying ethical theories. (Apply) CO5: Examine start-up exit strategies such as public offerings, acquisitions, and shut downs (Analyze)						
Course Outcomes							
Course Content:							
Module 1	Foundations of Entrepreneurship	Assignment/ Quiz	Memory Recall based Quizzes	12 Sessions			
Nature, importance, and types of entrepreneurship Entrepreneurial ecosystem (Startup India, incubators, accelerators) Traits of successful entrepreneurs Idea generation, opportunity evaluation Design thinking and innovation frameworks							
Module 2	Building & Managing the Venture	Assignment/ Quiz /Case Study	Case Presentation	12 Sessions			

Business model development (BMC) Legal structures, registrations, and compliance Startup financing: bootstrapping, angel funding, VCs Marketing, operations, and team building in startups Managing risk and uncertainty in early-stage ventures				
Module 3	Introduction to Business Ethics	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Definition and importance Morality, ethics, and law: Similarities and differences Why ethics matter in business and entrepreneurship Introduction to ethical decision-making models (e.g., PLUS model, TARES test) Steps in resolving ethical dilemmas Role of leadership and values in shaping ethical decisions Conflict of interest Data privacy and misuse Bribery, corruption, and fairness Employee exploitation and discrimination.				
Module 4	Business Ethics in the Entrepreneurial Context	Case Study	Case Discussion	12 Sessions
Ethical theories and application in business Challenges of ethics in start-ups and small businesses Creating a code of ethics for new ventures Whistle-blower protection, transparency, and accountability CSR and the entrepreneur's role in sustainable development.				
Module 5	Case Studies and Contemporary Issues.	Case Study	Case Discussion	12 Sessions
Ethical analysis of start-up successes and failures (e.g., Theranos, FTX, Patagonia, TOMS) Governance and ethics in family vs. tech start-ups, Social entrepreneurship and inclusive innovation. Exit strategies: ethical implications of IPOs, acquisitions, and shutdowns Ethical use of AI, data, and technology in start-ups				
Targeted Application & Tools that can be used:				
1.Business Model Canvas (BMC)				
2. Lean Start-up and MVP tools				
3. Ethical decision-making frameworks (e.g., PLUS, TARES)				
4. Start-up Valuation & Cap Table Tools				
5. Social Impact Assessment Tools (e.g., B Impact Assessment)				
Project Work/ Assignment:				
1. Article Review: Students will review and present articles on topics like currency crises or cross-border investments.				

2. Presentation: Group presentations on foreign exchange instruments or multinational case studies.	
Text Book(s):	
1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. – Entrepreneurship, McGraw-Hill Education.	
Reference Book (s):	
1. Barringer, B.R. & Ireland, R.D. – Entrepreneurship: Successfully Launching New Ventures, Pearson. 2. Boatright, J.R. – Ethics and the Conduct of Business, Pearson. 3. Taneja, S. – Entrepreneurship Development, Galgotia Publishing. 4. Kuratko, D.F. – Entrepreneurship: Theory, Process, and Practice, Cengage.	
Online Resources (e-books, notes, ppts, video lectures etc.):	
• Startup India: https://www.startupindia.gov.in • Niti Aayog Startup Reports • UN Global Compact – Business Ethics Resources • Harvard Business Review (HBR) articles on ethics and entrepreneurship • MIT OpenCourseWare: Entrepreneurship & Innovation	
Topics Relevant to Skill Development-Opportunity identification and validation Ethical communication and stakeholder engagement Start-up planning and pitch development Decision-making under uncertainty Corporate sustainability and social innovation Conflict resolution and responsible leadership.	
Catalogue prepared by	Dr. Vijayasree
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Program Core Courses

Course Code: DBS1008	Course Title: Introduction to Digital Marketing Type of Course: Program Core	L-T-P- C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is designed to help students to create, launch and manage successful digital marketing campaign using digital marketing platforms including YouTube, Google AdWords and Google Analytics. Students shall learn the key characteristics and related terminologies of digital marketing and its practical relevance. By the end of the course, the students can get an insight on how to plan and implement Digital Marketing initiatives					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Digital Marketing and attain Employability through Participative Learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the concepts and importance of digital marketing in the modern business environment. (Understand) CO2: Apply consumer behavior and online marketing strategies for digital campaigns. (Apply) CO3: Develop and manage SEO/SEM-based digital marketing campaigns (Apply) CO4: Analyze social media platforms and engagement strategies for marketing objectives (Analyze) CO5: Analyze digital marketing performance using analytics and reporting tools. (Analyze)					
Course Content:						
Module 1	Introduction to Digital Marketing	Scenario Analysis			14 Session	
	Topics: Basics of Marketing – Growth of Internet and Mobile users – Potential of Digital Marketing – Introduction to Marketing in Digital Environment –Understanding Digital Marketing Process – Traditional Marketing Vs Digital Marketing – Reach – Target Audience - Engagement – Price – ROI – Advantage of Digital Marketing – Different types of Digital Marketing - AI in marketing (ChatGPT, automation tools)					
Module 2	The Online Marketing Mix and the Online Consumer	Case Study			13 Session	
	Topics: Creating customer value in an Online World- Segmentation (different methods in the virtual space), Popularity of brand pages, Consumer psychographic profiles; Targeting – Consumer targeting, online targeting,					

	deterministic targeting, predictive behavioural and non-deterministic; Positioning Online, E-price, E-promotion; Digitization and Implications to Online marketing mix decisions; Emerging consumer segments in India. The Digital Ecosystem, Online Consumer Behaviour, Models of website visits, Behavioural targeting vs. contextual targeting; New Online Consumers – Online research and behaviour tracking methods		
Module 3	Search Engine Marketing	Assignment	11 Session
	Topics: Search Engine – Paid vs natural search - Introduction to SEO – Process and methodology - SEO types - White hat – Black hat – Grey hat – Basics of Technical SEO – Introduction to SEM – SEM types – Email campaign creation and management, Google AdWords, search and display on search engines, pricing models online – Extensions.		
Module 4	Social Media Marketing	Practical Session	12Session
	Topics: Social media – The Social Media Model by McKinsey, Marketing with Networks, The Social World, social media Tools and Analytics - Using Facebook, Linked-in, twitter, YouTube including creating a channel on YouTube, Content guidelines for online communications, Social Media measuring, monitoring & reporting, Tracking & Monitoring platforms. Content seeding, how to use blogs, forums and discussion boards, Blogs, forums and communities, Viral campaigns and the social graph.		
Module 5	Google Analytics and recent trends	Hands-on Session	10 Session
	Topics: Introduction to Google Analytics – Types of Google tracking used by Google - Website creation – Adding analytics code in Website – Monitoring traffic sources – Understanding bounce rate, CTR, CPM etc – Ways to reduce bounce rate – Recent development on digital era post – Gamification, digital Payment gate way etc		
	Targeted Application & Tools that can be used: Launch digital marketing campaign using Google AdWords, Google Analytics and Facebook Marketing		
	Project work/Assignment: Launch digital Marketing campaign using Google AdWords Create a blog and measure its performance using Google Analytics		
	Text books Ahuja, V. (2015). Digital Marketing. New Delhi: Oxford University Press. Deepak Bansal, A (2019). SEO The Ultimate Guide for Website Owners. BUUKS, India		
	Reference books Ryan, D (2020). Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. Kogan Page. Ryan, D. & Jones, C. (2012). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page. Parkin, G (2009) Digital Marketing: Strategies for Online Success, New Holland Publishers Ltd. Evans. D. & Bratton, S. (2008). Social Media Marketing: An Hour a Day (2nded.). Wiley.		

	PU library link: Collaborative Digital Marketing https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-01-2013-0402/full/html Digital Business Strategy https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJRDM-12-2019-299/full/html Online Resources (e-books, notes, ppts, video lectures etc.): https://analytics.google.com/analytics/academy/course https://www.searchenginewatch.com/2017/10/17/google-adwords-the-beginners-guide/ https://www.tutorialspoint.com/ https://www.simplilearn.com/tutorials/digital-marketing-tutorial/ https://www.coursera.org/projects/google-ads-beginner
	Topics relevant to EMPLOYABILITY SKILLS: Digital Marketing model of Companies for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.
Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	BoS No: 6 th BoS held on 05/06/2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2018	Course Title: WEB DESIGN and DEVELOPMENT Type of Course: Program Core	L-T- P- C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course intends to provide the students an understanding of the basics of Web Designing and Development. Website is an important media for any business to communicate with the stakeholders. The course covers the basics of web designing technologies, content writing for websites. The components of the website especially in the context of e-commerce business is covered in this course. The course shall also discuss cyber law relating to the website hosting.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1 : Explain the fundamentals of web design, UI/UX, and web technologies. (Understand) CO2: Apply HTML, CSS, and responsive design principles to develop web pages. (Apply) CO3: Apply dynamic and interactive websites using modern tools and frameworks.(Apply) CO4: Analyze website performance, SEO, and user experience for optimization. (Analyze) CO5: Prepare a functional website using CMS and hosting platforms. (Apply)					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Web design and development and attain Skill Development through Participative Learning techniques .					
Course Content:						
Module 1	Web Design Principles			12 Sessions		
Topics : Introduction to Web Development -Web Overview and Intro to Tools - Basic principles involved in developing a web site - Planning process - Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept – Hyperlinks – Images & Multimedia – Domain.						
Module 2	Basics of Web Design			12 sessions		
Topics: Introduction to World Wide Web, Web design and web publication - Brief History of Internet – Need for web site creation - Web Standards - Audience requirement. – HTML – Technologies for Web Design - HTML– CSS – Java Script – JQuery - JavaScript and HTTP (forms) – Database Connectivity to Website – SQL – Sample SQL queries - Testing.						
Module 3	Web Publishing or Hosting			12 sessions		
Topics: Website Structure and Hosting - Server and Web Interaction – Hosting a website -- Maintenance of Website Progressive W (PWAs) - Static Websites - Serverless Development – Mobile Web Development - Validating web pages as per W3C standard (Using servers such as Hello World, Ping Pong, Duke's Age) - Promotion – Web Analytics.						
Module 4	E-Commerce Website			12 sessions		

Topics: Introduction to E-Commerce – Difference between E-Business & E-Commerce, Need for Website for E-Commerce Business – Components of E-Commerce Website – Inventory and Sales in E-Commerce Website – Integrating Payment Gateways to E-Commerce Websites.

Module 5	Content Management System			12 sessions
-----------------	----------------------------------	--	--	--------------------

Topics: Wordpress Basics – Wordpress Settings, Categories – Wordpress Posts – Wordpress Media – Wordpress Pages – Wordpress Tags – Wordpress Links – Wordpress Comments – Wordpress Plugins – Wordpress Users – Wordpress Appearance – Wordpress Advanced – Wordpress resources – Designing Interactive Website using Wordpress - Authentication & security.

Targeted Application & Tools that can be used: Nil

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

1. **Prepare a E-Commerce website for a company of your choice using HTML.**
2. **Prepare a Website using Wordpress.**

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

1. **Analyze the Amazon India website and prepare a report on that.**
2. **How GoDaddy or Google performs web hosting services.**

Text Book

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

Reference

- R1.** Tanweer Alam (2013). Web Designing and Development, Khanna Book Publishing Edition
- R2.** Satish Jain & Geetha Iyer, Web Designing and Publishing, BPB Publications
- R3.** Paul McFedries (2018), Web Coding & Development, Wiley
- R4.** Web Technologies Black Book (2018), Mumbai University Syllabus, Dreamtech Press.

Web Sources:

1. <https://www.business.qld.gov.au/starting-business/internet-start-ups/online-basics/creating-websites>
2. <https://www.tutorialspoint.com/wordpress/index.htm>

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

1. <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/el.2001.19.6.445.4/full/html>
2. <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/07363760910965882/full/html>

You Tube and NPTEL Videos:

1. <https://www.youtube.com/watch?v=C72WkcUZvco>
2. https://www.youtube.com/watch?v=R_gFhRsWLMw
3. <https://www.youtube.com/watch?v=O79pJ7qXwoE>
4. <https://elearn.nptel.ac.in/shop/nptel/e-business/>

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

Catalogue prepared by	Dr. Upendra Rao
------------------------------	-----------------

Recommended by the Board of Studies on	BoS No: 6 th BoS held on 05/06/2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2019	Course Title: Affiliate Marketing Type of Course: Program Core	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	DBS1008 Introduction to Digital Marketing					
Anti-requisites	None					
Course Description	The course is conceptual in nature and will the students to gain detailed insight about affiliate marketing. Fater completion of the course students will be able to develop an understanding about application of affiliate marketing practice as a part of digital marketing.					
Course Out Comes	On successful completion of the course the students shall be able to: C01: Explain affiliate marketing concepts, types, and process. (Understand) C02: Analyze affiliate programs, networks, and performance metrics. (Analyze) C03: Apply affiliate marketing strategies using platforms and tools. (Apply) C04: Utilize affiliate software for tracking and campaign management. (Apply) C05: Evaluate affiliate marketing performance and challenges. (Evaluate)					
Course objective	The objective of the course is to familiarize the learners with the concepts of affiliate marketing and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to affiliate marketing					11 sessions

Topics: Affiliate marketing, Affiliate marketing statistics, Digital buyers, Types of affiliate websites, Benefits of affiliate marketing, steps for becoming an affiliate marketer				
Module 2	Managing affiliate program			11 Sessions
Topics: Key Performance Indicators, Communication methods, Affiliate Marketing Compensation Models.				
Module 3	Affiliate marketing strategies			11 Sessions
Topics: Affiliate Marketing Strategies for Merchants, Affiliate Marketing Strategies for Affiliates, Affiliate Networks.				
Module 4	Affiliate Software and practising affiliate marketing			12 Sessions
Topics: Affiliate Software, affiliate software's and tools to use, Popular Affiliate Programs, Potential Issues with Affiliate Marketing, Affiliate Marketing and Online Marketing.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Reference Text book 1. https://www.emarketinginstitute.org/wp-content/uploads/2018/04/Affiliate-Marketing-Course-eMarketing-Institute-Ebook-2018-Edition.pdf				
Reference Parkin, G (2009) Digital Marketing: Strategies for Online Success, New Holland Publishers Ltd. PU library link https://doaj.org/article/24849e54d3aa4d70b65f28e76f520f5c E resources: https://onlinecourses.swayam2.ac.in/cec22_mg26/preview				

Topics relevant to EMPLOYABILITY: XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2020	Course Title: Mobile and Email Marketing Type of Course: Program Core Course	L- T- P- C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	DBS1008 Introduction to Digital Marketing					
Anti-requisites	Nil					
Course Description	The course is conceptual in nature and provide a detailed insight about mobile and email marketing. After the completion of the course students will be able to understand the applicability of mobile as a tool and Email marketing tactics in digital marketing.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the concepts and practices of mobile marketing. (Understand) CO2: Apply mobile marketing techniques including SEO, ASO, and advertising strategies. (Apply) CO3: Analyze performance metrics of mobile and email campaigns for optimization.(Analyze) CO4: Prepare and execute effective email marketing campaigns using segmentation and personalization. (Apply) CO5: Analyze emerging trends and tools in mobile and email marketing. (Analyze)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Mobile and E Mail Marketing and attain Employability through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to Mobile Marketing			13 Sessions
Topics: Mobile Marketing - Meaning, Significance, Advantages, Feature, benefits and challenges. Mobile marketing as a technique of digital marketing, metrics in mobile marketing - Mobile user behavior - Mobile-first strategy.				
Module 2	Mobile SEO			13 Sessions
Topics: Optimizing of SEO, Mobile App Marketing: App Store Optimization (ASO), Push Notifications, SMS Marketing and Geo-fencing (Best Practices), Mobile Advertising: Google Ads, Social Media Ads, Mobile Analytics and Tracking - Mobile UX optimization - In-app marketing - Mobile analytics tools.				
Module 3	Email Marketing			13 Sessions
Topics: Meaning, Features of Email marketing, types of email, pros and cons of E mail marketing, Email marketing metrics, Email marketing as a technique of digital marketing.				
Module 4	Building E mail Marketing campaign			13 Sessions
Topics: Building and Managing Email Lists, Crafting Effective Email Campaigns, Personalization and Segmentation, A/B Testing and Email Optimization, Analysing Email Campaign Performance Legal and Ethical considerations of Email Marketing - CRM integration - Email Automation Real tools (Mailchimp, HubSpot)				
Module 5	Trends, Best practices and future of mobile and Email marketing			8 sessions
Emerging trends, AI in Email marketing, chatbots in mobiles, interactive emails, AMP (Accelerated Mobile Pages), Omnichannel marketing, industry best practices.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Reference Text book - Ryan, D (2020). Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. Kogan Page. - Ryan, D. & Jones, C. (2012). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page.				
Reference				

- Parkin, G (2009) Digital Marketing: Strategies for Online Success ,New Holland Publishers Ltd.

PU library link

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

E resources:

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

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

<https://www.tutorialspoint.com/>

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

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

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

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS2021	Course Title: Search Engine Optimization Course Type: Program Core Course	L-T-P- C	3 -0-0-3
Version No.	1		
Course Pre- requisites	DBS1008 Introduction to Digital Marketing		
Anti- requisites	Nil		
Course Description	Course description should focus on nature of the course (theory or practical) , need and how students will be benefited by studying the course.		
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the concepts and practices of Search Engine Optimization. (Understand) CO2: Apply on-page, off-page, and technical SEO techniques.(Apply) CO3: Apply keyword strategies and SEO-optimized content. (Apply) CO4: Analyze website performance using SEO tools and analytics. (Analyze)		
Course objective	The objective of the course is to familiarize the learners with the concepts of Search Engine Optimization and attain Skill Development through Participative Learning techniques.		
Course Content:			
Module 1	Search Engine Optimization	Type of class activity	12 Sessions
Topics : SEO, Basics Of SEO, Scope , Google's Techniques (On-Page and Off-Page), Difference between White Hat, Grey Hat, and Black Hat SEO, Need Of SEO, requirements of effective SEO, Ranking, SERP, website ranking on google, Paid Vs Organic Result, crawlers, robots, and spiders, Understanding Google Updates/ Penalties.			
Module 2	Website planning and creation	Type of class activity	12 Sessions

Topics : Domain Selection, Domain Name Registration, Hosting and Its Types, How to connect domain and hosting - SEO-friendly site architecture - URL structure - WordPress Installation, WordPress Overview, Important Plugins Overview, Website Designing Using Divi.				
Module 3	Keywords search	Type of class activity		11 Sessions
Topics : Introduction To Keyword Research, Types Of Keywords, choosing the right key words, Tools for keyword research – Free and Paid, Understanding Keyword Properties, Finding Competition, adding content in keywords. Introduction Of Content Writing, Difference Between Content Writing and Copy Writing, SEO Blogs, Importance of keywords, Title Optimization, writing content introduction, Header Tags Optimization, Meta Description Optimization, Image Optimization, Internal Links, External Links, Conclusion Optimization, Transition Words, Use of tools in Content Writing, generating earning opportunities in content writing.				
Module 4	Types of SEO, Google Analytics & Google AdSense	Type of class activity		10 sessions
Topics : Local SEO: Local SEO, Setup Google Business Profile Account, Understanding Google Business Profile Policy, Local SEO Ranking Factors, Local Business Models Details, Google Business Profile Dashboard Overview, On-Page Optimization, On-Page SEO Ranking Factors, Publishing articles in WordPress, improving On-Page SEO score using Rank Math, On-Page SEO Plugins List, Live Content Writing and Publishing to show how it ranks on Google. Off-Page SEO, Backlinks, do-follow and no-follow links, Domain Authority and Page Authority, Link Wheel, Backlinks Hierarchy Structure, Google Analytics, Google Analytics Account, Google Analytics Dashboard , Real- Time Audience Overview, Audience Overview, Acquisition, Conversion, Understanding User Behaviour, Setting Up Goals. Google AdSense, Google AdSense Policies, Eligibility to create Google AdSense Account, setting up a Google AdSense Account, Google AdSense Dashboard; Overview, setting up Ads, Optimizing Earnings (less relevant in SEO core) - Google Search Console.				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk				
Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:				
8. Project on types of SEO				
9. Case analysis on White, Grey and black SEO				
Reference Text book				
Search Engine Optimization: The Ultimate Guide to Successful Search Engine Optimization, Learn Proven Strategies and Practices That Can Ensure Continuous Targeted Traffic to Your Niche Site, Jayson Krause, Dec 2021				

Reference	
- Step By Step Guide to SEO Hardcover – 1 January 2018 by <u>Upendra Rana</u> <u>Moreno, L. and Martinez, P.</u> (2013), "Overlapping factors in search engine optimization and web accessibility", <i>Online Information Review</i>, Vol. 37 No. 4, pp. 564-580. https://doi.org/10.1108/OIR-04-2012-0063 <u>Evans, M.P.</u> (2007), "Analysing Google rankings through search engine optimization data", <i>Internet Research</i>, Vol. 17 No. 1, pp. 21-37. https://doi.org/10.1108/10662240710730470	
PU library link	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/OIR-04-2012-0063/full/html	
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/10662240710730470/full/html	
E resources:	
NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for Skill Development	
through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Bhakta Sabari
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS1013	Course Title: SOCIAL MEDIA MARKETING Type of Course: Program Core Course	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Prerequisites	DBS1008 Introduction to Digital Marketing					
Anti-requisites	None					
Course Description	The course familiarize students with an understanding of how social media works and develop critical analyse necessary to succeed in social media marketing. The students will gain in sight on various social media channels, and tools used in online advertising. This will help them to launch successful social media campaign to achieve the marketing objectives.					
Course Objectives	Students will be able to develop EMPLOYABILITY SKILLS through PARTICIPATIVE LEARNING activities such group discussion, presentation					
Course Comes	CO 1: Explain the key concepts and fundamentals of social media marketing. (Understand) CO 2: Analyze social media platforms and content creation strategies for effective marketing. (Analyze) CO3: Analyze best practices in Facebook and Instagram marketing to optimize engagement and campaign performance. (Analyze) CO4: Apply social media marketing techniques across LinkedIn, Twitter, and YouTube. (Apply) CO5: Evaluate social media campaigns using emerging trends, analytics tools, and campaign performance metrics					

Course Objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Business Analytics and attain Skill Development through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Social Media Marketing			10 sessions
Introduction to the concept of social media-Definition, Characteristics and Scope, History. Social media marketing- Definition, uses, scope, importance, advantages and limitations. Social Brand, Social media marketing strategy-listen-goal setting-strategy – implementation – measure – improve. social media marketing versus social media optimization. Role of Influencers in social media.				
Module 2	Content designing for social media platforms	Group activity	Content creation	10 sessions
Social media platforms - Facebook, YouTube, LinkedIn, Instagram, Twitter, Pinterest, Blogs. Terminologies-basics of content creation, process, Identification of target audience and social media platform. Content mix- Definition, sales posts, interactive posts and informative posts. Impact of colors, images on the customer. content creation tools-Canva, Types of Content -GIFs, Instagram stories, pin templates, tall pins, image cut outs, YouTube video Thumbnail, etc.				
Module 3	Facebook and Instagram Marketing	Group activity	Mock Facebook advertising campaign	15 sessions
Facebook for business-Facebook fan engagement-Anatomy of an Ad campaign-adverts-types-adverts targeting-placement-bidding-budget-scheduling-optimisation-delivery-Facebook insights-Facebook groups -Hashtags. Instagram Marketing-objectives-strategy-style guidelines-hashtags-videos-sponsored ads-apps-generate leads-digital public relations-influencer marketing- Metrics- Competitor analysis.				
Module 4	LinkedIn, Twitter and YouTube Marketing	Group project	Multi-Platform Campaign	15 Sessions
LinkedIn strategy- Sales lead generation using LinkedIn- Content strategy-LinkedIn Analytics-Targeting-LinkedIn Ad Campaign. Twitter Marketing- Tools-Twitter Ads-Twitter Analytics. Google Pages for You Tube Channels, Video Flow - Monetization with Ad sense, paid YouTube Channel, Channel Analytics, Real time Analytics				

Module 5	Emerging Trends and Campaign Performance	Activity	social media campaign using basic metrics	10 Sessions
Emerging trends in social media marketing – Reels and short video marketing – Influencer marketing – Social commerce – Viral and meme marketing. Social media campaign planning – Campaign objectives – Target audience – Platform selection – Budgeting. Measuring campaign performance – Reach, likes, shares, comments and engagement – Customer feedback analysis. Social media tools: Canva, Meta Business Suite, Instagram Insights and YouTube Analytics.				
Targeted Application – Create, Manage, Launch and monitor social media campaign Tools used: Facebook, Instagram, LinkedIn, Twitter and Youtube				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
Assignment on Launch facebook ad campaign Assignment on launch Hashtag campaign using Twitter				
Text Book				
T1 Singh, S., & Diamond, S. (2020). Social Media Marketing for dummies. John Wiley & Sons, Inc.				

References

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

Online Resources

E-mail marketing https://onlinecourses.swayam2.ac.in/cec19_mg23/preview

Mobile Marketing https://onlinecourses.swayam2.ac.in/cec19_mg23/preview

Journals

Journal of Internet Commerce International Journal of Internet Marketing and Advertising Marketing Intelligence and Planning

Topics relevant to SKILL DEVELOPMENT : XXXXXX for Skill Development through Participative Learning Techniques.

This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Chaitra VH
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS2028	Course Title: AI for Managers Type of Course: Program Core Course	L- T-P- C	3-0-0-3	
Version No.	1.0			
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	This course offers a comprehensive exploration of AI concepts, its business applications, and strategic implementation. Gain insights into leveraging AI to drive innovation, optimize processes, and make informed decisions, equipping students with the skills to navigate the AI landscape and lead the organization towards sustainable success.			
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Explain AI concepts, applications, and types. CO 2: Explain diverse AI technologies. CO 3: Apply the AI process to business contexts. CO 4: Examine AI-driven dashboards and tools for decision-making. CO 5: Analyze the ethical and strategic impact of AI.			
Course objective	The objective of the course is to familiarize the learners with the concepts of Artificial Intelligence for Managers and attain Employability through Participative Learning techniques .			
Course Content:				
Module 1	Introduction to AI	Lecture	Lecture & Class Room Presentation	11 Sessions
MODULE 1: Introduction to AI 10 Sessions [Remember] Definition - brief history of AI - AI applications in real - life scenarios - Types of AI, including Narrow or Weak AI, General or Strong AI, and Super AI - AI Ethics and social implications - Robotics and autonomous systems - Future of AI: including emerging trends and challenges.				
Module 2	AI Technology	Lecture	Lecture & Technical Presentation	12 Sessions
Topics: Machine learning: supervised, unsupervised, and reinforcement learning - Deep learning and neural networks - Natural language processing (NLP) - Computer vision and image recognition – Robotics – Cloud Computing – Internet of Things (IoT)				
Module 3	AI Process	Lecture	Lecture & Seminar	12 Sessions
Topics: Data collection - Data preparation - Model selection - Model training - Model evaluation - Model deployment - Model monitoring – AI Reports: Descriptive reports - Diagnostic reports - Predictive reports - Prescriptive reports - Interactive reports - Natural language generation (NLG) reports				
Module 4	Data Visualization	Lecture	Lecture & Management Games	10 Sessions
Topics: Data Visualization Process – Data Visualization Models: Scatter plot - Bar chart - Line chart - Heat map - Network graph - Bubble chart - Choropleth map – Types of Data Visualization Tools: Tableau – PowerBI – MSExcel				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				

Text book:	
1. The AI Advantage: How to Put the Artificial Intelligence Revolution to Work, Thomas H. Davenport (MIT Press, 2018) 2. "AI for Business: A Roadmap for Digital Transformation", Rajendra Prasad, Aman Agarwal and Manish Kumar (Springer, 2021) 3. "Artificial Intelligence for Managers (English Edition) - 2021", Malay A. Upadhyay, (BPB Publications) 4. "Learning Tableau 2019" - Third Edition, By Joshua N. Milligan, Packt Publishing 5. "Microsoft Power BI Complete Reference" 2018, Devin Knight, Packt Publishing 6. Data Visualization in Excel: A Guide for Beginners, Intermediates, and Wonks (AK Peters Visualization Series) 1st Edition, by Jonathan Schwabish, Kindle Edition.	
Reference	
1. R1: https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence 2. R2: https://noteslearning.com/artificial_intelligence/ 3. R3: https://www.toptal.com/designers/data-visualization/data-visualization-tools	
PU library link https://www.sciencedirect-com-presiuniv.knimbus.com/journal/artificial-intelligence https://ieeexplore.ieee.org/document/9855548	
Topics relevant to EMPLOYABILITY SKILLS : NLP for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. B. Upendra Rao
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2029	Course Title: Business Finance Type of Course: Program Core	L- T- P- C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					

Course Description	This course offers a comprehensive overview of financial management principles, focusing on areas like financial planning, capital structure, cost of capital, and working capital management. It emphasizes practical problem-solving and the application of financial tools for informed decision-making in a dynamic business environment.			
Course objective	The objective of the course is to provide learners with a comprehensive understanding of Financial Management concepts and to develop their skills through the application of numerical problem-solving ."			
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Summarize basic concepts of finance and financial management for effective business decision-making. [Understand] CO2: Apply time value of money techniques for calculating present and future value of cash flow for investment evaluation. (Apply) CO 3: Apply cost of capital and leverage concepts to assess and optimize long-term financing decisions. [Apply] CO 4: Explain the concepts, forms, and factors influencing dividend policy decisions in financial management. (Understand) CO 5: Estimation and management of working capital for efficient management of cash, inventory, and receivables (Analyze)			
Course Content:				
Module 1	Introduction to financial management	MCQ	E-Resource Review	12 Sessions
Meaning of Finance – Business Finance – Finance Function – Meaning of Financial Management – Scope and Objectives of Financial Management – Financial Decisions – Role and Functions of Chief Finance Officer – Financial Planning: Meaning, Objectives, Significance – Steps in Financial Planning – Principles of a Sound Financial Planning, Financial Management in Digital Economy.				
Module 2	Time Value of Money	Assignment	Numerical Solving Task	10 Sessions
Introduction – Meaning & Definition – Need – Future Value (Single Flow – Uneven Flow& Annuity) – Present Value (Single Flow – Uneven Flow & Annuity) – Doubling				

Module 3	Capital Structure and Cost of Capital	Article Review	E-Resource Review	12 Sessions
Capital Structure – Meaning – Factors affecting Capital Structure - Optimum Capital Structure-Understanding different sources of long-term financing, Cost of capital-Calculating the cost of debt, preference shares, equity, and overall capital (WACC), Risk-Return Relationship (Basic Concept).				
Module 4	Capital Budgeting & Dividend decisions	Assignment	Numerical Solving Task	16 Sessions
Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Estimation of Project Cash Flows – Capital Budgeting Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index – Practical Problems.				
Meaning and Definition of Dividend – Forms of Dividend - Objectives of dividend decisions – Nature of dividend decisions - Factors influencing the dividend policy – Types of Dividend policy.				
Module 5	Working Capital Management	Assignment/MCQ	E-Resource Review	10 Sessions
Definition of working capital - Types of working capital - Importance of working capital management –Factors affecting working capital- - Managing current assets and liabilities – estimation of working capital- operating cycle- Strategies for efficient cash, inventory, and receivables management. Working Capital in Modern Businesses (E-commerce context).				
Targeted Application & Tools that can be used: The techniques of capital budgeting and other tools are used in real business scenarios for evaluating the investment decisions.				
Project work/Assignment: 1. MCQ: The students will be given MCQ tests in order to evaluate the depth in which the students have conceived the content of the course. 2. Article Review: At the end of the course, each student or group will be assigned an article related to topics such as capital structure, capital budgeting, or dividend policy. Students must analyze the article using academic and library resources and submit a structured report highlighting key concepts, relevance, and insights. 3. Problem-Solving Assignment: Each student will be assigned a set of numerical problems related to EBIT-EPS analysis, operating and financial leverage, and capital budgeting methods (like NPV, IRR, Payback Period). Students must solve and submit the assignment with proper workings, interpretation of results, and financial recommendations.				
Reference:				

Textbook:

T1: Khan and Jain, Financial Management, Tata McGraw Hill

E-Reading / Essential Reading:

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

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

Web based resources:**W1: Principles of sound financial planning:**

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

W2: Types of Leverages:

<https://www.youtube.com/watch?v=KWQcPpJSkl0>

PU E-RESOURCES LINK:**E1.** Financial decisions:

<https://stec.univ-ovidius.ro/html/anale/RO/2017-2/Section%20V/19.pdf>

NTPEL VIDEO:

Financing Decisions:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=RyA2Qk2AVB4

Topics relevant to SKILL DEVELOPMENT: Applying financial theories and techniques to solve real-world financial problems and make informed business decisions for **Skill Development through Problem Solving Methodologies**. This is attained through the assessment components mentioned in the course plan.

Catalogue prepared by

Mr. Mohamed Ali Kuniparambil
Assistant Professor
School of Commerce

Recommended by the Board of Studies on

6th Board of Studies, 5th June 2025

Date of Approval by the Academic Council	25 th July 2025
---	----------------------------

Course Code: CBS2011	Course Title: Essentials of Taxation Type of Course : Program Core Course	L- T-P- C	3	1	0	4
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces BBA students to the fundamentals of Income Tax, focusing on its computation, compliance, and planning. It emphasizes practical aspects such as computation of taxable income for individuals, filing returns, and understanding key exemptions and deductions under the Income Tax Act. The course is structured to build tax literacy, awareness, and application among aspiring business professionals.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the legal framework and basic concepts of Income Tax in India. CO2: Compute taxable income under different heads of income. CO3: Apply various deductions and exemptions in tax calculations. CO4: Prepare and verify income tax returns for individuals using basic tools. CO5: Analyze simple tax planning scenarios to optimize tax liability ethically.					
Course Objective	1. To provide an in-depth understanding of the basic concepts and legal framework of Income Tax in India. 2. To equip students with practical knowledge for computing income under different heads. 3. To introduce tax planning tools and promote tax compliance among future professionals. 4. To develop competence in interpreting provisions of the Income Tax Act relevant to individuals and small businesses					
Course Content:						
Module 1	Introduction to Income Tax	CO1	Case Study	15 Session		
• Basic concepts: Assessee, Assessment Year, Previous Year, Person, Income • Residential status and incidence of tax • Exempted incomes (Section 10)						

• Overview of the Income Tax Act, 1961 and CBDT • Tax planning vs tax avoidance vs tax evasion				
Module 2	Computation of Income under Various Heads	CO2	Presentation	20 Sessions
• Income from Salary: Components, perquisites, exemptions (Section 10), standard deduction • Income from House Property: Gross annual value, NAV, deductions • Profits and Gains of Business or Profession (overview only for BBA): Basic concepts, presumptive taxation • Income from Capital Gains: Short-term and long-term, exempt gains • Income from Other Sources: Interest, gifts, family pension.				
Module 3	Deductions and Tax Liability Computation	CO3	Group Activity	15 Sessions
• Deductions under Chapter VI-A: Sections 80C to 80U • Set-off and carry forward of losses (brief overview) Computation of total taxable income and tax liability for individuals				
Module 4	Filing of Returns, Compliance and Introduction to Tax Planning	CO4	Case Study	10 Sessions
• Types of ITR forms (focus on ITR-1 and ITR-2) • PAN, TAN, and Aadhaar linkage • Due dates, advance tax, TDS, Form 26AS • E-filing process (demonstration using Income Tax e-filing portal)				
Targeted Application & Tools that can be used: 1. Income Tax India E-Filing Portal 2. Form 16 and Form 26AS analysis 3. Excel templates for tax computation 4. ITR utilities provided by the Income Tax Department 5. Simple tax calculators (Govt or fintech platforms)				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Article Review/ PPT Presentation				
Text Book :				

1. Singhania, V.K. & Monica Singhania – <i>Students' Guide to Income Tax</i>, Taxmann Publications.	
Reference - Ahuja & Gupta – <i>Systematic Approach to Income Tax</i>, Bharat Law House - Mehrotra & Goyal – <i>Income Tax Law and Accounts</i>, Sahitya Bhawan Publications.	
PU library link https://incometax.gov.in – Official portal for Income Tax - Income Tax Utility Downloads (ITD) - NPTEL Video Lectures on Indian Taxation - Budget Highlights and CBDT Circulars	
Topics relevant to Indian financial system: - Personal tax computation and planning - Use of digital platforms for return filing - Interpretation of tax laws and forms - Financial documentation and compliance awareness - Decision-making based on after-tax cash flows	
Catalogue prepared by	Dr. Krishan Kumar, Professor and Dean, PSOC
Recommended by the Board of Studies on	June 5 th , 2025, 6 th BoS
Date of Approval by the Academic Council	25 th July 2025

Specialization Courses

Course Code: DBS3038	Course Title: Social and Web Analytics Course Type: Specialization Course	L-T-P-C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	DBS1008 INTRODUCTION TO Digital Marketing					
Anti-requisites	None					
Course Description	In this digital era, analytics play a significant role in Social and web domain. This course gives an insight on Social media and web analytics in application point of view. The course has been divided in two parts where in the first part, students shall learn the basics of web analytics and how to measure its performance using Google analytics. In the second part, students shall learn about how to create, manage and monitor social media campaign to achieve specific marketing objectives.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe Social media analytics and web analytics. CO2: Discuss the fundamentals of social media analytics and web analytics. CO3: Appraise the importance of analytics in digital era. CO4: Apply digital marketing campaign to reach specific marketing objective. CO5: Relate the application of social media analytics and web analytics in real time.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Social and Web Analytics and attain Skill Development through Participative Learning techniques .					
Course Content:						
Module 1	Introduction to Web Analytics	Book and Articles review	Conceptual understanding of Web analytics			7 sessions
Introduction to Web Analytics – Over view of different platforms of online analytics - Web analytics, Google Analytics, & social media Analytics - Key Indicators of Web analytics- Introduction to KPI, number of sessions, visitors, time spent on page, Bounce rate. characteristics, Need for KPI, Perspective of KPI, Uses of KPI.						
Module 2	Social Media analytics	Case study	Case study discussion on Revamped Social Media Strategy			7 sessions
Introduction to Social Media – Importance of social media and Social media analytics – Tools of Social Media Marketing- Creating and Managing a campaign using Facebook - Setting goals objectives & Bench Marks - Measurement and Attribution Across the Customer						

Journey - Social Media Audience Analytics - Drawing Meaningful Insights - Reporting Social Media Analytics- Revamped Social Media Strategy with example.				
Module 3	Web analytics Fundamentals	Assignment	Assignment on Web Analytics Fundamentals	10 Sessions
Web analytics platform, Web analytics evolution, Need for web analytics, Advantages, Limitations - Capturing data – Type and size of data - Understanding click stream data quality- Identifying unique page definition- Using cookies – Common web metrics – Custom campaign – Reports and its types.				
Module 4	Advance Web analytics	Comparative Study	Comparative study on Web 1.0, 2.0 and 3.0	10 sessions
Web analytics 1.0, Limitations of web analytics 1.0, Introduction to analytic 2.0 & 3.0- Competitive intelligence analysis: CI data sources, Toolbar data, Panel data , ISP data, Search engine data, Hybrid data, Website traffic analysis: Comparing long term traffic trends, Analyzing competitive site overlap and opportunities.- Comparative case Study of Web 1.0, Web 2.0 and Web 3.0				
Module 5	Google Analytics	Hands on Experience	Google Analytics Tool using Google merchandise store	11 Session
History of Google Analytics- Google analytics objective – Track website/blog using Google Analytics - Create audience segment based in user characteristics based on user characteristics - Analyse different reports using Google analytics – Creating dash boards using google analytics report- Limitations, Performance concerns, Privacy issues.				
Targeted Application – Analyze performance of the website and launch social media campaign.				
Tools used: Google Analytics & Facebook.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course				
Assignment on Launch facebook adcampaign Assignment on launch Hashtag campaign using Twitter				
Text Book T1. Brian, C (2012). Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition edition. T2. Avinash, K (2009). Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, John Wiley & Sons; Pap/Cdr edition.				
University E resources: Collaborative Digital Marketing				

https://puniversity.informaticsglobal.com:2054/stable/26564156?Search=yes&resultItemClick=true&searchText=Digital+Marketing&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3DDigital%2BMarketing%26so%3Drel&ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A4eca50b96f0405f26355235deeb172dc&seq=1#metadata_info_tab_contents

Digital Business Strategy

https://puniversity.informaticsglobal.com:2054/stable/43825919?Search=yes&resultItemClick=true&searchText=Digital+Marketing&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3DDigital%2BMarketing%26so%3Drel&ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A4eca50b96f0405f26355235deeb172dc&seq=2#metadata_info_tab_contents

Websites:

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

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

<https://www.tutorialspoint.com/>

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

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

YouTube Video Lecture Sessions:

Digital Marketing tutorial for beginners:

<https://www.youtube.com/watch?v=nU-IIXBWIS4>

Building Website:

<https://www.youtube.com/watch?v=OwK4lhfbZXo>

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

Catalogue prepared by	Dr. Upendra Rao
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3039	Course Title: Digital Media Laws Course Type: Specialization course	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course deals with the interaction between law and digital media. It examines the major legal issues relating to the digital media, important regulations and court decisions. It aims to familiarize the theoretical debates on digital media and socio-legal ethics at the national and global level. It also attempts to evolve an understanding of the complexities of ethical and socio-legal aspects in the area of digital media industry.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Explain key concepts and evolution of digital media laws. (Understand) CO 2: Apply legal principles to real-world digital media cases. (Apply) CO 3: Analyze socio-legal issues such as privacy, defamation, and IP rights. (Analyze) CO 4: Analyze digital media regulations and policies in national and global contexts (Analyze)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Digital Media Laws and attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to the Digital Media Laws				11 Sessions	
Topics: -Meaning - Definition – Evolution of the Digital Media Laws -Overview of the Digital Media-From Radio & Cable TV to the Social Media & OTT Platforms -Jurisprudence behind the emergence of Digital Media Laws -Utilitarianism- Hedonism-Teleological and Deontological theories -Constitutional Safeguard Structure and the Freedom of Speech and Expression -Historical Developments in the area of Digital Media Laws- From Statute of Anne to the OTT Regulations Bill. IT Act 2000 (India).						
Module 2	Digital Media as Private Property- The Intellectual Property Laws				12 sessions	

Topics: -An overview of the Intellectual Property Laws -Copyright Laws and Digital Media -Trademarks and Digital Media -Patents and Digital Media -Copyright Law and Computer Software -The Fair Use dilemma - Digital copyright (DMCA) - AI-generated content ownership				
Module 3	Socio-Legal Morality and Digital Media			12 sessions
Topics: -Obscenity, Pornography and Digital Media -Racial and Religious hatred, Hate Speech and Digital Media -Disclosure of Private facts and Privacy invasion -Defense of Privacy & Freedom of Speech and Expression -Defamation -Seditious Libel & Slander - Cyberbullying - Data protection laws (GDPR, DPDP Act India).				
Module 4	Malicious Falsehood & Confidential Information			10 sessions
Topics: -Malicious Falsehood and Digital Media -Confidential Information and its categories -Breach of Confidence and Privacy -Laws of Official Secrets and the Digital Media -Exceptions-Disclosure of Confidential Information in the Public Interest - Data protection frameworks - Corporate data security laws.				
Targeted Application & Tools that can be used: - MS-Office products especially Excel Sheet, SPSS Tools etc.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: The assignment may comprise of class presentation and/or research paper submission or essay/problem questions.				
Text Book Law Relating to Social Media Crimes, Intermediaries, Digital Media, and OTT Platforms by Puneet Bhasin, Oakbridge Publishers, 2022 Digital Media Law by Ashley Packard, Wiley Publishers, 2012 A Practical Guide to Digital and Social Media Law for Lawyers Paperback by Sherree Westell, Law Brief Publishing, 2018 Media Law and Policy in the Internet Age by Doreen Weisenhaus and Simon N.M Young (Eds), Bloomsbury, 2019 Major Principles of Media Law by Genelle Belmas & Wayne Overbeck, Cengage Learning Publishers, 2014				

Reference

1. All you need to know about digital media and the legal challenges involved in it (<https://blog.ipleaders.in/need-know-digital-media-legal-challenges-involved/>)

2. India: New Rules For Digital Media Platforms And Intermediaries by Avimukt Dar et. Al. (<https://www.mondaq.com/india/media-entertainment-law/1042234/new-rules-for-digital-media-platforms-and-intermediaries>)

E-Reading / Essential Reading

www.routeledge.com

<https://www.indianlawwatch.com>

Audio Visuals

<https://www.edx.org/learn/media-law>

Prescribed reading list:

In addition to these, the students are required to read the prescribed cases and articles on the related topics.

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

Catalogue prepared by	Dr. Joan Kingsly
-----------------------	------------------

Recommended by the Board of Studies on	6 th BoS held on 05 th June 2025
--	--

Date of Approval by the Academic Council	25th July 2025
--	----------------

Course Code: DBS3040	Course Title: Digital Consumer Behavior Type of Course: Specialization Course		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	DBS1008 Introduction to Digital Marketing						
Anti-requisites							
Course Description	This course explores the psychological, social, and behavioral patterns of consumers in digital environments. It includes key concepts like consumer journey mapping, decision-making processes, digital touchpoints, social proof, personalization, and online reviews. The course aims to help marketers understand what influences consumer behavior in a digitally connected world.						
Course Objective	To provide insights into digital consumer psychology and help students understand how online behavior affects marketing decisions, content creation, and digital strategy.						
Course Outcomes	List the course outcomes On successful completion of this course the students shall be able to: CO.1 Understand consumer behavior theories in a digital context (<i>Understand</i>) CO.2 Map and analyze the online consumer journey (<i>Analyze</i>) CO.3 Evaluate the impact of social media, influencers, and online communities on decision-making (<i>Evaluate</i>) CO.4 Apply behavioral targeting and personalization strategies (<i>Create</i>) CO.5 Design customer personas and predict behavioral trends (<i>Create</i>)						
Course Content:							
Module 1	Introduction to Digital Consumer Behaviour	Assignment/ Quiz	Memory Recall based Quizzes	10 Sessions			
Consumer Behaviour Concepts – Introduction of Consumer Behavior, Marketing Strategy & Consumer Behavior, Model of Consumer Behavior, The Digital Consumer, Shifts in the Digital Age. Culture – concept, sub-culture, Global Cultures, and Cross-Cultural Marketing. Social Reference Groups, Family and Roles in Decision Making, Social Status and Lifestyle, Online Communities and Peer Influence. Personal Influences -Age and Life Cycle Stage, Occupation and Income, Personality and Self-Concept, Lifestyle and Values. Digital Buyer Personas- Steps to Create Personas							
Module 2	Consumer Decision Journey	Assignment/ Quiz	Memory Recall based Quizzes	10 Sessions			

Introduction-Type of Consumer Decisions, The consumer decision Process-Need Recognition to Post-Purchase. Touchpoint Analysis - Meaning of Customer Touchpoints, Online vs Offline Touchpoints, Mapping Brand Interactions and Role of Digital Channels in Touchpoints. Customer Journey Mapping Tools. Funnel-Based Strategies - Marketing Funnel (Awareness–Interest–Desire–Action), Conversion Funnel in Digital Marketing, Retention and Loyalty Strategies				
Module 3	Social Influence & Online Trust	Assignment/ Quiz	Memory Recall-based Quizzes	10 Sessions
Role of Social Media & Communities - Online Communities and Brand Engagement, User-Generated Content (UGC), E-WOM & Online Reviews - Meaning and Importance, Online Reviews and Ratings, Impact on Consumer Decisions, Managing Negative Reviews. Social Proof and Trust Signals -Types-Reviews, Testimonials, Ratings, Trust Badges and Certifications. Influencer Psychology – Concept, Types of Influencers, Consumer Behaviour towards Influencers.				
Module 4	Personalization and Behavioural Targeting Predictive Analysis & Persona Creation	Assignment/ Quiz	Numerical solving Task	15 Sessions
Basics of Tracking and Targeting- Cookies, Tracking, and Targeting. Advertising Strategies- Contextual vs Behavioral Ads. Recommendation Engines- Concept, Benefits. Ethics and Privacy - Data Privacy Concerns, Ethical Issues in Targeting, Introduction to Regulations - DPDPA 2023. Predictive Consumer Modelling - Basics of Predictive Modelling, Applications in Marketing. AI in Behaviour Forecasting, Tools for Trend Forecasting - Google Trends, Social Listening Tools, Identifying Market Trends and Application in Marketing Strategy				
Targeted Application & Tools that can be used: (Mentioning targeted applications and tools helps students understand the practical skills they will gain and the industry-relevant technologies they will use. It also ensures the course stays aligned with current trends and prepares students for real-world scenarios).				
Project Work/ Assignment:				
1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.				
2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/demonstrate the working and discuss the applications for the same.				
3. Case Study: - At the end of the course students will be given a 'real-world' application based circuits like Power Amplifier, Signal/Function Generator etc. as a case study. Students will be submitting a report which will include Circuit Diagrams, Design, Working Mechanism and Results etc. in appropriate format				
Text Book(s):				

1. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th Edition). Pearson.	
Reference Book (s): Lecinski, J. (2011). *Winning the Zero Moment of Truth (ZMOT)*. Google Inc. - Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0*. Wiley. - Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th Edition). Pearson. - Cialdini, R. B. (2006). *Influence: The Psychology of Persuasion*. Harper Business.	
Online Resources (e-books, notes, ppts, video lectures etc.):	
Topics relevant to "SKILL DEVELOPMENT": Performing suitable experiments to compute the electric circuit parameters, performance operation of machines, and operation of semiconductor devices for Skill Development through Participative Learning techniques . This is attained through assessment component mentioned in course plan.	
Catalogue prepared by	
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3041	Course Title: Content Strategy Type of Course: Specialization Course		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course focuses on planning, creating, delivering, and managing content that is relevant, consistent, and aligned with digital marketing goals. Students will learn how to develop content strategies across platforms such as websites, blogs, email, and social media, and measure effectiveness using analytics tools.						
Course Objective	To help students understand the strategic role of content in digital marketing and to enable them to create, manage, and measure content that drives engagement and conversions.						
Course Outcomes	On successful completion of this course the students shall be able to: CO1: Explain the principles and purpose of content strategy (<i>Understand</i>) CO2: Plan content aligned to audience needs and digital channels (<i>Apply</i>) CO3: Create brand-consistent and engaging content (<i>Create</i>) CO4: Implement content calendars and governance models and Evaluate content performance using analytics tools (<i>Evaluate</i>)						
Course Content:							
Module 1	Foundations of Content Strategy	Assignment/ Quiz	Memory Recall based Quizzes	9 Sessions			
Topics - What is Content Strategy? Definition, scope, and importance in the digital age. - Role in the Marketing Funnel: How content supports awareness, consideration, conversion, and loyalty stages. - Content vs. Copywriting: Understanding the distinction and their interplay. - Content Strategy Framework: Key components (e.g., audience, goals, channels, measurement). - Content strategy in an AI-driven world, personalized content experiences, and the rise of interactive content							
Module 2	Content Planning and Audience Alignment	Assignment/ Quiz	Memory Recall based Quizzes	10 Sessions			
Topics							

• Audience Research: Identifying target personas, understanding their needs, pain points, and content consumption habits. • Content Formats: Blog posts, articles, videos, infographics, social media posts, email newsletters, podcasts, webinars. • Storytelling in Digital: Crafting compelling narratives for online audiences. • Content Pillars: Developing evergreen topics and themes. • Content Auditing (Introduction): Assessing existing content for relevance and performance. • User-generated content (UGC) integration, micro-content for short-form platforms, and content for diverse cultural contexts.				
Module 3	Content Creation and Branding	Assignment/ Quiz	Memory Recall-based Quizzes	11 Sessions
Topics • Tone of Voice and Style Guides: Ensuring brand consistency across all content. • SEO Content Writing: Keyword research, on-page SEO, content structure for search engines. • Brand Voice Consistency: Maintaining a unique and recognizable brand identity through content. • Visual and Multimedia Content: Importance of images, videos, and interactive elements. • Content Repurposing and Atomization: Maximizing content value across channels. • AI tools for content generation and optimization, video marketing strategies, and accessibility in content creation.				
Module 4	Content Scheduling and Management and Content Analytics and Optimization	Assignment/ Quiz	Numerical solving Task	15 Sessions
Topics • Editorial Calendar: Planning content production and publication schedules. • CMS (Content Management System) Basics: Overview of platforms like WordPress, HubSpot, Drupal. • Workflow and Approval Processes: Streamlining content creation from ideation to publication. • Content Governance Models: Roles, responsibilities, and decision-making processes for content. • Content Distribution Strategies: Organic (SEO, social media), Paid (ads), Earned (PR, shares). • Content personalization at scale, managing content across multiple global markets, and the role of content operations (ContentOps). • Future Trends in Content Strategy: Interactive content, immersive experiences (e.g., Metaverse), voice search optimization, and hyper-personalized content at scale.				
Project Work/ Assignment:				

1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format. 2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/demonstrate the working and discuss the applications for the same. 3. Case Study: - At the end of the course students will be given a 'real-world' application based circuits like Power Amplifier, Signal/Function Generator etc. as a case study. Students will be submitting a report which will include Circuit Diagrams, Design, Working Mechanism and Results etc. in appropriate format	
Text Book(s): 1. Halvorson, K., & Rach, M. (2012). *Content Strategy for the Web* (2nd Edition). New Riders.	
Reference Book (s): • Lieb, R. (2017). *Content: The Atomic Particle of Marketing*. Kogan Page. • Pulizzi, J. (2014). *Epic Content Marketing*. McGraw Hill. • Rose, R., & Pulizzi, J. (2011). *Managing Content Marketing*. CMI Books. • Patel, N., & Hiten Shah. *The Beginner's Guide to Content Marketing*. NeilPatel.com Online Resources (e-books, notes, ppts, video lectures etc.):	
Topics relevant to "SKILL DEVELOPMENT": Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course plan.	
Catalogue prepared by	Dr Joan K
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3042	Course Title: Visual and Graphic Design			L-T-P-C	3	0	0	3
Type of Course: Specialisation course								
Version No.	1.0							
Course Pre-requisites	NIL							
Anti-requisites	NIL							
Course Description	This course introduces students to the fundamentals of visual and graphic design, covering elements and principles of design, typography, colour theory, composition, branding, and the use of digital tools such as Adobe Photoshop and Illustrator. The course encourages creativity through hands-on design projects relevant to the digital marketing domain.							
Course Objective	To enable learners to understand and apply core principles of visual and graphic design for branding, content creation, and digital campaigns in the marketing space.							
Course Outcomes	On the successful completion of the course the student shall be able to : CO1: Recognize the fundamental elements and principles of visual design [Understand] CO2: Apply typography, colour, and layout concepts to digital content [Apply] CO3: Create brand-relevant designs using graphic tools [Apply] CO4: Evaluate design aesthetics and usability [Analyse]							
Course Content:								
Module 1	Basics of Design	Assignment	Understand	10 Sessions				
• - Elements & Principles of Design • - Visual Hierarchy • - Design Thinking • - Composition								
Module 2	Typography and Colour Theory	Quiz	Apply	10 Sessions				
• - Typefaces and Fonts • - Text Alignment • - Color Psychology • - Using Color for Branding								

Module 3	Tools and Software	Assignment	Apply	12 Sessions
• - Adobe Photoshop Basics • - Adobe Illustrator Introduction • - Layers, Masking, and Effects				
Module 4	Design for Branding and Marketing Visuals	Quiz	Analyze	13 Sessions
• - Logo Design • - Brand Identity • - Packaging Design • - Social Media Graphics • - Banner Ads • - Infographics • - Campaign Design Project • - Case Study				
Text Book(s): 1. Landa, R. (2021). Graphic Design Solutions (6th Edition). Cengage Learning.				
Reference Book (s): 2. Lupton, E. (2015). Graphic Design: The New Basics. Princeton Architectural Press. 3. Williams, R. (2014). The Non-Designer's Design Book (4th Edition). Peachpit Press. 4. Samara, T. (2014). Design Elements: A Graphic Style Manual (2nd Edition). Rockport. 5. Kelby, S. (2020). The Adobe Photoshop CC Book for Digital Photographers. New Riders. 1.				
Catalogue prepared by	Dr. P. S. Joan Kingsly			
Recommended by the Board of Studies on	6th BoS held on 05th June 2025			
Date of Approval by the Academic Council	25th July 2025			

Course Code: DBS3043	Course Title: E-Commerce Website Optimization Type of Course: Specialization course		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course focuses on the strategies, tools, and techniques used to enhance the performance of eCommerce websites. It covers key topics such as website structure, SEO, performance optimization, conversion rate optimization, A/B testing, and user experience. Students will gain hands-on experience with tools and methodologies for improving site visibility, usability, and sales conversions						
Course Objective	To equip learners with practical skills in analyzing and optimizing eCommerce websites for better user experience, search engine visibility, and higher conversion rates.						
Course Outcomes	On Successful completion of the course the student shall be able to CO1: Explain the fundamentals of eCommerce optimization and website structure. <i>(Understand)</i> CO2: Apply SEO techniques for improving website visibility <i>(Apply)</i> CO3: Analyze performance metrics and user behavior using analytics tools and user behaviour metrics. <i>(Analyze)</i> CO4: Implement optimization strategies for conversion Apply CRO techniques and UX design principles to improve website conversions. <i>(Apply)</i> CO5: Evaluate eCommerce performance and recommend optimization strategies. <i>(Evaluate)</i>						
Course Content:							
Module 1	Introduction to eCommerce Optimization	Activity	E-commerce website audit of Tata CLiQ	10 Sessions			
Basics of eCommerce Optimization- Meaning and Importance, Goals of Optimization. Website Architecture- Structure of eCommerce Websites, Navigation Hierarchy, Category & Product Page Design. User Flow -Concept of User Journey on Website, Entry, Navigation, and Exit Points. Mobile Optimization- Mobile Commerce, Mobile User Experience. Platform Overview- Types of eCommerce Platforms, Overview of Shopify and WooCommerce							

Module 2	Search Engine Optimization (SEO)	Activity	How to do SEO for any web page	10 Sessions
Introduction to SEO- Meaning and Importance, Organic vs Paid Search, On-Page SEO, Off Page SEO, Technical SEO. Keyword Research- Types of Keywords, Search Intent, Use of Google Keyword Planner. SEO Tools -Google Search Console				
Module 3	Website Analytics	Quiz	MCQ	12 Sessions
Introduction to Web Analytics – Importance, Key Metrics Overview. Google Analytics Basics- Overview, Dashboard and Reports. User Behaviour Analysis- Behaviour Flow, Session Duration, Engagement Metrics. Key Performance Indicators -Bounce Rate, Page Speed, Conversion Rate. Traffic Sources -Organic, Direct, Referral, Social, Paid, Channel Performance Analysis				
Module 4	Conversion Rate Optimization (CRO) and User Experience & Design	Guest Lecture	Latest Trends in e-commerce by Digital advertising firm	13 Sessions
Introduction to CRO - Meaning and Importance, Conversion Funnel. Call-to-Actions (CTA)- Types of CTAs, Placement and Design. Landing Page Optimization - Key Elements, Content and Visual Design. A/B Testing- Concept and Process, Testing Variables. Sales Funnel- Awareness to Conversion Stages, Funnel Optimization. UI/UX Best Practices – Principles, User-Centered Design. Navigation & Layout- Simple and Intuitive Navigation, Page Structure. Trust Signals- Reviews, Testimonials, Security Badges. Usability Testing- Methods				
Text Book(s): Sharma, V. (2022). E-commerce Optimization: How to Drive Traffic, Convert Customers, and Boost Revenue. Wiley.				
Reference Book (s): - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th Edition). Pearson. - Cutroni, J. (2010). Google Analytics (2nd Edition). O'Reilly Media. - Krug, S. (2014). Don't Make Me Think: A Common Sense Approach to Web Usability (3rd Edition). New Riders. - Lurie, I., & Burby, J. (2009). Web Analytics for Dummies. Wiley.				
Online Resources (e-books, notes, ppts, video lectures etc.): 2. https://presidencyuniversity.linways.com				
Topics relevant to "SKILL DEVELOPMENT": Performing suitable experiments to compute the electric circuit parameters, performance operation of machines, and operation of semiconductor devices for Skill Development through Participative Learning techniques . This is attained through assessment component mentioned in course plan.				
Catalogue prepared by				
Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025			

Date of Approval by the Academic Council	25th July 2025
---	----------------

Course Code: DBS3044	Course Title: Pay-Per-Click Advertising		L-T-P-C	3	0	0	3
Type of Course: Specialization Course							
Version No.	1.0						
Course Pre-requisites	DBS1008 Introduction to Digital Marketing						
Anti-requisites							
Course Description	This course introduces students to the fundamentals and strategic use of Pay-Per-Click (PPC) advertising in digital marketing. Topics include keyword research, ad creation, bidding strategies, campaign setup and monitoring, analytics, and return on investment. The course includes hands-on practice with Google Ads and other PPC platforms.						
Course Objective	To enable students to plan, execute, and evaluate PPC advertising campaigns effectively using industry-standard tools and techniques.						
Course Outcomes	On successful completion of this course the students shall be able to: CO1- Define the concepts, models, benefits, and challenges of Pay-Per-Click advertising. CO2- Explain how keyword research and audience intent influence the structure of effective ad campaigns. CO3- Apply basic techniques to write ad copy and organize campaigns for improved performance. CO4- Analyze PPC budget data and assess the effectiveness of different bidding strategies.						
Course Content:							
Module 1	Introduction to PPC Advertising	Assignment/ Quiz	Numerical solving Task	10 Sessions			
Topics							
- What is PPC Advertising? Definition, benefits, and challenges. - PPC Models: CPC (Cost Per Click), CPA (Cost Per Acquisition), CPM (Cost Per Mille/Thousand Impressions). - Ad Networks Overview: Search advertising, display advertising, social media advertising. - Google Ads Ecosystem: Search Network, Display Network, YouTube Ads, Shopping Ads. - Role of AI in PPC, rise of programmatic advertising, and the importance of cross-channel integration in digital marketing.							

Module 2	Keyword Research & Planning	Assignment/ Quiz	Memory Recall based Quizzes	10 Sessions
Topics - Keyword Match Types: Broad match, phrase match, exact match, broad match modifier (legacy). - Search Intent: Understanding user intent behind keywords (informational, navigational, transactional). - Keyword Research Tools: Google Keyword Planner, SEMrush, Ahrefs (conceptual overview). - Negative Keywords: Importance and implementation to refine targeting. - Audience Targeting: Demographics, interests, custom audiences, remarketing lists. - Campaign Structuring: Account, campaign, ad group hierarchy. - Voice search keywords, long-tail keywords, and the impact of privacy changes on audience targeting.				
Module 3	Ad Creation & Structure	Assignment/ Quiz	Memory Recall-based Quizzes	10 Sessions
Topics - Ad Copywriting: Principles of effective ad copy, headlines, descriptions, call-to-actions. - Ad Formats: Expanded Text Ads (ETA), Responsive Search Ads (RSA), Display Ads, Video Ads, Shopping Ads. - Landing Page Relevance: Importance of landing page experience, conversion rate optimization (CRO) basics. - Ad Groups and Campaigns: Best practices for organization and thematic grouping. - Ad Extensions: Sitelinks, callouts, structured snippets, call extensions, location extensions, price extensions. - Quality Score: Components and importance for ad ranking and cost. - Dynamic creative optimization, personalized ad copy, and the increasing importance of video ad formats.				
Module 4	Budgeting & Bidding Strategies and Analytics & Campaign Optimization	Assignment/ Quiz	Numerical solving Task	15 Sessions
Topics - Budget Allocation: Setting daily/monthly budgets, managing spend. - Bidding Strategies: - Manual Bidding vs. Smart Bidding (e.g., Maximize Conversions, Target CPA, Target ROAS, Enhanced CPC). - Understanding when to use which strategy.				

- Bid Adjustments: Device, location, time of day, audience bid adjustments.
- Ad Scheduling.
- Campaign Monitoring: Daily checks, performance dashboards.
- A/B Testing Ads: Experimentation for continuous improvement of ad copy, landing pages.
- AI-powered bidding, automation rules for campaign management, and cross-platform budget optimization.

Targeted Application & Tools that can be used:

(Mentioning targeted applications and tools helps students understand the practical skills they will gain and the industry-relevant technologies they will use. It also ensures the course stays aligned with current trends and prepares students for real-world scenarios).

Project Work/ Assignment:

1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.

2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/demonstrate the working and discuss the applications for the same.

3. Case Study: - At the end of the course students will be given a 'real-world' application based circuits like Power Amplifier, Signal/Function Generator etc. as a case study. Students will be submitting a report which will include Circuit Diagrams, Design, Working Mechanism and Results etc. in appropriate format

Text Book(s):

1. Lavin, R. (2021). *Ultimate Guide to Google Ads* (7th Edition). Entrepreneur Press.

Reference Book (s):

1. Marshall, P., & Millar, M. (2022). *Pay-Per-Click Search Engine Marketing: An Hour a Day*. Wiley.
2. Clifton, B. (2020). *Advanced Web Metrics with Google Analytics* (3rd Edition). Wiley.
3. Chaffey, D. (2023). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition).
4. Kaushik, A. (2009). *Web Analytics 2.0*. Wiley.

Online Resources (e-books, notes, ppts, video lectures etc.):

3. <https://presidencyuniversity.linways.com>
4. <https://www.digimat.in/nptel/courses/video/108105112/L01> "Fundamentals of Electrical Engineering-Basic Concepts, Examples"
5. Seminar Topic: <https://nptel.ac.in/courses/108/105/108105153/> "Electrical Measurements"
6. Video lectures on "Electronic Devices" by Prof. Dr. A. N. Chandorkar, IIT Bombay <http://www.satishkashyap.com/2013/03/video-lectures-on-electron-devices-by.html>

7. Video lectures on "Analog Electronics" by Prof. S.C. Dutta Roy, IIT Delhi https://nptel.ac.in/courses/108/102/108102095/	
Topics relevant to "SKILL DEVELOPMENT": Performing suitable experiments to compute the electric circuit parameters, performance operation of machines, and operation of semiconductor devices for Skill Development through Participative Learning techniques . This is attained through assessment component mentioned in course plan.	
Catalogue prepared by	
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3045	Course Title: Internet and Web Fundamentals	L-T-P-C	3	0	0	3
	Type of Course: Specialization Course					
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This foundational course offers an overview of internet technologies and the structure of the World Wide Web. It includes topics like web protocols, HTML, CSS basics, web hosting, domains, and responsive design. Students will build and publish basic web pages and understand the functioning of websites and browsers.					
Course Objective	To provide students with foundational knowledge of internet and web technologies, equipping them to create and manage basic web content.					
Course Outcomes	On successful completion of this course the students shall be able to: • CO1- Explain the concepts of domain names, web hosting, and file management in the context of website deployment. (BT-1) • CO2- Describe the structure and functioning of the internet and key web protocols. (BT-2) • CO3- Understand the role of HTML in structuring web content and identify key tags used in basic web page development. (BT-2) • CO4- Apply CSS fundamentals to style and layout web pages. (BT-3)					
Course Content:						

Module 1	Introduction to Internet and Web	Assignment/ Quiz	Numerical solving Task	10 Sessions
Topics • How the Internet Works: Client-server model, data packets, routers. • Web Protocols: HTTP/HTTPS (Hypertext Transfer Protocol/Secure), FTP (File Transfer Protocol). • DNS (Domain Name System) and IP Address: How websites are located. • Web Browsers: Functionality, rendering engines, browser compatibility. • Overview of the World Wide Web (WWW) vs. Internet. • Evolution of web browsers, web standards organizations (W3C), and the concept of web performance.				
Module 2	HTML Basics	Assignment/ Quiz	Memory Recall based Quizzes	10 Sessions
Topics • Introduction to HTML (Hypertext Markup Language): Purpose and basic structure. • HTML Tags and Attributes: Common tags (e.g., <h1>, <p>, <a>, , <div>,). • Text Formatting: Headings, paragraphs, bold, italic. • Images and Links: Embedding images, creating hyperlinks. • Lists and Tables: Ordered lists, unordered lists, basic table creation. • Forms: Input types, form elements (e.g., text fields, buttons, checkboxes). • Semantic HTML5 elements (e.g., <header>, <footer>, <nav>, <article>), importance of accessibility in HTML.				
Module 3	CSS Fundamentals	Assignment/ Quiz	Memory Recall-based Quizzes	10 Sessions
Topics • Introduction to CSS (Cascading Style Sheets): Purpose and methods of applying CSS (inline, internal, external). • Selectors and Properties: Type, class, ID selectors; common properties (e.g., color, font-size, background). • Box Model: Understanding content, padding, border, and margin. • Layout Techniques: Basic use of display property (block, inline, inline-block), simple floats. • Styling Forms: Customizing form elements for better aesthetics and user experience. • CSS frameworks (e.g., Bootstrap - conceptual overview), CSS variables, and preprocessors (e.g., Sass - conceptual overview).				

Module 4	Web Hosting and Domain and Responsive Design & Usability	Assignment/ Quiz	Numerical solving Task	15 Sessions
Topics - Domain Names: Choosing and registering a domain name, top-level domains (TLDs), subdomains. - Web Hosting Services: Types of hosting (shared, VPS, dedicated, cloud - conceptual overview). - FTP (File Transfer Protocol) & File Uploading: Using FTP clients to transfer files to a server. - Website Deployment: Steps to make a website live, basic server concepts. - Website File Management: Organizing files and folders for a web project. - Introduction to Content Delivery Networks (CDNs): Improving website performance (conceptual). - Serverless hosting, static site generators, and version control systems (e.g., Git - conceptual overview)				
Targeted Application & Tools that can be used: (Mentioning targeted applications and tools helps students understand the practical skills they will gain and the industry-relevant technologies they will use. It also ensures the course stays aligned with current trends and prepares students for real-world scenarios).				
Project Work/ Assignment:				
1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.				
2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/demonstrate the working and discuss the applications for the same.				
3. Case Study: - At the end of the course students will be given a 'real-world' application based circuits like Power Amplifier, Signal/Function Generator etc. as a case study. Students will be submitting a report which will include Circuit Diagrams, Design, Working Mechanism and Results etc. in appropriate format				
Text Book(s):				
2. Duckett, J. (2011). *HTML and CSS: Design and Build Websites*. Wiley.				
Reference Book (s):				
1. Nixon, R. (2014). *Learning PHP, MySQL & JavaScript* (4th Edition). O'Reilly Media.				
2. Thomas, R., & Gemignani, B. (2020). *Beginning Web Programming with HTML, XHTML, and CSS*. Wiley.				
3. McGrath, M. (2021). *Web Design in Easy Steps* (3rd Edition). In Easy Steps Ltd.				

4. Beard, J., & George, J. (2014). *The Principles of Beautiful Web Design* (3rd Edition). SitePoint.

Online Resources (e-books, notes, ppts, video lectures etc.):

8. <https://presidencyuniversity.linways.com>

9. <https://www.digimat.in/nptel/courses/video/108105112/L01> "Fundamentals of Electrical Engineering-Basic Concepts, Examples"

10. Seminar Topic: <https://nptel.ac.in/courses/108/105/108105153/> "Electrical Measurements"

11. Video lectures on "Electronic Devices" by Prof. Dr. A. N. Chandorkar, IIT Bombay <http://www.satishkashyap.com/2013/03/video-lectures-on-electron-devices-by.html>

12. Video lectures on "Analog Electronics" by Prof. S.C. Dutta Roy, IIT Delhi <https://nptel.ac.in/courses/108/102/108102095/>

Topics relevant to "SKILL DEVELOPMENT Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course plan.

Catalogue prepared by	Dr Joan K
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: DBS3046	Course Title: Emerging Digital Technologies Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course explores the rapidly evolving landscape of emerging digital technologies that are reshaping marketing strategies. Topics include artificial intelligence (AI), machine learning, blockchain, augmented and virtual reality (AR/VR), IoT, automation, and their integration into digital platforms. Students will examine the marketing applications, ethical considerations, and strategic advantages of these technologies.					
Course Objective	To help students understand and analyze how emerging technologies influence digital marketing, customer experience, and business innovation.					
Course Outcomes	On successful completion of this course the students shall be able to: • CO1- Explain the impact of emerging digital technologies on marketing strategies and digital disruption. (BT-1) • CO2- Describe the role of Augmented Reality (AR), Virtual Reality (VR), and Internet of Things (IoT) in enhancing digital customer engagement. (BT-1) • CO3 - Explain how Artificial Intelligence (AI), Machine Learning (ML), and automation are used in digital					

	marketing platforms. (BT-1) • CO4- Analyze blockchain technology and its implications for data transparency, security, and new marketing models. (BT-4)			
Course Content:				
Module 1	Introduction to Emerging Technologies			8 Sessions
Topics : • Definition and Scope of Emerging Digital Technologies. • Technology Trends in Marketing: Overview of how new technologies are changing the marketing landscape. • Digital Disruption: Understanding how emerging technologies create new business models and challenge existing ones. • Ethical and Regulatory Frameworks: Introduction to privacy concerns, data governance, and responsible technology use. • The accelerating pace of technological change, the convergence of different technologies, and the importance of digital literacy for marketing professionals.				
Module 2	Artificial Intelligence and Machine Learning			10 Sessions
Topics • AI in Marketing Automation: Automated content generation, email personalization, campaign optimization. • Chatbots and Virtual Assistants: Role in customer service, lead generation, and personalized interactions. • Predictive Analytics: Using AI/ML to forecast consumer behavior, sales trends, and market shifts. • Personalization Algorithms: Delivering tailored content, product recommendations, and ad experiences • Generative AI for content creation (e.g., text, images, video), AI-powered sentiment analysis, and ethical considerations in AI deployment (e.g., bias, transparency).				
Module 3	Blockchain in Digital Marketing			10 Sessions
Topics • Basics of Blockchain: Distributed Ledger Technology (DLT), immutability, consensus mechanisms. • Transparency in Ad Spending: How blockchain can bring trust and accountability to digital advertising. • Smart Contracts in Ad Buying: Automating agreements and payments. • Blockchain for Data Security and Privacy: Decentralized identity, secure data sharing. • NFTs (Non-Fungible Tokens) in Marketing: Brand engagement, digital collectibles, loyalty programs. • Case Studies of blockchain applications in digital marketing (e.g., supply chain transparency, loyalty programs).				

Web3 and its vision for a decentralized internet, tokenization of assets, and the legal/regulatory challenges of blockchain adoption.				
Module 4	AR/VR and IoT in Engagement and Strategic Implications & Adoption			(15 hours)
Topics - Augmented Reality in Retail and Branding: Virtual try-on, interactive product experiences, AR filters for social media. - Virtual Reality Experiences: Immersive brand storytelling, virtual showrooms, training simulations. - Internet of Things (IoT) in Marketing: Connecting physical devices to gather data and deliver personalized experiences (e.g., smart homes, wearables, connected cars). - Interactive Campaigns: Combining AR/VR/IoT with traditional digital channels for enhanced engagement. - Metaverse platforms, haptic feedback technologies, spatial computing, and the ethical implications of pervasive data collection via IoT.				
Augmented Reality in Retail and Branding, Virtual Reality Experiences, Internet of Things (IoT) in Marketing, Interactive Campaigns, Technology Roadmaps, Digital Transformation Strategies, Future Trends and Career Paths				
Text Book(s): Kshetri, N. (2021). Emerging Technologies for Business Professionals. Springer.				
Reference Book (s): - Marr, B. (2022). Artificial Intelligence in Practice. Wiley. - Tapscott, D., & Tapscott, A. (2016). Blockchain Revolution. Penguin. - Lee, K. F. (2018). AI Superpowers. Houghton Mifflin Harcourt. - Porter, M. E., & Heppelmann, J. E. (2017). AR Strategy. Harvard Business Review.				
Online Resources (e-books, notes, ppts, video lectures etc.):				
Catalogue prepared by				
Recommended by the Board of Studies on	6th BoS held on 05th June 2025			
Date of Approval by the Academic Council	25th July 2025			

Course Code: DBS3047	Course Title: Digital Media Planning and Buying Type of Course: Specialization Course	L-T-P-C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	DBS1008 INTRODUCTION TO DIGITAL MARKETING					
Anti-requisites	None					
Course Description	This course focuses on the core concepts and techniques of planning and buying digital media across platforms. It provides practical knowledge of budgeting, media mix decisions, audience targeting, pricing models, and campaign scheduling. Students will gain experience with media planning tools and real-world case scenarios.					
Course Objective	To equip students with skills to develop and execute effective digital media plans aligned with marketing goals and budgets.					
Course Outcomes						
Course Content:						
Module 1	Overview of Digital Media				8 Sessions	
Topics						
• Evolution of Media Planning: From traditional to digital. • Paid, Owned, and Earned Media: Understanding the PESO model. • Types of Digital Media Channels: Search (SEM/SEO), Display, Video (YouTube, OTT), Social Media, Email, Native Advertising, Influencer Marketing. • Consumer Journey Mapping: Identifying digital touchpoints and content needs at each stage. • The rise of retail media networks connected TV (CTV) advertising, and the increasing importance of first-party data.						
Module 2	Media Planning Process				8 Sessions	
Topics						
• Defining Objectives and KPIs (Key Performance Indicators): Aligning media goals with overall marketing objectives. • Audience Segmentation and Targeting: Demographics, psychographics, behavioral targeting, custom audiences, lookalike audiences. • Budget Allocation: Top-down vs. bottom-up budgeting, setting realistic budgets across channels. • Channel Selection and Scheduling: Choosing appropriate platforms based on audience and objectives, flighting, pulsing, continuous scheduling. • Media Mix Decisions: Integrating various digital channels for synergistic effects. • Data-driven audience insights, cross-device targeting, and the role of AI in media planning.						
Module 3	Buying Strategies and Pricing Models				14 Sessions	

Topics				
• Pricing Models: CPM (Cost Per Mille/Thousand Impressions), CPC (Cost Per Click), CPA (Cost Per Acquisition), CPL (Cost Per Lead), CPV (Cost Per View). • Programmatic Advertising: Introduction to DSPs (Demand-Side Platforms), SSPs (Supply-Side Platforms), Ad Exchanges, Data Management Platforms (DMPs). • Media Buying Tools: Overview of major ad platforms (e.g., Google Ads, Meta Ads Manager) and specialized buying tools. • Negotiation and Buying Ethics: Best practices in media buying, transparency, fraud prevention. • Ad Verification and Brand Safety: Ensuring ads appear in appropriate environments. • Header bidding, privacy-safe targeting solutions (e.g., Google's Privacy Sandbox), and the growth of private marketplaces (PMPs).				
Module 4	Performance Measurement and Optimization and Strategic Planning and Evaluation			15 Sessions
Topics				
• Key Media Metrics: Reach, Impressions, Frequency, Click-Through Rate (CTR), Engagement Rate, Viewability. • Conversion Metrics: Conversion Rate, Cost Per Conversion, Lead Quality. • Financial Metrics: ROI (Return on Investment), ROAS (Return on Ad Spend). • A/B Testing: Running experiments on ad creatives, landing pages, and targeting. • Attribution Models: Last-click, first-click, linear, time decay, position-based, data-driven attribution. • Campaign Optimization Techniques: Bid adjustments, negative targeting, audience refinement, creative rotation. • AI-powered optimization, real-time bidding strategies, and cross-channel optimization.				
Text Book(s): Clow, K. E., & Baack, D. (2021). Integrated Advertising, Promotion, and Marketing Communications (9th Edition). Pearson.				
Reference Book (s): 1. Kumar, A. (2022). Digital Media Buying and Planning: Essentials and Case Studies. Notion Press. 2. Belch, G. E., & Belch, M. A. (2017). Advertising and Promotion (11th Edition). McGraw Hill. 3. Wymbs, C. (2011). Digital Media: Concepts and Applications. Cengage Learning. 4. Chaffey, D. (2023). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson.				
Online Resources (e-books, notes, ppts, video lectures etc.):				
Topics relevant to "SKILL DEVELOPMENT":				

Catalogue prepared by	Dr Joan K
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Ability Enhancement Courses

Course Code: ENG1901	Course Title: Essentials of Communication Type of Course: Ability Enhancement Course	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This foundational course introduces students to the core principles of human communication through the lens of language, perception, psychology, storytelling, persuasion, and digital media. By exploring how communication is shaped by cultural, emotional, and technological forces, students will develop critical awareness and creative expression. The course emphasizes interactive learning through real-world activities, helping students become thoughtful, persuasive, and adaptive communicators in both personal and public contexts.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Relate language to perception, thought, and culture by interpreting examples from diverse contexts and explaining how communication shapes identity. CO2: Apply listening and non-verbal communication strategies to improve interpersonal engagement and emotional understanding. CO3: Construct meaningful narratives using storytelling principles to express ideas effectively across academic and informal contexts. CO4: Utilize rhetorical appeals (ethos, pathos, logos) and media analysis techniques to evaluate and develop persuasive content.					

CO5: Develop effective digital communication strategies by experimenting with AI tools, analysing online discourse, and reflecting on digital identity.				
Course Content:				
Module 1	Language, Perception, and Culture	Cultural Lens Mapping	Interpret Perspectives	8 Classes
Topics: • Language and thought: Linguistic relativity • Language and identity: Gender, culture, community • Semiotics: How meaning is constructed • Cultural codes and communication norms Recourses: • <i>Sapir- Whorf Hypothesis</i> • <i>How Language Shapes the Way We Think</i> – Lera Boroditsky				
Module 2	Cognitive and Interpersonal Dimensions of Communication	Bias Simulation Roleplay	Identify Bias	9 Classes
Topics: • Communication models (transactional, interactive) • Active listening & barriers to listening • Non-verbal communication: Facial expressions, gestures, tone • Emotions, perception, and cognitive bias in messaging Recourses: • <i>Essentials of Human Communication</i> – Joseph A. DeVito • <i>The Power of Listening</i> – Harvard Business Review • <i>Inside Out</i>				
Module 3	Narrative Strategies in Communication	Narrative Circle	Construct Narrative	9 Classes
Topics: • Elements of effective storytelling • Personal narrative, cultural narrative, brand narrative • Visual storytelling and multimodal narratives • Ethical storytelling and representation Recourses: • <i>Made to Stick</i> – Chip & Dan Heath • <i>The Danger of a Single Story (TED Talk)</i>- Chimamanda Ngozi Adichie • <i>The Clues to a Great Story</i> – Andrew Stanton				

Module 4	Persuasion, Argumentation, and Media Influence	Debate Lab	Apply Persuasion	10 Classes
Topics: • Ethos, Logos, Pathos in persuasion • Argument structures and fallacies • Influence of traditional vs digital media • Media bias and rhetorical strategies Recourses: • <i>Thank You for Arguing</i> – Jay Heinrichs • <i>Visual Rhetoric</i> – Purdue OWL • <i>The Social Dilemma</i> (Netflix)				
Module 5	Digital Communication and AI Literacy	AI Chat Critique	Analyze Interaction	9 Classes
Topics: • Digital identity and self-presentation • Online engagement: Tone, context collapse, cancel culture • Introduction to AI tools in communication • Misinformation, algorithms, and ethical AI usage Resources: • <i>What Is Digital Communication?</i> – TechTarget • <i>Digital Body Language in VR</i> – YouTube				
Targeted Application & Tools that can be used:				
Applications: Quizziz, Netflix, YouTube				
Project work/Assignment:				
Academic Project				
References				
R1 Lakoff, G., & Johnson, M. (2003). <i>Metaphors we live by</i>. University of Chicago Press. R2 Hall, E. T. (1976). <i>Beyond culture</i>. Anchor Books. R3 Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). <i>Nonverbal communication</i> (1st ed.). Routledge.				

R4 McCornack, S. (2022). <i>Reflect & relate: An introduction to interpersonal communication</i> (6th ed.). Bedford/St. Martin's.	
R5 Aristotle. (2007). <i>On rhetoric: A theory of civic discourse</i> (G. A. Kennedy, Trans.). Oxford University Press. (Original work published ca. 350 B.C.E.)	
R6 Denning, S. (2005). <i>The leader's guide to storytelling: Mastering the art and discipline of business narrative</i> . Jossey-Bass.	
R7 Toulmin, S. (2003). <i>The uses of argument</i> . Cambridge University Press.	
R8 McLuhan, M. (1994). <i>Understanding media: The extensions of man</i> . MIT Press.	
R9 Pariser, E. (2011). <i>The filter bubble: What the Internet is hiding from you</i> . Penguin Press.	
R10 Sundar, S. S., & Marathe, S. S. (2010). Personalization versus customization: The importance of agency, privacy, and power usage. <i>Human Communication Research</i> , 36(3), 298–322. https://doi.org/10.1111/j.1468-2958.2010.01377.x	
Topics Relevant to "Employability":	
Topics Relevant to "Human Values and Professional Ethics":	
Catalogue prepared by	Dr. Tychicus P David
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: ENG 2020	Course Title: Business English	L-T-P-C	3-0-0-3
	Type of Course: Ability Enhancement Course		
Version No.	3.0		
Course Pre-requisites	Mastering English Communication		
Anti-requisites	None		
Course Description	This course provides an in-depth exploration of Business English tailored for the undergraduate students of commerce and management streams. It aims to develop advanced communication skills vital for the global business environment. The curriculum encompasses business comprehension, professional correspondence, digital media communication, cross-cultural interactions, and effective speaking in		

	business contexts. Through innovative pedagogical approaches grounded in language education methodologies, the course emphasizes linguistic proficiency, critical thinking, and intercultural competence. By integrating theoretical frameworks such as Multiple Intelligences and Transfer of Learning, students enhance their ability to apply language skills across diverse contexts. Interactive activities—including role-playing, case studies, and digital portfolio creation—offer immersive experiences that bridge theoretical concepts with practical applications.			
Course Objective	The main course objective is <u>Skill Development</u> by using <u>Participative Learning Techniques</u> .			
Course Outcomes	On successful completion of the course, the students shall be able to: CO1: Interpret language cues to understand business vocabulary and communication etiquette effectively. (Understand) CO2: Develop professional correspondence and generate clear, concise business documents. (Create) CO3: Construct persuasive digital content by applying strategies for brand identity and message retention. (Create) CO4: Evaluate cross-cultural communication dynamics and ethical considerations in resolving business conflicts. (Evaluate) CO5: Assess business meeting scenarios, demonstrating advanced negotiation and interpersonal communication strategies. (Evaluate)			
Course Content:				
Module 1	Business Comprehension	Quiz	Business Articles	9 Classes
Topics: 1. Generating Meaning: Inferencing from language cues 2. Business Vocabulary 3. Incidental Vocabulary 4. Business Crossword Puzzle: Solving a business vocabulary puzzle from clues				
Module 2	Writing	Assignment	Business Correspondence	7 Classes
Topics: 2.1. Business Language Etiquettes 2.2. Business Correspondence: PAIBOC 2.2. Business Circulars: Importance and Characteristics of Circulars. 2.3. Business Reports: Types, Importance, and Characteristics of Business Reports.				
Module 3	Business in the Digital World	Assignment	Podcast/Jingles/Digital Portfolio	7 Classes
Topics: 3.1. Web Content Development. 3.2. Language in Brand Identity				

3.3. Cognitive Biases and Communication				
Module 4	Business in a Diverse World	Activity	Case Study/Interview/Debate	11 Classes
Topics: 4.1. Intercultural and Cross-Cultural Communication 4.2. Misinformation 4.3. Ethics and Diversity 4.4. Negotiation and Conflict Resolution				
Module 5	Business Speaking	Activity	Role Playing	11 Classes
Topics: 5.1. Effective Meetings 5.2. Meeting Agendas 5.3. Meeting Etiquette: Online Vs Offline 5.4. Meeting Minutes 5.5. Asking and Responding to Questions				
Assignment proposed for this course				
1. 'Developing Business Correspondence' as part of Module 2 2. 'Developing Digital Portfolio/Podcast/Jingles' as part of Module 3				
References, 1. Guffey, Mary Ellen, and Dana Loewy. <i>Business Communication: Process and Product</i>. 9th ed., Cengage Learning, 2018. 2. Corballis, Tony. <i>Essential English for Business Communication</i>. 1st ed., Cambridge University Press, 2002. 3. Thill, John V., and Courtland L. Bovee. <i>Excellence in Business Communication</i>. 13th ed., Pearson, 2021. 4. Ramsey, Jon R. <i>Business Writing Scenarios: Writing from the Inside</i>. Wadsworth Publishing, 2013. 5. Kissane, Erin. <i>The Elements of Content Strategy</i>. A Book Apart, 2011. 6. Miller, Donald. <i>Building a StoryBrand: Clarify Your Message So Customers Will Listen</i>. HarperCollins Leadership, 2017. 7. Cialdini, Robert. <i>Pre-Suasion: A Revolutionary Way to Influence and Persuade</i>. Simon & Schuster, 2016. 8. Neuliep, James W. <i>Intercultural Communication: A Contextual Approach</i>. 8th ed., SAGE Publications, 2020. 9. Page, Scott E. <i>The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy</i>. Princeton University Press, 2017. 10. Patterson, Kerry, et al. <i>Crucial Conversations: Tools for Talking When Stakes Are High</i>. 2nd ed., McGraw-Hill Education, 2021. 11. <i>Running Meetings: Expert Solutions to Everyday Challenges</i>. Harvard Business Review Press, 2016. 12. Griffin, Jack. <i>How to Say It at Work: Putting Yourself Across with Power Words, Phrases, Body Language, and Communication Secrets</i>. Prentice Hall Press, 2008. 13. Parker, Priya. <i>The Art of Gathering: How We Meet and Why It Matters</i>. Riverhead Books, 2018.				

14. Course Material, PPT and Videos by the Instructor.

Topics relevant to SKILL DEVELOPMENT: While the course as a whole emphasizes enhancing business communication skills, special focus is given to activities like role-playing, digital portfolio creation, and case study analysis, fostering advanced skills in professional writing, critical thinking, and effective verbal communication through immersive and participative learning methodologies.

Catalogue prepared by Dr. Ajith K

Recommended by the Board of Studies on 6th Board of Studies conducted on 5th June 2025

Date of Approval by the Academic Council 25th July 2025

Course Code: KAN1001	Course Title: Sarala Kannada		L-T- P- C	2-0-0-2
	Type of Course: Ability Enhancement Course			
Version No.				
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	This course aims to help the Non Kannada speaking students to converse in Kannada for their day- to -day life activities. It supports to develop strong cognitive skills, use of local language, helps to mingle with the local society. At the end of the course, the students will have better skills, to the students of commerce and management for a better communication. Furthermore, this course is offered to all the students, irrespective of their domain.			
Course Out Comes	On successful completion of the course the students shall be able to: 1. Identify Alphabets and few words with phonetic sound in Kannada language for social interaction and basic reading capacity. 2. Differentiate the nuances of basic Kannada vocabulary to know about others perspectives. 3. Use simple kannada in the different contexts. 4. Recognize the Regional Language and Culture. Express Kannada language for social interaction and basic reading capacity.			
Course Content:	The course contents 5 modules with 2 credit. Those modules are mentioned below.			
Module 1	Alphabet – Varnamale,	Assignment and activities related to the phonetics.	Listening and Pronouncing letters with phonetic	No. of classes 6
*Alphabet –Varnamale, *vowels -Short vowels,Long vowels, Pronunciation of vowels,writing vowels				

*Consonants, (vyanjanagalu)-classified consonants, unclassified consonants, pronunciation of consonants, Unseparated (alpa praana), Aspirated (mahaapraana), Nasals (anunaasika), *Origin of sound				
Module 2	Kannada Alphabets, simple words and sentence Writing	Writing Practice / Assignment	Recognizing kannada Letters and writing	No. of classes 4
Kannada Alphabets – Writing *Simple kannada words. *Simple kannada sentences				
Module 3	Parts of Speech	Pronunciation Practice	Vocabulary Practice to remember the words, Translation and transliteration	No. of classes 8
Parts of Speech- 1. Nouns 2. Pronoun 3. Adjective 4. Verbs 5. Adverbs 6. Prepositions 7. Conjunctions 8. Interjections				
Module 4	TENSES & GENDER	Assignment	Speaking Listening Practice conversation	No. of classes 8
*Tenses – Types and Examples *Genders – Types and Examples * Simple sentences using tense and gender				
Module 5	SAMBHASHANE (CONVERSATION)	Assignment/self-introduction activity/model conversation activity based on different situation.	Listening Kannada words and Speaking Practice	No. of classes 4
* Conversation (sambhaashane) Interrogative Words and Sentences Introducing each other, About Children's Education				
Assignment: Assignment proposed for this course: students should write Alphabet and simple kannada vocabularies in English Transliteration form, students should record audio or video of kannada vocabularies and simple sentence reading.				

Practice speaking, self-introduce video with audio or audio, Translation Activities by telling and giving examples of other Languages if those Lecturer know other.	
Text Book: SARALA KANNADA - Published by: Presidency University, Bengaluru	
REFERENCE BOOKS: 1. Kannada Kali – Lingadevaru Halemane, Publication – Publication Division, Prasara Kannada University, Hampi, Vidyaranya-583276. 2002 2. Kannada Kirana – Publication – Bangalore Institute of Languages, Bangalore-560008. 2012 3. Spoken Kannada – Kannada Sahitya Parishattu, Pampa Mahakavi Road, Chamrajpet, Bangalore-560018. 2018 Web sources 1. https://kptcl.karnataka.gov.in/storage/pdf-files/KAN-DEP-EXM-STDY-MTLS/Part%2001%20-%20Spoken%20Kannada.pdf 2. https://dtek.karnataka.gov.in/storage/pdf-files/CDC/balake%20kannada-1.pdf	
Course content development committee members and content developers	Dr. Sheeladevi S Malima
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: KAN1002	Course Title: SAVI KANNADA Type of Course: Ability Enhancement Course	L- T-P- C	2-0-0-2
Version No.	1.0		
PREREQUISITES	None		

ANTIREQUISITES		None		
OBJECTIVES OF THE COURSE		The objective of the course is SKILL DEVELOPMENT of student by using PARTICIPATIVE LEARNING techniques.		
DETAILS OF THE COURSE:		The objective of this course is to introduce students to communication strategies and the skills they need to communicate. The abilities will improve their ability to communicate with customers and stakeholders. The course's portions will concentrate on communication processes, cross-cultural communication, and communication tactics. The focus is on understanding society and acting accordingly.		
COURSE OUTCOME:	1. With an understanding of the content, students will be better able to act in accordance with the new time and grow personally during the adjustment period. 2. With an attention to social, political, economic, religious, cultural, folk, and gender issues comes sense of equality among students. Also, it develops the spirit of discussion on such matters. 3. It enhances personal abilities by teaching commercial business ideas as well as agriculture and information technology. And it improves the probability of bringing together learned subjects with life-related issues. 4. It tells and promotes patience and humanity in dealing with all forms of emotions that arise in modern life.			
TEACHING TOPICS	This subject contains 3 modules. Those are story, Article and translation, vachana(poem).			
Module 1	Poem	Reading clearly with intonation.	Listing good lyrics in poetry recitals and film songs	3 Classes

1.1 Dr. Sheeladevi S Malimath - Vidhi				
Module – 2	Article	Discussion, Question Method	A healthy debate on ideological issues	7 classes
Sanchalana tandide company masoode Jaahiraatugalu				
Module – 3	Story	Dramatic Method	Present the stories you have heard in class	5 classes
3.1 Kallatana – Dr. Malarvili K				
Module - 4	Folktale	Narrative method	Listing features of other folk genres	5 classes
4.1 Ghati Sose				
Module - 5	Business article	Analytical approach	PPT/ preparation related to business content and presentation of video and audio	7 classes

5.1 Japaniyara Business Style	
Assignments : 1. Collecting information about Business article and folktale. Making an audio and video related to the story. Other creative activities related to the content.Collecting information about Company acts.	
TEXT BOOK: SAVI KANNADA – PUBLISHERS: PRESIDENCY UNIVERSITY, BANGLORE Reference Books : 1. Samagra kannada saahitya charitre: Samputa – 5, Bhaaga – 2, Honnu Siddartha. C.B, Mamata Giriraja(sampadakaru), Bengaluru vishvavidyalaya, Adhyayana Kendra, Bangalore.2014 2. Saamanyanige saahitya charitre-Samputa 1-10. G. S Shivarudrappa. Swapna Book House, Bengaluru. 2013.	
Course content development committee members and content developers	Dr. Sheeladevi S Malima
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: FRE1004	Course Title: Introduction to French Language Type of Course: Ability Enhancement Course		L-T-P-C	2	0	0	2
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This Course is designed for beginners and provides an introduction to the French language, including basic grammar, conjugation, everyday vocabulary, and fundamental conversations, as well as an overview of French culture. This Course is designed to build up all of the basic skills of French listening, reading, speaking, and writing introduced in the lessons. The Course offers access to the French world, helping students to break cultural boundaries and raise cultural literacy.						
Course Objective	This course is designed to enhance the learner's French language and communication skills, as well as their employability skills, by utilising participatory learning techniques to develop students' language proficiency and cross-cultural competence through active and participatory teaching methods.						
Course Outcomes	List the course outcomes On successful completion of this course the students shall be able to: CO1: Identify the basics of French Grammar, vocabulary and Conjugation. CO2: Apply the basic strategies of listening, reading, speaking and writing skills. CO3: Use of French on everyday topics such as greetings, personal information, time and schedule. CO4: Practice conversations in French with peer speakers in different situations.						
Course Content:	Learning Basic French Skills						
Module 1	Greetings and introducing yourself	Assignment	Memory Recall-based	6 Sessions			
Communication Objectives: Greetings, how to welcome someone, introducing yourself, and asking the same information to another person. Grammar: Construction of a sentence, Affirmative sentence, Mas or Fem noun, Adjectives, Present tense Vocabulary: Days of the weeks and the Months, Time, Nationality, Profession Culture: The art of introducing oneself politely in French Usage of audio-visual files							
Module 2	Expressing likes/dislikes and introducing someone	Assignment	Memory Recall-based assignment	6 Sessions			
Communication Objectives: How to express what you like and dislike, How to describe someone, Grammar: Negative form, singular and plural. Vocabulary: Family, Animals Culture: The polite way to address people in French							

Module 3	Inviting someone and asking questions	Group discussions	Practice conversations	9 Sessions
Communication Objectives: How to invite someone, accept or refuse the invitation. How to ask for information, giving information Grammar: Future tense, Interrogation. Culture: The art of accepting and declining an invitation politely in French Vocabulary: Places, Activities, Question words				
Module 4	Making a reservation and giving directions	Group discussions	Practice conversations	9 Sessions
Communication Objectives: How to make a reservation, How to ask for directions, Grammar: future tense, Imperative tense Vocabulary: Reservation, Directions, Mapping Culture: The art of asking for information and giving directions formally in French				
Targeted Application & Tools that can be used:				
Project Work/ Assignment:				
1. Assignment: Students need to speak and write an introduction. 2. Oral and Written Presentation: There will be a group presentation, where the students will be given a topic. They will have to present and discuss their topic. 3. Project Work: During the last module, students will have to write a dialogue based on the themes of the modules, in groups. Students will submit a hardcopy and a softcopy (pdf, video)				
Text Book 1. Saison 1 - - Méthode de Français--- Niveau A1 (Didier, 2015) 2. Festival 1- - Méthode de Français--- Niveau A1 (CLE International, 2005)				
References Supplementary learning materials designed by the instructor				
Topics relevant to the development of the French language with communication and employability Skills through participative learning techniques: Foreign language proficiency and intercultural competence by active and participatory teaching methods.				
Catalogue prepared by	Dr. Linda Barbara Foote			
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025			
Date of Approval by the Academic Council	25th July 2025			

Skill Enhancement Courses

Course Code: CBS1023	Course Title: Spreads Sheets for Business Course type: Skill Enhancement Course	L-T-P-C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Demonstrate the use of basic Excel functions and spreadsheet operations for data handling. (Apply) CO2: Apply mathematical and logical functions such as SUMIF, COUNTIF, IF, and IFERROR for data computation and validation. (Apply) CO3: Analyze and manipulate data using text, date, and time functions to support business-related tasks. (Analyze) CO4: Analyze datasets using sorting, filtering, and advanced Excel tools to extract meaningful information. (Analyze) CO5: Illustrate data using charts and formatting techniques to create clear and effective visual reports. (Apply)					
Course objective	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Basics of Excel and attain Skill Development through Experiential Learning .					
Course Content:						
Module 1	Basic Function of Excel					5 Sessions
Topics: Excel Introduction - An overview of the screen, navigation and basic spreadsheet concepts , Various selection techniques , Shortcut Keys. Customizing Excel , Customizing the Ribbon , Using and Customizing AutoCorrect , Changing Excel's Default Option. Using Basic Functions , Using Functions – Sum, Average, Max,Min, Count, Counta , Absolute, Mixed and Relative Referencing. Formatting and Proofing , Currency Format , Format Painter , Formatting Dates , Custom and Special Formats , Formatting Cells with Number formats, Font formats, Alignment, Borders, etc ,Basic conditional formatting.						
Module 2	Mathematical functions in Excel					5 Sessions
Mathematical Functions - SumIf, SumIfs CountIf, CountIfs AverageIf, AverageIfs, Nested IF, IFERROR Statement, AND, OR, NOT Protecting Excel , File Level Protection , Workbook, Worksheet Protection Text Functions , Upper, Lower, Proper , Left, Mid, Right , Trim, Len, Exact , Concatenate , Find, Substitute. Date and Time Functions , Today, Now ,Day, Month, Year , Date, Date if, DateAdd , EOMonth, Weekday						

Advanced Paste Special Techniques , Paste Formulas, Paste Formats , Paste Validations , Transpose Tables			
Module 3	Excel chart and functions		5 Sessions
Excel charts and functions - New Charts, Auto complete a data range and list, Quick Analysis Tool, Smart Lookup and manage Store. Sorting and Filtering, Filtering on Text, Numbers & Colors , Sorting Options. Printing Workbooks, Setting Up Print Area, Customizing Headers & Footers, Designing the structure of a template, Print Titles –Repeat Rows / Columns.			
Lab Experiments Mathematical functions of Excel Formatting functions of excel Advanced Paste Special Techniques Data and chart creation in excel Excel dashboard			
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method			
Reference Adam Ramirez (Author), Excel Formulas and Functions 2020: The Step-by-Step Excel Guide with Examples on How to Create Powerful Formulas: 1 (Excel Academy) Paperback – 21 June 2020			
Text book Bryan Crosland Excel: Simple Excel Functions: Master Excel Functions from Basic to Advanced Kindle Edition.			
PU library link Not Applicable E resources: https://nptel.ac.in/courses/110106064			
Topics relevant to SKILL DEVELOPMENT : Skill Development through Experiential Learning . This is attained through assessment component mentioned in course handout.			
Catalogue prepared by	Dr. Chaitra		
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025		
Date of Approval by the Academic Council	25th July 2025		

Course Code: CBS2035	Course Title: Advanced Spreadsheets Type of Course: Skill Enhancement Course	L- T- P - C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	CBS2035 – Spreadsheets for Business					
Anti-requisites	None					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Business Analytics and attain Skill Development through Experiential Learning.					
Basic skill sets required for the laboratory:	The students shall be able to develop: 1. An attitude of enquiry. 2. Confidence and ability to tackle new problems. 3. Ability to interpret events and results. 4. Ability to work as a leader and as a member of team. 5. Assess errors and eliminate them. 6. Observe and measure physical phenomenon. 7. Write Reports. 8. Select suitable equipment, instrument and materials. 9. Locate faults in systems. 10. Manipulative skills for setting and handling equipment. 11. The ability to follow standard test procedures. 12. An awareness of the need to observe safety precautions. To judge magnitudes without actual measurement.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Apply logical functions such as IF, Nested IF, and IFERROR for effective data analysis. CO2: Use lookup functions including VLOOKUP, HLOOKUP, INDEX, and MATCH to retrieve and manage data efficiently. CO3: Analyze datasets using advanced Excel tools such as What-If Analysis, Goal Seek, and Solver for decision-making. CO4: Interpret data using Pivot Tables, charts, and slicers to generate meaningful business insights. CO5: Prepare dashboards integrating advanced formulas, data validation, and visualization tools for business reporting.					
Course Content:						
Module 1	Analysis using Excel	Assignment	Functions and syntax	20 Sessions		

What If Analysis, Goal Seek, Scenario Analysis, Data Tables (PMT Function), Solver Tool Logical Functions, If Function, How to Fix Errors – if error, Nested If, Complex if and or functions Data Validation, Number, Date & Time Validation, Text and List Validation, Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List				
Module 2	Look up functions	Assignment	Data Analysis	20 Sessions
Lookup Functions, Vlookup / Hlookup, Index and Match, Creating Smooth User Interface Using Lookup, Nested VLookup, Reverse Lookup using Choose Function, Worksheet linking using Indirect, Vlookup with Helper Column				
Module 3	Data Visualization through excel	Assignment	Group presentations	20 Sessions
Pivot Tables, Creating Simple Pivot Tables , Basic and Advanced Value Field Setting, Classic Pivot table, Choosing Field , Filtering PivotTables , Modifying PivotTable Data, Grouping based on numbers and Dates , Calculated Field & Calculated Items , Arrays Functions , What are the Array Formulas, Use of the Array Formulas, Basic Examples of Arrays (Using ctrl+shift+enter) , Array with if, mid functions formulas., Array with Lookup functions., Advanced Use of formulas with Array. Charts and slicers, Various Charts i.e. Bar Charts / Pie Charts / Line Charts, Using SLICERS, Filter data with Slicers, Manage Primary and Secondary Axis. Excel Dashboard, planning a Dashboard Adding Tables and Charts to Dashboard, Adding Dynamic Contents to Dashboard				
List of Laboratory Tasks: Experiment No 1: What If Analysis, Goal Seek, Scenario Analysis, Data Tables (PMT Function), Solver Tool Experiment No 2: Logical Functions, If Function, How to Fix Errors – if error , Nested If Experiment No 3: Complex if and or functions Data Validation , Number, Date & Time Validation, Text and List Validation Experiment No 4: Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List Experiment No 5: Look up functions Experiment No 6: Look up functions Experiment No 7: Data Visualization through excel Experiment No 8: Data Visualization through excel Experiment No 9: Data Visualization through excel				
Targeted Application & Tools that can be used: 1. The course will find its application across varied areas viz. Financial Analysis & Budgeting, Business Intelligence & Reporting, Data Analysis & Decision Making , HR & Workforce Management , Sales & Marketing , Academic and Research Applications , Operations and Inventory Management and Project Management.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 1. Preparation of HR/Marketing / Finance/Sales dashboard				
Text book William L. Fischer Excel: QuickStart Guide - From Beginner to Expert (Excel, Microsoft Office) Paperback – May 7, 2016				
References Michael Alexander (Author), Richard Kusleika (Author), John Walkenbach (Author) (2018), Excel 2019 Bible Paperback – 4 December				
Online learning resources: https://onlinecourses.nptel.ac.in/noc21_ge21/preview				

https://support.microsoft.com/en-us/excel https://www.coursera.org/specializations/excel	
Topics relevant to SKILL DEVELOPMENT : Pivot Table for Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Nandita Malini Barua
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2037	Course Title: Data Analysis for Decision Making Course Type: Skill Enhancement Course		L-T-P-C	0	0	4	2
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	The course is practical in nature and aims at helping students in developing the data sets, have an understanding about usage of suitable statistical tools for analysis based on the nature of the data and perform statistical analysis using statistical analysis software.						
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Demonstrate the use of Statistical software for data entry, dataset management, and preliminary data handling. CO2 : Apply data transformation techniques such as recoding, computing variables, sorting, and grouping data for effective data preparation CO3 : Analyze data using descriptive statistical tools to summarize and interpret continuous and categorical variables CO4 : Analyze relationships and differences in data using inferential statistical techniques and interpret statistical outputs for data-driven decision-making						
Course Objective	The objective of the course is to familiarize the learners with the concepts of Data Analysis for decision making and attain Skill Development through Experiential Learning techniques .						
Course Content:							
Module 1	Introduction to analysis of data				15 Sessions		
Data Environment: data editor, output viewer, syntax editor – Data view window – statistical software Syntax – Data creation – Importing data – Variable types and Defining variables – Creating a Codebook in SPSS.							
Module 2	Working with Data				15 Sessions		

Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.			
Module 3	Exploring Data		15 Sessions
Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure - Descriptives - Compare Means - Frequencies for Categorical Data.			
Module 4	Analysing Data		15 Sessions
Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence - Inferential Statistics for Comparing Means: One Sample t Test, Paired- Samples T Test, Independent Samples T Test, One-Way ANOVA.			
Lab experiments 1. SPSS Syntax 2. Data creation 3. Importing data, Variable types and Defining variables, Creating a Codebook 4. Recoding Categorical String Variables, Automatic Recode 5. Rank Cases , Sorting Data , Grouping or Splitting Data 6. Descriptive statistics 7. Chi-square Test of Independence 8. Correlation 9. One Sample t Test 10. Paired- Samples T Test 11. Independent Samples T Test 12. One-Way ANOVA.			
DELIVERY PROCEDURE (PEDAGOGY): Lecture - All Modules 1,2,3,4 & 5 Participative learning: All Modules 1,2,3,4 & 5			
Textbook T1: HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.			
Reference Books R1 : SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc. R2 : Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.			
Web Sources: W1: https://www.statisticssolutions.com/spss-statisticalpackageforsocialsciences/ W2: https://www.spss-tutorials.com/spss-what-is-it/ PU E-resources E1: http://surl.li/grmio			

E2: http://surl.li/grmiw	
Swayam & NPTEL Video Lecture Sessions	
1. https://nptel.ac.in/courses/110107113	
SPECIFIC GUIDELINES TO STUDENTS:	
Attend the classes regularly	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.	
CATALOGUE PREPARED BY	Dr. Jency
RECOMMENDED BY THE BOARD OF STUDIES ON	6th Board of Studies conducted on 5th June 2025
DATE OF APPROVAL BY THE ACADEMIC COUNCIL	25th July 2025

Value Added Courses

Course Code: PPS4002	Course Title: Aptitude Training Type of Course: Value Added Course		L- T-P- C	0-0-2-1
Version No.	1.0			
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	The objective of this course is to prepare the trainees to tackle the questions on various topics and various difficulty levels based on Quantitative Ability, and Logical Reasoning asked during the placement drives. There will be sufficient focus on building the fundamentals of all the topics, as well as on solving the higher order thinking questions. The focus of this course is to teach the students to not only get to the correct answers, but to get there faster than ever before, which will improve their employability factor.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Aptitude and attain Skill Development through Problem Solving techniques.			
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Recall all the basic mathematical concepts they learnt in high school. CO2: Identify the principle concept needed in a question. CO3: Solve the quantitative and logical ability questions with the appropriate concept. CO4: Analyze the data given in complex problems. CO5: Rearrange the information to simplify the question			
Course Content:				
Module 1	Quantitative Ability	Assignment	Bloom's Level : Application	02 Hours
Topics: Introduction to Aptitude, working of Tables, Squares, Cubes				
Module 2	Logical Reasoning	Assignment	Bloom's Level : Application	18 Hours
Topics: Linear & Circular Arrangement Puzzle, Coding & Decoding, Blood Relations, Directions, Ordering and Ranking, Clocks and Calendars, Number Series, Wrong number series, Visual Reasoning				
Targeted Application & Tools that can be used: Application area: Placement activities and Competitive examinations. Tools: LMS				
Text Book 1. Quantitative Aptitude by R S Aggarwal 2. Verbal & Non-Verbal Reasoning by R S Aggarwal				
References 1. www.indiabix.com				

2. www.youtube.com/c/TheAptitudeGuy/videos	
Topics relevant to Skill development: Quantitative and reasoning aptitude for Skill Development through Problem solving Techniques . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	L&D Department faculty members
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: PPS3018	Course Title: Preparedness for Interview		0	0	2	1
	Type of Course: Skill Enhancement Course	L- T- P- C				
Version No.	1.0					
Course Pre- requisites	None					
Anti-requisites	None					
Course Description	This course is designed to enable students to understand soft skills concepts to be corporate ready. The modules are set to improve self-confidence, communicate effectively and Prepare for the Interview to assist in employability. It helps the students to get a glimpse of the acceptable corporate readiness and equip them with the fundamental necessities of being able to confidently deal with the highly competitive corporate environment and helps in crafting different types of resumes. The					

	pedagogy used will be group discussions, flipped classrooms, continuous feedback, role-play and mentoring.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of “ Preparing for Interview ” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.			
Course Out Comes	On successful completion of this course the students shall be able to: CO1: Develop professional Resumes CO2: Illustrate Resumes effectively CO3: Apply skills and knowledge learnt for active and effective Group Discussions and Interview			
Course Content:				
Module 1	Resume Building	Classroom activity		10 Hours
Topics: Resume structure, use of templates, Do's and Don'ts, ATS methods, Cover Letter and Video Resume Activity: Real world scenarios				
Module 2	Group Discussion	Mock G D		9 Hours
Topics: -Group discussion as a placement process, GD techniques like Keyword. SPELT & POV of affected parties. Do & Don't of GD, Case-lets and topics for GD, practice session and evaluation Activity:- Real world scenarios				
Module 3	Personal Interview	Grooming checks + Evaluation + Mock Interview+ Role Play		9 Hours
Topics: Placement process, Different interview rounds, HR interviews, Interview questions and desired answers, Different types of interviews, Do's and Don'ts. Activity: - Role Play & Real-world scenario				
Module 4	Recap/Revision /Feedback Session	Practice sessions		2 Hours
Targeted Application & Tools that can be used: 1. TED Talks 2. You Tube Links 3. Role Play activities				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course : Continuous Individual Assessment				
The Topics related to Skill Development: Art of Presentation and Group Discussion for Skill Development through Participative Learning Techniques. This is attained through assessment Component mentioned in course handout.				
Catalogue prepared by	Faculty of L&D			

Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Mandatory Non-Credit Courses

Course Code: PPS 1025		Course Title: Industry Readiness Program – I Type of Course: Mandatory Non Credit Course		L- T - P- C	0	0	2	0	
Version No.		1.0							
Course Pre- requisites		None							
Anti-requisites		None							
Course Description		This course is designed to enable students to set SMART goals, form professional & personal ethics for success and learn various email writing techniques. The course will benefit learners in presenting themselves effectively through various activities and learning methodologies.							
Course Objective		The objective of the course is to familiarize the learners with the concepts of “Employability for Young Professionals” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.							
Course Out Comes		On successful completion of this course the students shall be able to: CO1 : Define their career goals CO2 : Practice ethical habits for better career success CO3 : Demonstrate effective email writing techniques							
Course Content									
Module 1		Goal Setting & Grooming			Classroom activities			10 Hours	
Topics: SMART Goals, formal grooming through self-introduction activity Activity: Real world scenarios									
								10 Hours	

Module 2	Habit Formation	Role plays	
Topics: Professional and Personal ethics for success and activity-based practice			
Activity: Students to present 2 min video on building professional ethics			
Module 3	Email Etiquettes	Individual and group presentation	10 Hours
Topics: Types of prompts to generate effective or desired results for email etiquettes			
Activity: Individual student presenting various search prompts			
Faculty: L&D			
Targeted Application & Tools that can be used:			
1. TED Talks 2. You Tube Links 3. Activities			
Assignment proposed for this course			
Assignment 1: SMART Goal			
Assignment 2: AI tools for prompt search			
Continuous Individual Assessment			
Module 1: Presentation			
Module 2: Activity based assessment			
Module 3: Class assessment			
The topics related to skill development:			
Students acquire knowledge on SMART goals, implement grooming standards, practice ethical behavior in class and campus, acquire hands-on experience to use AI tools to get search prompts for desired email etiquettes.			
Catalogue prepared by		Faculty of L&D	
Recommended by the Board of Studies on		6th Board of Studies conducted on 5th June 2025	
Date of Approval by the Academic Council		25th July 2025	

Course Code: PPS 1026	Course Title: Industry Readiness Program – II Type of Course: Practical Only Course	L- T - P- C	0	0	2	0
---------------------------------	---	-------------	---	---	---	---

Version No.	1.0		
Course Pre- requisites	None		
Anti-requisites	None		
Course Description	This course is designed to enable students learn styles of communication, team building and use empathy in leadership. The course will benefit learners in preparing themselves effectively through various activities and learning methodologies.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of “Industry Readiness for Young Professionals” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.		
Course Out Comes	On successful completion of this course the students shall be able to: CO1: Apply different communication skills for success in workplace CO2: Practice team building skills for career success CO3: Demonstrate ethical leadership skills in workplace		
Course Content			
Module 1	Effective Communication	Classroom activities	10 Hours
Topics: Practice effective communication skills (Verbal, Non-verbal, Written and Visual) Activity: Use social media prompts to prepare self-introduction videos			
Module 2	Team Building	Group Activity	10 Hours
Topics: Skills of an effective team player Activity: Student group activity to build class networking			
Module 3	Leadership	Case study	10 Hours
Topics: Types of leadership, using empathy in leadership Activity: Individual presentation by students on corporate leaders.			
Faculty : L&D			
Targeted Application & Tools that can be used: 1. TED Talks 2. You Tube Links 3. Activities			
Assignment proposed for this course Assignment 1: One minute reel Assignment 2: Team building assignment			

Continuous Individual Assessment Module 1: L-S-R-W class assessment Module 2: Team Presentation Module 3: Individual Assessment	
The topics related to skill development: Students acquire knowledge on effective communication skills, team building skills and how to prepare themselves to be leaders in workplace using empathy and implement various skill sets during the course of their time in the university.	
Catalogue prepared by	Faculty of L&D
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CHE7601	Course Title: Environmental Studies and Sustainable Development Type of Course: Mandatory Non Credit Course	L- T- P- C				
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. This course is designed to cater to Environment and Sustainability					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	On successful completion of this course the students shall be able to: 1. Describe the issues related to natural resources, ecosystems and biodiversity					

	2. Identify environmental hazards affecting air, water and soil quality 3. Recognize the importance of healthy environment and finding the sustainable methods to protect the environment 4. Convert skills to address immediate environmental concerns through changes in environmental processes, policies, and decisions			
Course Content:				
Module 1	Understanding Environment, Natural Resources, and Sustainability			
Topics: Classification of natural resources, issues related to Population growth and their overutilization, and strategies for their conservation. Water, air, soil, mineral, energy and food source. Effect of human activities on natural resources. Concept of sustainability- Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs; Sustainable practices in managing resources, including deforestation, water conservation, Desalination – types, energy security, and food security issues, Life Cycle thinking and Circular Economy.				
Module 2	Ecosystems, Biodiversity, and Sustainable Practices			
Topics: Ecosystems and ecosystem services: Various natural ecosystems, Major ecosystem types in India and their basic characteristics; forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance. The importance of biodiversity, Types of biodiversity, Biodiversity and Climate Change, the threats it faces, hotspots, and the methods used for its conservation. Strategies for in situ and ex situ conservation, mega diverse nation.				
Module 3	Environmental Pollution, Waste Management, and Sustainable Development			
Topics: Types of pollution- Chemical, - Biological, Biomedical, noise, air, water, soil, thermal, radioactive and marine pollution, and their impacts on society. Urbanization and Urban environmental problems; effects, and mitigation. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Sustainable Materials and Technologies: Biodegradable and compostable materials, Recycled and reclaimed materials (E-waste management), Sustainable manufacturing processes.				
Module 4	Social Issues, Legislation, and Practical Applications			
Topics: Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Hazardous waste Rule 1989, Biomedical Waste handling 1998, Fly Ash Rule 1999, Municipal Solid Waste Rule 2000, Battery Rules 2001, E- Waste Rules 2011, Plastic waste management Rules 2016, Construction Demolition waste Rules 2016 National Biodiversity Action Plan (NBAP) Major International Environmental Agreements: Convention on Biological Diversity (CBD), The Biological Diversity (Amendment) Act, 2023, United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement. Major International organisations and initiatives: United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC).				

Targeted Application & Tools that can be used:

Application areas are Energy, Environment and sustainability

Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:**Assessment Type**

- Online exams (MCQs) will be conducted by the department of Chemistry

Online Link*:

1. Lecture by Dr. Samik Chowdhury, Dr. Sudha Goel, NPTEL course: Environmental Science, <https://nptel.ac.in/courses/109105203>, 2024.
2. Lecture by Dr. Padmavati, Dr Narendran Thiruthy, NPTEL Course: Biodiversity Protection, Farmers and Breeders Rights, <https://nptel.ac.in/courses/129105008>, 2024.

* Other source links are available in below Resources link.

Text Book

1. G. Tyler Miller and Scott Spoolman (2020), Living in the Environment, 20th Edition, Cengage Learning, USA
2. Poonia, M.P. Environmental Studies (3rd ed.), Khanna Book Publishing Co.
3. Bharucha, E. Textbook of Environmental Studies (3rd ed.) Orient Blackswan Private Ltd.
4. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
5. Rajagopalan, R. Environmental studies: from crisis to cure (4th ed.). Oxford University Press.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
8. Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.

Reference Books

1. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022), Conservation through Sustainable Use: Lessons from India. Routledge.
2. William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.
3. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
4. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>
5. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press

Resources:

1. <https://nptel.ac.in/courses/109105203>
2. <https://archive.nptel.ac.in/courses/120/108/120108004/>
3. <https://nptel.ac.in/courses/127105018>
4. https://onlinecourses.nptel.ac.in/noc23_lw06/preview
5. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
6. <https://archive.nptel.ac.in/courses/120/108/120108002/>

7. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview 8. https://nptel.ac.in/courses/102104088 9. https://nptel.ac.in/courses/124107165 10. https://nptel.ac.in/courses/109106200 11. https://archive.nptel.ac.in/content/storage2/courses/120108004/module1/lecture1.pdf 12. https://onlinecourses.swayam2.ac.in/nou25_ge19/preview 13. https://onlinecourses.swayam2.ac.in/ini25_hs01/preview 14. http://kcl.digimat.in/nptel/courses/video/105105184/L32.html 15. https://nptel.ac.in/courses/105105169	
Topics relevant to Skill Development: 1. An attitude of enquiry. 2. Write reports The topics related to Environment and Sustainability : All topics in theory component are relevant to Environment and Sustainability.	
Catalog prepared by	Faculty members of the Department of Chemistry
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: LAW7601	Course Title: Indian Constitution Type of Course: Mandatory Non-Credit Course	L- T- P- C	1	0	0	0
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PATICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamentals of Indian Constitution concepts and their relevance to 75+ Years of Republic of India (https://constitution75.com/) as well as #AzaadiKaAmrutMahotsav / Azadi Ka Amrit Mahotsav (https://amritmahotsav.nic.in). It is designed to equip students with the knowledge about the Constitution of India. This course aims to introduce the constitutional law of India to students from all walks of life and help them understand the constitutional principles as applied and understood in everyday life. The objective of making the Constitution of India, familiar to all students, and not only to law students, this course aims and objectifies legal understanding in the simplest of forms. This course is designed to cater to Constitutional Studies.					
Course Objective	The objective of the course is ' SKILL DEVELOPMENT ' of the student by using ' PARTICIPATIVE LEARNING ' techniques					
Course Outcomes	On successful completion of this course the students shall be able to: 1. Describe the basic understanding of the Indian Constitution and the concepts and issues relevant to day-to-day life of the nation and to equip the Citizen with the zeal of capacity building. Recognizing and identify the values of the Constitution of India. 2. Enabling the Citizen-centric Awareness of Rights and Responsibilities of the State 3. Explain the role of the State actors in building India. 4. Understanding the Gandhian vision over the power of the LSG (Local Self-Governance)					
Course Content:						
Module 1	Understanding the Making of the Constitution: The Constituent Assembly & The Constitution of India					
Topics: Historical Context of Constituent Assembly - Compositions & Functions of Constituent Assembly What is a Constitution? – Why have a Constitution? – Constitutional Change - Features of Indian Constitution – Preamble of Indian Constitution						
Module 2	Citizen's Fundamental Rights and State's Responsibilities (Directive Principles)					
Topics:						

Introduction to Fundamental Rights - Right to Equality – Facets of Right to Equality - Right to Freedom - Constitutional Position of Some Democratic Rights - Right Against Exploitation - Right to Freedom of Religion - Right to Constitutional Remedies Directive Principles of the State Policy				
Module 3	Organs Of the Government			
Topics: Executive: The President of India - Powers and Functions of President of India - Emergency Powers and the Position of the President Legislature: Union Council of Ministers - Prime Minister - The Rajya Sabha - The Lok Sabha - Relation between the Lok Sabha & Rajya Sabha - Office of the Speaker – Important Parliamentary Committees Judiciary: The Structure and Organization of the Judiciary & the High Court - The Supreme Court - Role of The Supreme Court - Judicial Activism in India - Basic Structure Doctrine & PIL				
Module 4	Federalism & Decentralization			
Topics: What is Federalism? - Centre-State Legislative Relations - Centre-State Administrative Relations - Centre-State Financial Relations The 5th & 6th Schedules - Municipality- (History of Indian Municipality, Organization & Functions) – Panchayat 1 (Idea of Panchayat, Organization and Powers of Panchayats in India)				
Targeted Application & Tools that can be used: Application areas to familiarize students with fundamentals of Indian Constitutional concepts.				
Tools: Online Tools – NPTEL and Swayam.				
Project work/Assignment:				
Assessment Type Online end term exam will be conducted as notified by the Presidency University.				
Online Link*: Prof. Amitabha Ray, SWAYAM Course: "Constitutional Government & Democracy in India" https://onlinecourses.swayam2.ac.in/cec19_hs13/preview * Other source links are available in below Resources link.				
Text Book - Durga Das Basu --- Introduction to the Constitution of India, 23rd Edition (Gurgaon; LexisNexis, 2018). - MP Jain's Constitutional Law of India, Lexis Nexis - V.N Shukla's Indian Constitutional Law, M.P Singh 13th Edition - MV Pylee's Constitution of India - J.C.Johari -- The Constitution of India: A Politico-Legal Study (Greater Noida: Sterling Publishers Pvt. Ltd. 2013). - Himangshu Roy and M.P.Singh – Indian Political System, 4th Edition (Bengaluru; Pearson Education, 2018) - Vidya Bhushan & Vishnool Bhagwan--- Indian Administration (S. Chand, 2011) - S.R.Maheswari --- Indian Administration (Orient Blackswan, 2001) - Dr. A.Avasthi & A.P. Avasthi --- Indian Administration (L.N. Agarwal Educational Publishing, 2017). B. L. Fadia --- Indian Government and Politics (Sahitya a. Bhawan, 13th Revised Edition, 2017). - P.M.Bakshi – The Constitution of India (Prayagraj, UP; a. Universal Law Publishing, January, 2018)				

Reference Books 12. HM Seervai, Constitutional Law of India, 4th Ed. Vol I, II, & III 13. Uday Raj Rai, Constitutional Law-I 14. Democracy and Constitutionalism in India, Oxford University Press 2009 Resources: 1. https://onlinecourses.nptel.ac.in/noc20_lw03/course?&force_user=true 2. https://onlinecourses.swayam2.ac.in/cec19_hs13/course?&force_user=true 3. https://nptel.ac.in/courses/129106003 4. https://nptel.ac.in/courses/129106411 5. https://nptel.ac.in/courses/129105608 6. https://nptel.ac.in/courses/129106002	
Topics relevant to Skill Development: 1. An attitude of inquiry. 2. Write reports The topics related to Constitutional Studies and its application : All topics in theory component are relevant to Indian Constitution.	
Catalog prepared by	Faculty members of the Department of Law.
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025