



**ANDHRA PRADESH STATE COUNCIL OF HIGHER  
EDUCATION**

**Model Syllabus for 4-Year UG Honours in B.B.A. (Digital Marketing) as Major  
in consonance with Curriculum framework w.e.f. AY 2025-26**

**COURSE STRUCTURE**

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits	
<b>I</b>	<b>I</b>	<b>1</b>	Accounting for Managers	<b>4</b>	<b>4</b>	
		<b>2</b>	Principles of Management	<b>4</b>	<b>4</b>	
	<b>II</b>	<b>3</b>	Fundamentals of Digital Marketing	<b>4</b>	<b>4</b>	
		<b>4</b>	Managerial Economics	<b>4</b>	<b>4</b>	
<b>II</b>	<b>III</b>	<b>5</b>	Business Environment	<b>4</b>	<b>4</b>	
		<b>6</b>	Social Media Marketing	<b>4</b>	<b>4</b>	
		<b>7</b>	Business Communication	<b>4</b>	<b>4</b>	
	<b>IV</b>	<b>8</b>	Affiliate Marketing	<b>4</b>	<b>4</b>	
		<b>9</b>	Search Engine Marketing	<b>4</b>	<b>4</b>	
		<b>10</b>	Financial Management	<b>4</b>	<b>4</b>	
<b>III</b>	<b>V</b>	<b>11</b>	Entrepreneurship & Startups Eco System	<b>4</b>	<b>4</b>	
		<b>12 A</b>	Retail Marketing	<b>4</b>	<b>4</b>	
		<b>OR</b>				
		<b>12 B</b>	Logistics and Supply Chain Management	<b>4</b>	<b>4</b>	
		<b>13 A</b>	E-Mail Marketing	<b>4</b>	<b>4</b>	
		<b>OR</b>				
		<b>13 B</b>	Content Marketing	<b>4</b>	<b>4</b>	
<b>VI</b>	<b>14 A</b>	AI in Digital Marketing	<b>4</b>	<b>4</b>		

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
		<b>OR</b>			
		<b>14 B</b>	Search Engine Optimisation	<b>4</b>	<b>4</b>
		<b>OR</b>			
		<b>15 A</b>	Management & Information Systems	<b>4</b>	<b>4</b>
		<b>OR</b>			
		<b>15 B</b>	Content Management System	<b>4</b>	<b>4</b>
		<b>OR</b>			
<b>IV</b>	<b>VII</b>	<b>16</b>	Mobile Marketing	<b>4</b>	<b>4</b>
		<b>17</b>	Services Marketing	<b>4</b>	<b>4</b>
		<b>18</b>	Training & Development	<b>4</b>	<b>4</b>
	<b>VIII</b>	<b>19</b>	Web Analytics	<b>4</b>	<b>4</b>
		<b>20</b>	Customer Relationship Management	<b>4</b>	<b>4</b>
		<b>21</b>	Business Research Methodology	<b>4</b>	<b>4</b>

**Note:** In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

## SEMESTER-I

### COURSE 1: ACCOUNTING FOR MANAGERS

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Familiarize students with the fundamental principles and concepts of accounting.
- Equip learners with the skills to prepare and interpret financial statements.
- Help students use accounting information for managerial decision-making.
- Provide practical exposure to cost and management accounting tools.
- Develop analytical skills for financial statement analysis and budgeting.

#### Course Outcomes (COs)

Upon completion of this course, students will be able to:

**CO1:** Understand the principles of financial and managerial accounting.

**CO2:** Prepare and interpret basic financial statements.

**CO3:** Apply cost accounting techniques in managerial contexts.

**CO4:** Use financial information for decision-making and control.

**CO5:** Analyze financial statements for assessing organizational performance.

#### Unit I: Introduction to Accounting and Financial Statements

Meaning, Objectives, Functions and Importance of Accounting – Accounting Concepts and Conventions – Users of Accounting Information – Distinction between Financial Accounting, Cost Accounting, and Management Accounting – Introduction to Financial Statements: Trading Account, Profit and Loss Account, and Balance Sheet – Limitations of Financial Statements.

#### Unit II: Financial Statement Analysis

Meaning and Purpose of Financial Statement Analysis – Types of Analysis: Vertical, Horizontal and Trend Analysis

#### Unit III: Cost Concepts and Classification

Meaning of Cost and Cost Accounting – Elements of Cost: Direct Material, Direct Labour, Direct Expenses, and Overheads – Cost Classification: Fixed, Variable, Semi-variable – Functional Classification of Costs – Preparation of Cost Sheet

#### Unit IV: Marginal Costing and Break-Even Analysis

Concept of Marginal Cost and Marginal Costing – Contribution – Profit-Volume Ratio – Break-even Point – Margin of Safety – Cost-Volume-Profit (CVP) Analysis

#### Unit V: Budgeting and Budgetary Control

Meaning and Objectives of Budgeting – Types of Budgets: Functional Budgets, Cash Budget, Flexible Budget, Master Budget – Preparation of Budgets – Budgetary Control: Meaning, Advantages and Limitations – Zero-Based Budgeting and Performance Budgeting (Conceptual overview only).

## **Student-Centric Activities**

- Prepare final accounts from a given trial balance and present Trading, Profit & Loss Account, and Balance Sheet for a fictional firm.
- Create a detailed cost sheet using hypothetical data on materials, labor, and overheads to understand cost classification.
- Use Excel to compute and plot Break-even Charts to analyze cost-volume-profit relationships.
- Form groups to prepare functional budgets (sales, cash, production) and present a comparative analysis of budgeted vs. actual figures.
- Analyze financial statements of a real-life listed company and calculate key financial ratios for decision-making insights.

## **Recommended Textbooks**

1. Maheshwari, S.N. & Maheshwari, S.K. (2022). An Introduction to Accountancy. Vikas Publishing House.
2. Jain, S.P. & Narang, K.L. (2022). Cost and Management Accounting. Kalyani Publishers.
3. Khan, M.Y. & Jain, P.K. (2022). Management Accounting. McGraw Hill Education.
4. Tulsian, P.C. (2022). Financial Accounting for Managers. Pearson Education.
5. Horngren, C.T., Sundem, G.L., & Stratton, W.O. (2021). Introduction to Management Accounting. Pearson.

## SEMESTER-I

### COURSE 2: PRINCIPLES OF MANAGEMENT

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objectives**

This course is designed to:

- Introduce the fundamental concepts, functions, and principles of management.
- To examine the evolution of management thought and understand classical to contemporary practices.
- Equip students with the knowledge of planning, organizing, leading, and controlling functions.
- Analyze modern management strategies in the context of global challenges.
- Help students apply management theories and concepts to real-life business scenarios.

#### **Course Outcomes (COs)**

Upon successful completion of the course, the student will be able to:

**CO1:** Understand and explain the fundamental principles and practices of management.

**CO2:** Comprehend and apply the management process including planning, organizing, leading, and controlling.

**CO3:** Analyze different organizational structures and delegation patterns.

**CO4:** Evaluate various motivational and leadership theories in organizational contexts.

**CO5:** Apply managerial control techniques to enhance organizational productivity and quality.

#### **Unit I: Introduction to Management**

Definition and nature of management – Evolution of management thought – Principles of management – Functions of management – Levels of management – Roles and responsibilities of managers – Trends and challenges of management in the global scenario – Emerging concepts in modern management.

#### **Unit II: Planning**

Nature and significance of planning – Types of planning: strategic, tactical, and operational – Planning process – Objectives and policies – Management by Objectives (MBO) – Strategies and types of strategies – Advantages and limitations of planning

#### **Unit III: Organizing**

Nature and purpose of organizing – Principles of organization – Formal and informal organization – Organizational structure: functional, divisional, matrix – Line and staff authority – Centralization and decentralization – Delegation of authority – Recent trends in organizational design.

#### **Unit IV: Directing**

Meaning and importance of directing – Motivation: meaning, importance, and theories (Maslow, Herzberg, McGregor) – Leadership: styles and leadership theories (Trait, Behavioral, Contingency) – Communication process – Types of communication – Barriers to effective communication and ways to overcome them.

## **Unit V: Controlling**

Nature and process of control – Types of control: feed forward, concurrent, feedback – Budgetary and non-budgetary control techniques – Productivity management – Cost control – Purchase control – Maintenance control – Quality control – Modern tools of managerial control.

### **Student-Centric Activities**

- Case Study Analysis: Students analyze real-world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.
- Management Role Play: Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.
- Group Debate: Conduct structured debates on topics like “Centralization vs. Decentralization” or “Autocratic vs. Democratic Leadership” to foster analytical thinking.
- Planning Simulation Exercise: Students develop a strategic plan or business model for a hypothetical startup, including vision, mission, goals, and organizational structure.
- Leadership Style Self-Assessment: Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

### **Recommended Textbooks**

1. Gupta, Sharma, & Bhalla. *Principles of Business Management*. Kalyani Publications, 1st Edition.
2. L. M. Prasad. *Principles of Management*. Sultan Chand & Sons, Latest Edition.
3. Koontz, H., & Wehrich, H. *Essentials of Management*. Tata McGraw-Hill, 1998.
4. Joseph L. Massie. *Essentials of Management*. Prentice Hall (Pearson), 4th Edition, 2003.
5. Tripathi, P. C., & Reddy, P. N. *Principles of Management*. Tata McGraw-Hill.
6. J. N. Chandan. *Management: Theory and Practice*.
7. J. S. Chandan. *Management: Concepts and Strategies*, Vikas Publishing.

## SEMESTER-II

### COURSE 3: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Introduce students to the foundational concepts of digital marketing and its importance in the modern business environment.
- Understand how digital tools and platforms are used for customer acquisition, engagement, and retention.
- Develop the ability to analyze consumer and market data using digital marketing tools.
- Explore key areas like email marketing, mobile marketing, content creation, and marketing automation.
- Emphasize the significance of influencer marketing and blogging in building digital presence and brand loyalty.

#### Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

**CO1:** Understand the core concepts and evolution of digital marketing.

**CO2:** Apply digital marketing techniques such as SEO, social media, email, and mobile marketing.

**CO3:** Use automation tools like CRM and Mail Chimp to streamline marketing activities.

**CO4:** Design basic email campaigns and analyze the effectiveness of influencer marketing strategies.

**CO5:** Create, optimize, and track blog content for individual or business branding.

#### Unit I: Introduction to Digital Marketing

Definition and Meaning of Digital Marketing – Need and Scope of Digital Marketing – Evolution and History – Conceptual Approaches to Digital Marketing – Role of Digital Marketing in the Global Economy – Examples of Best Practices in Digital Campaigns

#### Unit II: Marketing Automation

Definition and Advantages of Marketing Automation – Marketing Automation Software Tools: CRM, Salesforce, Analytics Platforms – Role of Marketing Automation in Improving Customer Experience (CX) – Benefits for Marketers – Introduction to Marketing Automation Tools for Campaign Management and Personalization.

#### Unit III: Digital Marketing Mix and Influencer Marketing

Digital Marketing Mix Elements – Online Advertising and Lead Generation – Social Media Marketing: Platforms and Strategies – Content Marketing and Copywriting – Influencer Marketing: Definition, Types of Influencers, Payment Models – Distinction between Influencer Marketing and Celebrity Endorsements.

#### **Unit IV: Email and Mobile Marketing**

Email Marketing: Importance and Effectiveness – Types of Emails: Transactional, Promotional, Newsletters – Email Advertising Options – Key Features and Uses of MailChimp – Mobile Marketing Overview – Strategies for B2B and B2C Mobile Marketing – SMS and App-based Marketing Channels.

#### **Unit V: Blogging and Optimization**

Definition and Importance of Blogs – Types: Personal and Corporate Blogs – Overview of Popular Blog Platforms – Blog Optimization: Tags, Widgets, Blog Stats – Blog Engagement Techniques – Using Blogs for SEO and Brand Building – Measuring Blog Effectiveness.

#### **Student-centric activities**

- Digital Audit Assignment: Students analyze the digital presence (website, social media, SEO) of a local business or brand and suggest improvements.
- Create a Personal Blog or Website: Students build and maintain a blog using free tools like WordPress or Blogger to apply digital content creation and SEO practices.
- Social Media Campaign Simulation: Design and present a mock digital marketing campaign using platforms like Instagram, Facebook, or LinkedIn, including target audience, budget, and KPIs.
- Google Ads or SEO Tools Demo: Hands-on sessions using tools like Google Ads, Google Trends, or Ubersuggest to understand keyword planning and ad strategy.
- Case Study Analysis of Successful Campaigns: Evaluate successful digital marketing case studies (e.g., Nike, Amul, Zomato) and present key strategies and outcomes.

#### **Recommended Reference Books**

1. Evans, D., & Bratton, S. (2010). *Social media marketing: The next generation of business engagement*. Wiley.
2. Thibault, M. J. (2023). *The influencer blueprint: A step-by-step guide to harnessing the power of influencer marketing for business success*. Independently Published.
3. Pain, G. (2019). *Marketing automation and online marketing: Automate your business through marketing best practices such as email marketing and search engine optimization*. Independently Published.
4. Roberts, S. (2016). *Marketing AI: From automation to revenue performance marketing*. Independently Published.
5. Robinson, R. (2021). *How to start a blog (on the side)*. Side Hustle Nation Press.

## SEMESTER-II

### COURSE 4: MANAGERIAL ECONOMICS

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Familiarize students with the application of economic principles to managerial decisions.
- Enable students to analyze demand, supply, and consumer behavior using economic tools.
- Apply optimization techniques (e.g., derivatives) in managerial problem-solving.
- Understand pricing strategies and production decisions under different market conditions.
- Introduce macroeconomic indicators relevant to business decisions and policy environments.

#### Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

**CO1:** Understand and apply core concepts of managerial economics in decision-making.

**CO2:** Analyze consumer behavior, demand elasticity, and supply responses.

**CO3:** Utilize marginal analysis and optimization techniques in pricing and output decisions.

**CO4:** Examine cost structures and production behavior in the short and long run.

**CO5:** Evaluate market structures and macroeconomic indicators affecting business performance.

#### Unit I: Introduction to Managerial Economics

Definition, nature, and scope of managerial economics – Role of managerial economics in decision-making – Microeconomics vs. Macroeconomics – Basic principles: Opportunity Cost Principle, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective – Application of managerial economics in business problems.

#### Unit II: Demand, Supply and Consumer Behavior (Basics)

Law of demand and determinants of demand – Elasticity of demand: Price, Income, and Cross Elasticity – Measurement and interpretation of elasticity – Factors affecting elasticity – Law of supply – Demand forecasting: types and importance (conceptual overview only).

#### Unit III: Utility Theory and Consumer Equilibrium

Cardinal Utility Approach: Total utility and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Ordinal Utility Approach: Indifference Curve Analysis – Marginal Rate of Substitution – Budget Line and Consumer Equilibrium – Impact of changes in income and prices on equilibrium.

#### Unit IV: Production, Cost and Market Structures

Production Function – Fixed and Variable Inputs – Laws of Production: Law of Variable Proportion and Returns to Scale – Cost Concepts: Explicit, Implicit, Private, and Social Costs – Cost Curves in Short and Long Run – Economies and Diseconomies of Scale – Market Structures: Features and Pricing under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.

## **Unit V: Macroeconomic Analysis for Managers**

National Income Concepts: GDP, GNP, NDP, NNP, and Methods of Calculation (overview) – Theories of Income and Employment: Classical and Keynesian Views – Business Cycles and their Impact on Business – Relevance of Macroeconomic Indicators in Managerial Decision-making – Role of Government Policies in Economic Stabilization.

### **Student-Centric Activities**

- Elasticity Case Study: Analyze demand elasticity for real-life products.
- Consumer Choice Simulation: Model consumer equilibrium using budget lines.
- Cost Curve Plotting: Prepare cost curves using sample industry data.
- Market Structure Role Play: Enact pricing strategies under different markets.
- Economic Indicator Report: Present business impact of GDP, inflation, etc.

### **Recommended Textbooks and Readings**

1. Ivan Png (2021). *Managerial Economics*. Blackwell Publishers.
2. Dominick Salvatore (2022). *Managerial Economics in a Global Economy*. Cengage/Thomson South-Western.
3. Paul G. Keat & Philip K. Y. Young (2022). *Managerial Economics: Economic Tools for Today's Decision Makers*. Pearson.
4. D.N. Dwivedi (2022). *Managerial Economics*. Vikas Publishing House.
5. L. Varshney & K.L. Maheshwari (2022). *Managerial Economics*. Sultan Chand & Sons.
6. Lipsey & Chrystal (2022). *Economics*. Oxford University Press.

## SEMESTER-III

### COURSE 5: BUSINESS ENVIRONMENT

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Enable the students to develop an understanding of the Indian business environment and various factors impacting the business.
- Help them make effective decisions based on analysis of the business environment.
- Develop an understanding of the MSME sector and the challenges therein.
- Familiarize the students with international trade and issues related to Balance of Payments.
- Comprehend the role of international institutions in the growth of international business.

#### Course Outcomes (Cos)

Upon successful completion of the course, students will be able to:

**CO1:** Understand the concept and components of the Indian business environment and their influence on business decision-making.

**CO2:** Analyze the political, legal, and economic environment including major policies and reforms.

**CO3:** Evaluate the importance, structure, and challenges of the MSME sector in India.

**CO4:** Explain the structure and causes of disequilibrium in Balance of Payments and corrective measures.

**CO5:** Assess the role of international institutions and FDI in shaping the international business environment.

#### Unit I: Introduction to Business Environment

Business Environment – Concept, Nature, and Significance – Elements of Environment: Internal and External – Salient Features of the Indian Economy – Evolution and Changes in the Indian Economy in Recent Years – Importance of Environmental Scanning for Business Decision-making.

#### Unit II: Political, Legal and Economic Environment of Business

Elements of Political Environment – Role of Government in Business Facilitation – Overview of Legal Environment: Competition Act, FEMA, Licensing Policies – Economic Environment: Types of Economic Systems – Industrial Policy of 1991 – Overview of Economic Reforms – Planning Commission vs. NITI Aayog.

#### Unit III: Management of Micro, Small & Medium Enterprises (MSMEs)

Concept and Definition of MSMEs – MSME Development Act, 2006 – Government Policy Initiatives and Support Systems – Current Schemes for MSME Development – Common Problems Faced by MSMEs – Role of Industrial Clusters in Promoting MSMEs – Importance of Innovation and Digitization for MSME Growth.

#### **Unit IV: Balance of Payments (BOP)**

Meaning and Importance of International Trade – Components of Balance of Payments – Causes for Disequilibrium in BOP – Measures to Correct Disequilibrium: Trade Regulation, Exchange Control, Devaluation – Convertibility of Currency – Current and Capital Account Convertibility – India's BOP Position.

#### **Unit V: International Business Environment**

Introduction to International Economic Institutions – Evolution, Significance, and Functions of IMF, World Bank, WTO, BRICS, and EU – GATT and Uruguay Round: Objectives and Impact – Foreign Direct Investment (FDI): Meaning, Need, and Importance in Developing Countries.

#### **Student-centric activities**

- Current Affairs Presentation: Students present recent economic, political, or legal developments and analyze their impact on the business environment.
- PESTLE Analysis Workshop: Conduct a group activity to analyze the Political, Economic, Social, Technological, Legal, and Environmental factors affecting a selected industry or company.
- Regulatory Policy Case Study: Examine the effect of a specific business regulation (like GST, FDI policy, or labor law) on a particular sector through group research.
- Business News Diary: Maintain a weekly diary of important business news with summaries and student reflections on how these events shape the business climate.
- Mock Business Strategy Discussion: Students role-play as executives of a company entering a new market and present how they will adapt to the macro and micro-environmental forces.

#### **References**

1. Cherunilam, F. (2023). *Business environment: Text and cases* (29th ed.). Himalaya Publishing House.
2. Aswathappa, K. (2022). *Essentials of business environment* (14th ed.). Himalaya Publishing House.
3. Paul, J. (2021). *Business environment: Text and cases* (3rd ed.). McGraw-Hill Education.
4. Saleem, S. (2020). *Business environment* (2nd ed.). Pearson Education.
5. Mishra, S. K., & Puri, V. K. (2021). *Economic environment of business* (7th ed.). Himalaya Publishing House.

## SEMESTER-III

### COURSE 6: SOCIAL MEDIA MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objectives:

This course is designed to:

- Introduce students to the fundamentals and evolution of digital and social media marketing.
- Enable students to understand various platforms, tools, and techniques used in social media marketing.
- Develop the ability to create, plan, and implement effective social media strategies tailored to target audiences.
- Analyze the role of different social media channels such as Facebook, Twitter, YouTube, and LinkedIn in building brand presence and customer engagement.

#### Course Outcomes (COs)

On successful completion of this course, students will be able to:

**CO1:** Understand the Social Media space and tools

**CO2:** Analyze the effectiveness of their company's and competitors' social media programs

**CO3:** Design social media programs that directly support business and marketing goals

**CO4:** Identify appropriate social media channels and strategies

**CO5:** Implement a process for planning and evaluating social media marketing activities

#### Unit I: Introduction to Digital and Social Media Marketing

Meaning and definition – Types of social media websites – Mobile apps – Email – Social media platforms – Overview of various social media websites – Blogging: meaning, types, and platforms.

#### Unit II: Social Media Management

Understanding social media and target audiences – Sharing content effectively – Bookmarking websites – Best practices: DOs and DON'Ts of social media – Ethics and responsibility in online communication.

#### Unit III: Social Media Strategy

Defining goals and planning – Strategy development – Monitoring and analysis tools – Tips for effective social media marketing – Customization – Social Media Optimization (SMO) – Social media promotion: paid advertising and other methods – Calculating Social Media ROI.

## **Unit IV: Social Media for Marketing**

Platform-specific strategies: Facebook, LinkedIn, Twitter, YouTube – Leveraging each platform’s unique capabilities – Establishing and maintaining customer relationships through social media.

## **Unit V: Social Analytics and Tools**

Overview of social analytics – Importance of automation in social media – Integrating social media with traditional and digital marketing – Managing and selecting appropriate social media tools – Performance measurement and continuous improvement.

### **Student-centric activities**

- Social Media Campaign Simulation: Students design and simulate a campaign for a product/service across platforms like Instagram, Facebook, and X (Twitter), including visuals, hashtags, and KPIs.
- Content Calendar Creation: Each student prepares a weekly/monthly content calendar for a brand with planned posts, formats, and objectives aligned to marketing goals.
- Influencer Strategy Project: Groups research and present how influencer marketing works, including identifying suitable influencers and estimating ROI.
- Social Media Analytics Report: Analyze real or sample data using tools like Meta Insights or Twitter Analytics and prepare a performance report for engagement, reach, and conversion.
- Platform Comparison Debate: Organize a classroom debate on which platform (e.g., LinkedIn vs Instagram) is best suited for specific industries or campaigns.

### **TEXT BOOKS / REFERENCES**

1. Gupta, S. (2023). *Digital marketing*. McGraw Hill.
2. Tuten, T. L. (2021). *Social media marketing*. Sage Publications.
3. Zahay, D., & Roberts, M. L. (2021). *Social media marketing: A strategic approach*. Cengage Learning.
4. Turner, R. (2023). *ChatGPT & social media marketing*. Independently Published.

## SEMESTER-III

### COURSE 7: BUSINESS COMMUNICATION

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Provide a clear understanding of the principles and process of business communication.
- Develop proficiency in both oral and written communication in a business context.
- Enhance the ability to prepare professional business correspondence and reports.
- Inculcate skills for effective presentation, negotiation, and interpersonal communication.
- Enable students to adapt communication strategies across cultures and media.

#### Course Outcomes (COs)

Upon successful completion of this course, the students will be able to:

**CO1:** Understand the fundamentals, types, and barriers of business communication.

**CO2:** Draft professional business letters, memos, and emails using correct formats and tone.

**CO3:** Prepare and deliver effective presentations and participate in business meetings.

**CO4:** Demonstrate improved listening, negotiation, and interpersonal skills.

**CO5:** Apply communication strategies effectively in intercultural and digital contexts.

#### Unit I: Fundamentals of Business Communication

Communication – Meaning, Objectives, Process, and Importance – Principles of Effective Communication – Channels and Types – Verbal and Non-Verbal Communication – Barriers to Communication – Overcoming Communication Barriers – Business Etiquette and Professionalism in Communication.

#### Unit II: Written Communication in Business

Structure and Layout of Business Letters – Letters: Enquiry, Order, Complaint, Sales, and Collection – Memos, Notices, Circulars – Agenda and Minutes of Meetings – Resume and Email Etiquette – Report Writing: Types, Format, and Essentials of Good Reports.

#### Unit III: Oral Communication and Public Speaking

Principles of Effective Oral Communication – Telephonic Conversation – Interview Skills – Group Discussions – Business Presentations: Planning, Preparation, and Delivery – Use of Visual Aids – Handling Q&A Sessions – Speech Anxiety and Confidence Building.

#### Unit IV: Interpersonal and Negotiation Skills

Listening Skills – Active and Empathetic Listening – Interpersonal Communication in the Workplace – Assertiveness and Conflict Resolution – Negotiation: Process, Types, and Techniques – Role Plays and Case Scenarios – Communication in Teams and Leadership Communication.

## **Unit V: Technology and Cross-Cultural Communication**

Digital Communication Tools – Social Media for Business Communication – Video Conferencing and Virtual Meetings – Communication across Cultures – Barriers to Cross-Cultural Communication – Tips for Effective Global Communication – Ethics in Digital and Intercultural Communication.

### **Student-Centric Activities**

- **Business Letter Drafting Practice:** Students prepare various types of letters using professional formats.
- **Mock Interviews and Role Plays:** Practice real-time HR interviews, negotiation, and client handling.
- **Presentation Lab:** Students design and deliver PowerPoint presentations with feedback sessions.
- **Group Discussions:** Weekly GD sessions on current business topics to build critical thinking.
- **Email and Report Writing Exercises:** Weekly assignments using business email and reporting formats.

### **References**

1. Krizan, A. C., Merrier, P., & Jones, C. (2022). *Business Communication*. Cengage Learning.
2. Lesikar, R. V., & Flatley, M. E. (2021). *Basic Business Communication: Skills for Empowering the Internet Generation*. McGraw-Hill Education.
3. Raman, M., & Singh, P. (2022). *Business Communication*. Oxford University Press.
4. Bovee, C. L., & Thill, J. V. (2021). *Business Communication Today*. Pearson Education.
5. Kaul, A. (2020). *Effective Business Communication*. PHI Learning.

## SEMESTER-IV

### COURSE 8: AFFILIATE MARKETING

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objectives**

This course is designed to:

- Introduce the core concepts and working principles of affiliate marketing.
- Enable students to understand the affiliate program cycle, tools, and performance tracking.
- Familiarize students with the different types of affiliate marketing models and platforms.
- Equip learners with the strategic skills to improve marketing outreach through affiliates.
- Train students in setting up, managing, and scaling affiliate marketing programs effectively.

#### **Course Outcomes(COs)**

After successful completion of this course, the students will be able to:

**CO1:** Understand the functioning and business logic of affiliate marketing.

**CO2:** Design, manage, and track affiliate programs using digital tools.

**CO3:** Identify and classify various affiliate models and promotion strategies.

**CO4:** Develop effective strategies to attract and retain affiliate partners.

**CO5:** Combat challenges such as fraud and optimize affiliate performance for business growth.

#### **Unit I: Introduction to Affiliate Marketing**

Definition and Evolution of Affiliate Marketing – How Affiliate Marketing Works – Types of Affiliate Programs – Payment Methods – Cookies and Cookie Stuffing – Affiliate Tools: AdSense, Email Spam, Adware – Trademark Bidding – Tiered Affiliate Marketing – Cross-Selling and Up-Selling – Multi-Tier Marketing & Commissions.

#### **Unit II: Affiliate Program Enrolment and Management**

Steps to Join an Affiliate Program – Signing Up as an Affiliate – Logging into Affiliate Portals – Integrating Affiliate Links into Websites – Tracking Sales & Performance – Setting Up an Affiliate Website – Promoting Affiliate Programs – Market Analysis and Research – Organic SEO Strategies for Affiliates.

### **Unit III: Types of Affiliate Marketing**

Search Affiliates – Price Comparison Websites – Loyalty and Coupon Sites – Cause-related Marketing – Content & Niche Market Websites – Weblogs and Syndicated Sites – Email Marketing – Shopping Directories – Co-registration and File Sharing Affiliates.

### **Unit IV: Affiliate Marketing Strategies & Challenges**

Optimizing Affiliate Links – Promoting Affiliate Programs Effectively – Addressing Common Challenges – Market Research and Audience Targeting – SEO Integration in Affiliate Campaigns – Ensuring Transparency and Ethical Practices in Affiliate Marketing.

### **Unit V: Setting Up and Scaling an Affiliate Program**

Attracting and Managing Affiliates – Hosting & Implementing Programs – Growing Affiliate Networks – Affiliate Service Agreements – Managing Data Feeds and Customer Returns – Publisher Relationship Management – Content Page Creation – Fraud Prevention & Monitoring Affiliate Compliance.

### **Student-centric activities**

- Affiliate Website Simulation: Students create a basic affiliate website or blog and integrate sample affiliate links to understand monetization processes.
- Affiliate Program Analysis: Research and present findings on popular affiliate programs like Amazon Associates, Flipkart, or ShareASale.
- Content Creation Assignment: Students write promotional blog posts or social media content to simulate affiliate marketing techniques.
- Performance Tracking Exercise: Simulate tracking clicks, conversions, and commissions using analytics dashboards or mock data.
- Case Study Presentation: Students analyze successful affiliate marketing campaigns and present strategies, outcomes, and key learnings.

### **Reference Books (APA Style)**

1. Brown, B. C. (2008). *The complete guide to affiliate marketing on the web: How to use and profit from affiliate marketing programs*. Atlantic Publishing Group.
2. Prussakov, E. (2011). *Affiliate program management: An hour a day*. Wiley.
3. Cohen, M. G. (2023). *Affiliate marketing 2023 - Step by step*. Kindle Edition.
4. McCallister, N., Allam, I., & Team. (2021). *Evergreen affiliate marketing: Master the mindset, learn the strategies and apply the systems used by the world's wealthiest affiliate marketers*. Self-Published.
5. Sharma, D. (2020). *Digital marketing simplified: From SEO to affiliate marketing*. Notion Press.

## SEMESTER-IV

### COURSE 9: SEARCH ENGINE MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objective

This course is designed to;

- equip students with comprehensive knowledge of Search Engine Marketing (SEM) strategies, tools, and techniques.
- enable them to design, implement, and monitor Pay-Per-Click (PPC) campaigns.
- impart understanding of user behavior, bid management, and performance measurement through analytics tools.

#### Course Outcomes (COs)

After successful completion of this course, the student will be able to:

**CO1:** Understand concepts of Search Engine Marketing and how it differs from SEO.

**CO2:** Design and implement an effective SEM strategy using Google Ads and Bing Ads.

**CO3:** Analyze campaign performance using PPC metrics and bid management tools.

**CO4:** Create optimized landing pages and apply user behavior insights for better ROI.

**CO5:** Explore advanced SEM tools such as re-marketing, video advertising, and mobile SEM.

#### Unit I: Search Engine Marketing Overview

Definition and Scope – Importance of SEM – Google Search and Rule-Based Personalization – Overview of Google Ads and Bing Ads – Elements of a Landing Page – Landing Page Optimization Techniques.

#### Unit II: PPC Campaigns

Concept and Functioning of Pay-Per-Click Advertising – PPC Terminology: Quality Score, Conversion Rate, CTR – Setting Campaign Objectives and Goals – Performance Metrics – Account Structure and Ad Grouping – Match Types and Keyword Segmentation.

#### Unit III: Bid Management Plan

Understanding Bidding Strategies – Manual vs. Automated Bidding – CPA Bidding – Position Preferences – Google Ads Bidding Strategies – Tips for Effective Bid Management – ROI Maximization.

#### Unit IV: Landing Pages and User Psychology

User Experience (UX) and Interface Design (UI) – Importance of Call-to-Actions – Behavioral Psychology in Landing Page Design – Setting Campaign Goals and Metrics – Google Analytics Integration – Tracking and Performance Monitoring.

#### Unit V: SEM Management and Advanced Techniques

Remarketing Strategies – Mobile SEM – Display and Video Ads – Display Network Campaign Optimization – View Tracking and Conversion Measurement – Integrating SEM with Overall Digital Strategy.

## Student Centric Activities

- Develop a mock Google Ads campaign based on a real or hypothetical product, including keyword selection and ad copy.
- Analyze existing SEM campaigns using tools like Google Ads and suggest improvements in bidding strategy and ad structure.
- Create a landing page optimized for user behavior and conversion, integrating UI/UX principles.
- Participate in a simulated PPC auction and bid management activity to understand CPC and budget allocation.
- Conduct a comparative analysis of Google Ads and Bing Ads platforms through group presentations.

## References

1. Szetela, D., & Kerschbaum, J. (2010). *Pay-per-click search engine marketing: An hour a day*. Wiley.
2. Moran, M., & Hunt, B. (2014). *Search Engine Marketing, Inc.: Driving search traffic to your company's website* (3rd ed.). IBM Press.
3. Riman, T. (2020). *A beginner's guide to paid search marketing: Search engine marketing for beginners*. Independently published.
4. Kent, P. (2006). *Pay-per-click search engine marketing for dummies*. For Dummies.
5. Clarke, A. (2021). *Google Ads (AdWords) workbook: Advertising on Google Ads, YouTube, & the Display Network*. Web Analytics Consultants.

## SEMESTER-IV

### COURSE 10: FINANCIAL MANAGEMENT

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Introduce students to the principles and functions of financial management.
- Provide knowledge on financial planning, capital budgeting, and working capital management.
- Develop skills in evaluating financial performance using various tools.
- Familiarize students with the concepts of cost of capital, capital structure, and dividend policies.
- Enable students to make sound financial decisions in business contexts.

#### Course Outcomes (COs)

Upon completion of the course, students will be able to:

**CO1:** Understand the role and scope of financial management in business.

**CO2:** Analyze financial statements and ratios to evaluate firm performance.

**CO3:** Apply capital budgeting techniques to assess investment decisions.

**CO4:** Evaluate decisions related to capital structure, leverage, and dividend policy.

**CO5:** Plan and manage working capital efficiently.

#### Unit I: Introduction to Financial Management

Nature, Scope, and Objectives of Financial Management – Profit vs. Wealth Maximization – Functions of Finance Manager – Time Value of Money – Risk and Return Trade-Off – Financial Decisions and their Interrelation.

#### Unit II: Capital Budgeting

Meaning and Importance of Capital Budgeting – Methods: Payback Period, NPV, IRR, Profitability Index – Capital Rationing Analysis

#### Unit III: Capital Structure and Cost of Capital

Concept and Significance of Capital Structure – Factors Affecting Capital Structure – Leverages: Operating, Financial, and Combined – EBIT-EPS Analysis – Cost of Capital: Cost of Equity, Debt, Preference Shares, Weighted Average Cost of Capital (WACC).

#### Unit IV: Working Capital Management

Concept and Need for Working Capital – Determinants of Working Capital – Operating Cycle – Management of Cash, Inventory, and Receivables – Working Capital Financing – Estimation of Working Capital Requirement.

## **Unit V: Dividend and Financial Decisions**

Dividend Policy: Determinants and Types – Theories of Dividend: Walter, Gordon, and MM Hypothesis – Financial Planning – Sources of Finance: Long-Term and Short-Term.

### **Student-Centric Activities**

- **Case Studies** on capital budgeting or working capital problems.
- **Group Projects** on analyzing financial performance of listed companies.
- **Role Play** as financial advisors making investment recommendations.
- **Financial Planning Simulation** using Excel for WACC or capital structure decisions.
- **Quizzes & MCQs** on time value of money and ratio analysis.

### **Recommended Textbooks**

1. **Khan, M.Y. & Jain, P.K.** (2022). *Financial Management: Text, Problems and Cases*. McGraw Hill.
2. **Pandey, I.M.** (2021). *Financial Management*. Vikas Publishing.
3. **Chandra, Prasanna.** (2022). *Financial Management: Theory and Practice*. Tata McGraw Hill.
4. **Rustagi, R.P.** (2021). *Fundamentals of Financial Management*. Taxmann.
5. **Van Horne, J.C. & Dhamija, S.** (2020). *Financial Management and Policy*. Pearson Education.

## SEMESTER-V

### COURSE 11: ENTREPRENEURSHIP & START-UP ECOSYSTEM

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Develop an entrepreneurial mindset and understanding of business creation.
- Introduce the start-up ecosystem and its role in economic development.
- Equip students with tools for opportunity recognition, idea validation, and business planning.
- Familiarize students with funding options, incubation, and acceleration mechanisms.
- Analyze government support, legal aspects, and scaling strategies for start-ups.

#### Course Outcomes (COs)

After successful completion, students will be able to:

**CO1:** Understand key concepts of entrepreneurship and innovation.

**CO2:** Identify viable business opportunities and develop start-up ideas.

**CO3:** Evaluate start-up funding models, incubation, and support ecosystems.

**CO4:** Draft business models using lean canvas and pitch decks.

**CO5:** Analyze challenges and strategies for start-up growth and sustainability.

#### Unit I: Fundamentals of Entrepreneurship

Definition, Nature, and Characteristics of Entrepreneurship – Types of Entrepreneurs – Functions and Role in Economic Development – Entrepreneur vs. Manager – Entrepreneurial Competencies – Entrepreneurship – Social and Women Entrepreneurship.

#### Unit II: Start-up Ecosystem and Policy Framework

Meaning and Components of Start-up Ecosystem – National and Global Start-up Ecosystems – Role of Institutions: NITI Aayog, Start-up India, DPIIT, MSME, Atal Innovation Mission – Start-up Policy Initiatives at Central and State Levels – Start-up India Recognition and Benefits.

#### Unit III: Idea Generation and Business Models

Creativity and Innovation in Entrepreneurship – Sources of Business Ideas – Screening and Feasibility Study – Design Thinking – Lean Start-up Principles – Business Model Canvas and Lean Canvas – Minimum Viable Product (MVP) – Value Proposition Design.

#### **Unit IV: Funding, Incubation, and Support Mechanisms**

Types of Start-up Funding: Bootstrapping, Angel Investors, Venture Capital, Crowd funding – Seed Funding and Series A/B/C – Role of Incubators and Accelerators – Pitching to Investors – Components of a Business Pitch – Start-up Valuation – Exit Strategies (IPO, Acquisition).

#### **Unit V: Legal, Operational & Growth Aspects**

Legal Forms of Business – Start-up Registration, Intellectual Property Rights (IPR), GST, and Compliance – Challenges in Start-up Execution – Scaling Strategies – Growth Hacking – Case Studies of Indian Unicorns and Successful Entrepreneurs – Failure and Pivoting Strategies.

#### **Student-Centric Activities**

- Ideation Workshops and pitch deck presentations.
- Visits to Incubation Centres or Start-up Hubs (e.g., T-Hub, iCreate).
- Case Study Discussions on Indian start-ups and unicorns.
- Guest Lectures from entrepreneurs, investors, and start-up mentors.
- Group Projects on preparing a business model canvas.

#### **Recommended Textbooks and Readings**

- Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2022). *Entrepreneurship*. McGraw-Hill Education.
- Sahay, A. & Nirjar, R. (2021). *Entrepreneurship and New Venture Creation*. Excel Books.
- Ries, E. (2011). *The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation*. Crown Publishing.
- Taneja, S. (2022). *Entrepreneurship Development*. Himalaya Publishing House.
- Government of India Resources: Start-up India Handbook, DPIIT Start-up Guidelines, NITI Aayog Policy Notes.

## SEMESTER-V

### COURSE 12 A: RETAIL MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objectives:

This course is designed to enable students to:

- Understand the Fundamentals of Retailing
- Analyze Consumer Behaviour in Retail Contexts
- Evaluate Retail Location and Store Design Decisions
- Understand the Retail Marketing Mix (4Ps/7Ps)
- Comprehend Retail Strategy and Operations

#### Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

**CO1:** Understand the fundamentals of retailing, types of retail formats, and analyze the growth, trends, and career opportunities in the Indian and global retail environment.

**CO2:** Evaluate retail consumer behavior and decision-making processes, and apply customer relationship management strategies supported by retail technology.

**CO3:** Apply the 7Ps of the retail marketing mix including merchandise planning, pricing, promotion, store design, service delivery, and branding.

**CO4:** Manage retail operations and logistics, including inventory control, visual merchandising, supply chain, and retail performance metrics.

**CO5:** Analyze emerging trends in e-retailing, franchising, FDI, digital and influencer marketing, and assess real-time practices through leading retailer case studies.

#### UNIT I: Introduction to Retailing

Definition, Meaning, and Evolution of Retailing -Characteristics and Importance of Retailing - Functions of a Retailer -Types of Retailers – Store-based and Non-store based - The Retailing Environment – Indian and Global Context-Growth and Trends in Retail Industry–Retail Marketing as a Career.

#### UNIT II: Retail Consumer Behavior

Understanding Retail Consumers - Factors Influencing Consumer Buying Behavior-Consumer Decision Making Process in Retail -Market Segmentation and Targeting in Retail -Customer Relationship Management in Retail -Role of Technology in Understanding Customers

#### UNIT III: Retail Marketing Mix

The 7Ps of Retail Marketing - Product – Merchandise Planning and Category Management - Price – Pricing Strategies in Retail - Place – Store Location, Layout, and Design - Promotion – Advertising, Sales Promotion, and Personal Selling - People – Role of Salespersons - Process – Service Delivery and Queue Management - Physical Evidence – Atmospherics, Branding, Packaging.

#### **UNIT IV: Retail Operations and Logistics**

Retail Store Operations – Frontend Back-end - Inventory Management and Merchandise Handling - Visual Merchandising and Planogramming -Retail Supply Chain and Logistics - Retail Technology – POS, RFID, Self-checkout - Retail Metrics – Sales per sq. ft., Footfall, Conversion Rate.

#### **UNIT V: Emerging Trends in Retail Marketing**

E-Retailing and Digital Transformation- Socialmedia and Influencer Marketing in Retail - Franchising, FDI in Retail Business in India - Future of Retail Business- Case Studies of Leading Indian and Global Retailers (e.g., Reliance Retail, D-Mart, Walmart, Amazon, IKEA)

#### **Activities:**

- Retail Store Visit & Observation Report
- Customer Interview / Survey
- Design a Retail Marketing Plan
- Visual Merchandising Contest
- Retail Metrics Case Exercise

#### **References:**

1. Retail Marketing, S.C. Bhati Himalaya Publishing House.
2. Retail Management: Functional Principles and Practices, Gibson G. Vedamani, Jaico Publishing House
3. Retailing Management, Swapna Pradhan, McGraw Hill Education
4. Retail Management, Arif Shaikh & Kaneez Fatima, Himalaya Publishing House
5. Retail Management: A Strategic Approach, Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava, Oxford University Press

## SEMESTER-V

### COURSE 12 B: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Introduce the concepts and significance of logistics and supply chain in modern business.
- Explain the components, flows, and strategies of supply chain management (SCM).
- Develop skills in managing logistics operations like transportation, warehousing, and inventory.
- Evaluate the role of IT, automation, and global sourcing in SCM.
- Equip students with decision-making tools for efficient supply chain performance.

#### Course Outcomes (COs)

After successful completion of the course, students will be able to:

**CO1:** Understand the fundamentals and functions of logistics and supply chain.

**CO2:** Apply inventory, transportation, and warehouse management techniques.

**CO3:** Analyze the role of coordination and integration in SCM.

**CO4:** Evaluate IT applications and automation in logistics operations.

**CO5:** Examine global trends and risks in managing international supply chains.

#### Unit I: Introduction to Logistics and SCM

Meaning and Scope of Logistics – Evolution of SCM – Key Elements of Supply Chain – Objectives and Importance – Logistics vs. SCM – Types of Supply Chains – Role of Supply Chain in Competitive Advantage – Drivers of SCM: Facilities, Inventory, Transportation, Information.

#### Unit II: Inventory and Warehouse Management

Types of Inventory – Inventory Control Techniques (ABC, EOQ, JIT, VMI) – Safety Stock and Reorder Levels – Warehousing: Types, Functions, Layouts – Warehouse Automation – Packaging and Handling Systems – Inventory Valuation and Costs.

#### Unit III: Transportation and Distribution Management

Modes of Transportation – Criteria for Transport Selection – Distribution Network Design – Last Mile Delivery – Cross Docking – Transportation Cost Optimization – Reverse Logistics – Green Logistics and Sustainability Practices.

#### Unit IV: IT in Logistics and Supply Chain

Use of Information Systems in SCM – ERP, SAP, WMS (Warehouse Management Systems) – RFID, Bar-coding, GPS – E-Logistics – Supply Chain Analytics – Role of Artificial Intelligence and IoT in Modern SCM – Block chains in Supply Chain.

## **Unit V: Global Supply Chains and Challenges**

Globalization and Supply Chain Integration – Sourcing and Procurement Strategies – Risk Management in Global Supply Chains – SCM in Retail, FMCG, Pharma, and E-Commerce – Current Trends: Omni-channel, Cloud SCM, Drones, Automation – Case Studies of Global and Indian Supply Chains.

### **Student-Centric Activities**

- Analyze real-time supply chain models (e.g., Amazon, Flipkart).
- Industry visits to logistics companies or warehouses.
- Group assignment on mapping a local product's supply chain.
- Seminars on emerging technologies in logistics.
- Mini projects on warehouse design, route optimization, etc.

### **Recommended Textbooks and References**

1. **Sunil Chopra & Peter Meindl** (2022). *Supply Chain Management: Strategy, Planning, and Operation*. Pearson.
2. **Ailawadi, C. & Singh, R.S.** (2021). *Logistics and Supply Chain Management*. PHI Learning.
3. **Ballou, R.H.** (2020). *Business Logistics/Supply Chain Management*. Pearson.
4. **Bowersox, D.J., Closs, D.J., & Cooper, M.B.** (2021). *Supply Chain Logistics Management*. McGraw Hill.
5. **DCSC (Delhi Chapter of Supply Chain Council)** Reports & Case Studies (online resources).

## SEMESTER-V

### COURSE 13 A: E-MAIL MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

The course aims to:

1. Provide an understanding of the fundamentals and strategic role of e-mail marketing in digital campaigns.
2. Enable learners to write engaging, persuasive, and professional e-mails that generate responses.
3. Equip students to use tools like MailChimp and other platforms for building email lists and executing campaigns.
4. Analyze performance metrics to assess the effectiveness of email marketing strategies.
5. Introduce automation techniques and best practices for successful email campaigns.

#### Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

**CO1:** Understand the landscape and strategic importance of email marketing in the digital business environment.

**CO2:** Craft email marketing content, subject lines, and campaigns that convert.

**CO3:** Design and execute automated and targeted email campaigns using tools like MailChimp.

**CO4:** Monitor email analytics to optimize performance and subscriber engagement.

**CO5:** Compare and choose suitable platforms like MailerLite, Sendinblue, and HubSpot based on organizational needs.

#### Unit I: Introduction to Logistics and Supply Chain Management

Definition, Evolution, and Objectives of Logistics and Supply Chain Management – Importance of Supply Chain Management (SCM) in Business – Key Differences between Logistics and SCM – Components of SCM: Planning, Sourcing, Making, Delivering, and Returning – Value Chain and Supply Chain Linkage – Supply Chain Drivers and Performance Metrics – Achieving Strategic Fit in SCM.

#### Unit II: Supply Chain Network Design

Role of Network Design in the Supply Chain – Factors Influencing Design Decisions – Designing Distribution Networks – Network Configuration – Facility Location and Capacity Allocation – Models for Facility Location – Global Network Design Considerations.

#### Unit III: Inventory and Warehousing Management

Role of Inventory in Supply Chains – Types of Inventory – Inventory Costs – EOQ and Safety Stock – Inventory Control Techniques (ABC, VED, FSN) – Warehousing Functions and Types – Warehouse Design and Layout – Warehouse Management Systems (WMS).

#### **Unit IV: Transportation and Logistics Operations**

Role of Transportation in SCM – Modes of Transportation – Selection Criteria – Transportation Costs and Service Trade-offs – Fleet Management – Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) – Green Logistics and Reverse Logistics – Logistics Performance Indicators.

#### **Unit V: Emerging Trends and Technologies in Supply Chain Management**

Digital Supply Chain – Role of IT in SCM – Use of ERP, RFID, and GPS in SCM – Artificial Intelligence and Machine Learning in Supply Chain Optimization – E-commerce and Omni-channel Supply Chain – Sustainable and Resilient Supply Chains – Risk Management in SCM – Case Studies of Indian and Global Supply Chains.

#### **Student Centric Activities**

- Design and run a sample email marketing campaign using Mail chimp or a similar platform.
- Draft professional promotional and transactional email templates for a selected product or service.
- Analyze real-world email marketing case studies and present performance insights.
- Conduct A/B testing for subject lines and content effectiveness.
- Create a list segmentation strategy and explain how it improves campaign targeting.

#### **Reference Books**

1. Corson-Knowles, T. (2014). *Email marketing mastery: The step-by-step system for building an email list of raving fans who buy from you*. TCK Publishing.
2. Gunelius, S. (2018). *Ultimate guide to email marketing for business*. Entrepreneur Press.
3. Jenkins, S. (2021). *Email marketing rules: A step-by-step guide to the best practices that power email marketing success*. IdeaPress Publishing.
4. Arnold, D. (2023). *The complete guide to Mailchimp for small businesses*. Independently Published.
5. Stone, D. (2020). *Email marketing demystified*:

## SEMESTER-V

### COURSE 13 B: CONTENT MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objectives:

This course is designed to:

- Introduce students to the importance and strategic role of content in digital marketing.
- Equip learners with skills for planning, creating, managing, and evaluating online content.
- Develop students' ability to use CMS tools like WordPress and manage content-based websites.
- Provide hands-on experience in using tools for content promotion, SEO, and social media integration.
- Empower students to analyze content performance and create scalable content strategies for businesses.

#### Course Outcomes: (COs)

By the end of this course, students will be able to:

**CO1:** Understand the fundamentals and strategic importance of content marketing.

**CO2:** Develop content strategies aligned with business and niche goals.

**CO3:** Design and manage content using CMS platforms like WordPress.

**CO4:** Leverage tools and techniques to distribute and promote content effectively across channels.

**CO5:** Evaluate the performance of digital content and present future-oriented content plans through capstone projects.

#### Unit I: Introduction to Content Marketing and Management

Importance of content in business – Purpose and scope of content marketing – Building content strategies – Content planning and alignment with business vision – Formulating a mission statement and its relevance – Identifying and selecting niche markets.

#### Unit II: Business Goals and Website Planning

Defining business objectives for web presence – Differentiating primary and lower-level goals – Introduction to Content Management Systems (CMS) – WordPress overview – Website design fundamentals – Site structure and navigation principles.

#### Unit III: Content Development and Web Writing

Creating and managing web content – Managing website functionality – Writing strategies for the web – Refining content using brand and design guidelines – Tools for visual content creation – Basics of HTML and CSS for CMS environments.

#### **Unit IV: Content Promotion and Social Media Integration**

Conducting competitive content analysis – Idea generation for digital content – Content tools and resource libraries – Leveraging social media channels – Building communities and driving communication – Content distribution methods.

#### **Unit V: Evaluation Tools and Capstone Project**

Introduction to social media management tools – Key metrics for content performance – Data analysis and interpretation –Capstone Project Components- Articulate the strategic criteria guiding your content creation. - Demonstrate your website and media channels that showcase content- Present your long-term plan for content creation, management, and distribution.

#### **Student Centric Activities**

- Develop a content marketing calendar for a brand or startup.
- Create blog posts, infographics, or videos based on chosen niche markets.
- Analyze a brand's content strategy and present strengths, gaps, and improvements.
- Design a mock WordPress site and publish optimized content with SEO principles.
- Participate in peer review and feedback on published content for style, clarity, and effectiveness.

#### **Reference Books**

1. Wall, A. M. (2021). *Content marketing book*. Self-published.
2. Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill Education.
3. Rose, R., & Pulizzi, J. (2011). *Managing content marketing: The real-world guide for creating passionate subscribers to your brand*. CMI Books.
4. Lieb, R. (2017). *Content: The atomic particle of marketing*. Kogan Page Publishers.
5. Halvorson, K., & Rach, M. (2012). *Content strategy for the web* (2nd ed.). New Riders.

## SEMESTER-VI

### COURSE 14 A: AI IN DIGITAL MARKETING

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objectives:**

This course is designed to:

- Understand the fundamental concepts and evolution of Artificial Intelligence (AI).
- Examine the various applications of AI in marketing domains.
- Analyze how AI is transforming digital marketing strategies and operations.
- Explore tools and platforms used in AI-driven marketing and advertising.
- Develop insights into SEO, Machine Learning (ML), and Natural Language Processing (NLP) in marketing.

#### **Course Outcomes (COs)**

**CO1:** Understand how AI helps analyze customer data for better targeting and personalization.

**CO2:** Evaluate various AI applications across digital marketing platforms.

**CO3:** Demonstrate knowledge of AI tools and how they improve marketing performance.

**CO4:** Develop strategies using AI for predictive analysis and customer engagement.

**CO5:** Apply AI technologies to optimize content, SEO, and user experience in digital marketing.

#### **Unit I: An Introduction to Artificial Intelligence**

Definition of AI – Features of AI – Scope of AI – Types of AI – History of Artificial Intelligence – How is Artificial Intelligence Changing the Face of Digital Marketing? – Importance of AI in Digital Marketing – AI in Advertising.

#### **Unit II: AI Applications**

Advanced web search engines (e.g., Google Search) – Recommendation systems (YouTube, Amazon, Netflix) – Human speech understanding (Siri, Alexa) – Self-driving cars (Waymo) – Creative tools (ChatGPT, AI Art) – Automated decision-making – AI in strategy games.

#### **Unit III: AI in Marketing**

Applications such as Publica, Affectiva, EliseAI, Google Ads, IBM, RTB House, Salesforce, Yext, Conversica, and Mutiny – AI tools for marketing efficiency.

#### **Unit IV: AI Applications in Digital Marketing**

Generating Content – Product Recommendation – Content Curation – AI Chatbots – Chatbot Marketing – Predictive Analysis – Digital Advertising – Online Searches – Email Marketing.

## **Unit V: AI, SEO, ML, and NLP**

Improved Keyword Research – Content Optimization – Enhanced User Experience – Predictive SEO – Voice and Visual Search Optimization – Machine Learning: Definition and Importance – Natural Language Processing and its Influence on Digital Marketing.

### **Student Centric Activities**

- Develop a content marketing calendar for a brand or startup.
- Create blog posts, infographics, or videos based on chosen niche markets.
- Analyze a brand's content strategy and present strengths, gaps, and improvements.
- Design a mock WordPress site and publish optimized content with SEO principles.
- Participate in peer review and feedback on published content for style, clarity, and effectiveness.

### **Reference Books:**

1. Mitchell, M. (2019). *Artificial Intelligence: A Guide for Thinking Humans*. Farrar, Straus and Giroux.
2. Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (3rd ed.). Pearson Education.
3. Khan, M. (2020). *Artificial Intelligence in Digital Marketing*. Independently published.
4. Prado, A. F. (2021). *Artificial Intelligence Allied to Digital Marketing*. Independently published.
5. Dixit, P. (2023). *Digital Marketing in the Age of Artificial Intelligence*. TechWorld Publications.

## SEMESTER-VI

### COURSE 14 B: SEARCH ENGINE OPTIMISATION

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objective:**

This course is designed to:

- Introduce students to the fundamentals and structure of Search Engine Optimisation (SEO).
- Enable learners to understand and use key SEO tools for monitoring website traffic and performance.
- Equip students with skills to identify, analyze, and resolve website indexing and crawling issues.
- Familiarize students with techniques for optimizing website content and structure to improve search engine rankings.
- Develop the ability to interpret SEO reports and use insights for strategic digital marketing improvements.

#### **Course Outcomes (COs)**

By the end of this course, students will be able to:

**CO1:** Submit sitemaps and individual URLs for crawling.

**CO2:** Review index coverage and ensure Google has the latest version of a website.

**CO3:** Analyze performance metrics including CTR and page impressions.

**CO4:** Resolve SEO-related issues including security errors and manual actions.

**CO5:** Use legacy tools and international targeting options effectively within Google Search Console.

#### **Unit I: Overview and Performance Analysis**

Performance Metrics – Total Clicks, Total Impressions, Average CTR, Average Position  
URL Inspection Tool – URL on Google, View Crawled Page, View Source Code  
Learn More Option – Interpreting Google insights on individual URLs

#### **Unit II: Indexing and Sitemaps**

Index Coverage – Valid, Excluded, Valid with Warnings, Submitted and Indexed Pages  
Discovery – Referring Pages, Error Pages, Valid Pages- Sitemaps – Adding New Sitemaps,  
Submitted Sitemaps, Sitemap Types, Last Read, Status, Discovered URLs

#### **Unit III: Enhancements and Usability Tools**

Core Web Vitals – Overview and Metrics- Mobile Usability – Issues and Fixes- Advanced  
Enhancements – AMP, Breadcrumbs, FAQs, How-to, Logos, Review Snippets, -Site Links,  
Searchbox Optimization.

#### **Unit IV: Security & Manual Actions**

Manual Actions – Identifying and Removing Manual Penalties, Security Issues – Types of SEO-  
related security errors, Security Reports – Analyzing and Resolving Security Alerts.

## **Unit V: Legacy Tools and Reporting Functions**

Legacy Tools – Links, Settings, Submit Feedback, Google Versioning – About the New Version, Advanced Options – International Targeting, Messages, URL Parameters, Web Tools

### **Student Centric Activities**

- Conduct SEO audit of a live website and submit a report with recommendations.
- Create keyword research reports using tools like Google Keyword Planner or Ubersuggest.
- Optimize a sample web page using meta tags, titles, and headers for better ranking.
- Track and analyze website traffic using Google Search Console and Google Analytics.
- Participate in SEO case studies and group discussions on changing search engine algorithms.

### **References:**

1. From, A. (2021). *The ultimate guide to Google Search Console*. HubSpot. <https://blog.hubspot.com/marketing/google-search-console>
2. Thomas, S., & Jaison, E. (2016). *Google Search Console: Knowledge Panel*.
3. Blokdyk, G. (2018). *Google Search Console: A Complete Guide*. Bookshout Publishers.
4. Ledford, J. L. (2015). *SEO 2016: Learn search engine optimization with smart internet marketing strategies*. Wiley.
5. Fishkin, R., & Hogenhaven, T. (2015). *Inbound marketing and SEO: Developing visibility and authority in the web*. Wiley.

## SEMESTER-VI

### COURSE 15 A: MANAGEMENT & INFORMATION SYSTEMS

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Introduce the basic concepts, components, and types of information systems used in business management.
- Develop an understanding of how information systems support managerial decision-making, operations, and strategy.
- Explain the technological foundation of modern MIS including databases, networks, and enterprise systems.
- Evaluate the ethical and security aspects of managing information in organizations.
- Explore recent trends such as ERP, AI, cloud computing, and data analytics in MIS.

#### Course Outcomes (COs)

After completing this course, students will be able to:

**CO1:** Understand the role of information systems in enhancing business performance.

**CO2:** Analyze the components and types of information systems used in organizations.

**CO3:** Explain how MIS supports decision-making at different managerial levels.

**CO4:** Assess the security, ethical, and legal issues related to information systems.

**CO5:** Apply knowledge of MIS in practical business contexts and emerging technologies.

#### Unit I: Introduction to Management Information Systems

Definition and Characteristics of MIS – Role and Importance of MIS in Business – Components of MIS: People, Hardware, Software, Data, and Networks – Information vs. Data – Types of Information Systems: TPS, MIS, DSS, ESS – Strategic Role of MIS – Challenges in MIS Implementation.

#### Unit II: Information Systems and Business Processes

Business Processes and Information Systems Integration – Functional Information Systems: Marketing, Finance, HR, Production – Cross-functional Systems – Business Process Reengineering (BPR) – Enterprise Resource Planning (ERP): Concept, Benefits, and Challenges – Supply Chain and Customer Relationship Management Systems.

### **Unit III: Database and Network Fundamentals**

Introduction to Database Concepts – Data Hierarchy – Database Management System (DBMS) – Types of Databases – SQL (conceptual overview) – Data Warehousing and Data Mining – Basics of Computer Networks – LAN, WAN, Internet, and Intranet – Network Topologies and Protocols – Cloud Computing Basics.

### **Unit IV: Decision Support and E-Business Systems**

Decision-Making Process – Role of MIS in Decision-Making – Decision Support Systems (DSS) and Executive Information Systems (EIS) – Business Intelligence and Data Analytics – E-Commerce and E-Business: Models and Applications – Mobile Computing – Online Payment Systems – Social Media and MIS.

### **Unit V: Security, Ethics, and Trends in MIS**

Information System Security Risks – Cybersecurity Threats – Risk Management and Disaster Recovery – Data Privacy and Protection – Ethical and Legal Issues in MIS – IT Governance and Compliance – Emerging Trends: Artificial Intelligence, Blockchain, Internet of Things (IoT), and Green Computing.

### **Student-Centric Activities**

- Analyze the MIS structure of a real business through a company visit or virtual case study and present findings.
- Develop a flowchart or process map for a business function (e.g., HR recruitment) integrating MIS elements.
- Prepare a group presentation on emerging trends in MIS such as AI, ERP, IoT, or Cloud Computing.
- Conduct a role-play simulating a cyberattack scenario and demonstrate risk mitigation steps and ethical responses.
- Build a simple database using MS Access or Google Sheets to manage sample business data like sales or inventory.

### **Recommended Textbooks and Readings**

1. Laudon, K. C., & Laudon, J. P. (2022). *Management Information Systems: Managing the Digital Firm*. Pearson Education.
2. O'Brien, J. A., & Marakas, G. M. (2021). *Management Information Systems*. McGraw Hill.
3. Jawadekar, W. S. (2022). *Management Information Systems*. Tata McGraw Hill.
4. Raymond McLeod & George Schell (2021). *MIS: Foundations of E-Business*. Pearson Education.
5. Alexis Leon (2021). *Enterprise Resource Planning*. McGraw Hill.

## SEMESTER-VI

### COURSE 15 B: CONTENT MANAGEMENT SYSTEM

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objective**

This course is designed to:

- Equip students with practical knowledge to design and develop professional websites using Content Management Systems (CMS), with a focus on WordPress.
- Enable students to work with various WordPress themes and customize them to suit business or personal website needs.
- Introduce the installation and configuration of plugins for enhancing website functionality, security, and SEO.
- Guide students in managing and structuring website content effectively using WordPress tools.
- Train students in deploying websites from local servers to web hosting platforms, including domain registration and server setup.

#### **Course Outcomes (COs)**

After successful completion of the course, the student will be able to:

**CO1:** Understand the concept and components of CMS platforms, especially WordPress.

**CO2:** Set up a local server environment and install WordPress.

**CO3:** Customize themes and use plugins to enhance website performance and functionality.

**CO4:** Design, develop, and optimize a complete website.

**CO5:** Deploy and manage content on hosted web servers.

#### **Unit I: Introduction**

Hosting your CMS – Types of WordPress – Setting up local server – Downloading XAMPP – Installing XAMPP to create local server

#### **Unit II: Installation**

Installing WordPress – Extracting WordPress files – Logging into Word Press Dashboard – Navigating the Dashboard – Functions of Dashboard Components

#### **Unit III: Themes**

Installing Word Press Themes – Finding and Customizing Themes – Widgets in Word Press – Installing Premium Themes – Importing Demo Content

#### **Unit IV: Plugins**

Installing Word Press Plugins – SEO Optimization Plugins – Speed Optimization – Security Plugins – Contact Form Plugins – Setting up a Contact Page – Basics of One-Page SEO Optimization

## **Unit V: Page Creation and Deployment**

Creating Pages and Managing Settings – Choosing and Registering Domain Names – Selecting Hosting Providers – Setting Up Web Server – Installing WordPress on Server – Migrating Content from Local to Live Server

### **Student-Centric Activities**

- Practical Assignment: Create a fully functional website (e.g., for a business/startup) using WordPress with at least 5 pages.
- Workshop: Hands-on workshop on installing WordPress and configuring themes and plugins.
- Theme Customization Challenge: Design and present a customized theme for a portfolio or blog site.
- Website Audit Presentation: Students audit a live WordPress website and suggest improvements in design, SEO, and usability.
- Group Activity: Collaborate to create a WordPress site for a fictional organization and present the backend setup and user interface.
- Design and launch a basic WordPress website with theme customization and plugin integration.
- Conduct peer reviews of classmates' websites to assess layout, usability, and content structure.
- Create a tutorial video on installing and configuring a CMS locally using XAMPP.
- Develop a content publishing plan for a blog or business site using categories and tags.
- Participate in a workshop on SEO optimization and content scheduling in WordPress.

### **References**

1. Williams, R., & Williams, J. A. (2022). *WordPress for beginners 2022: A visual step-by-step guide to mastering WordPress*. Independently published.
2. Sabin-Wilson, L. (2021). *WordPress all-in-one for dummies* (4th ed.). Wiley.
3. Stern, D. (2020). *WordPress 5 complete: Build beautiful and feature-rich websites from scratch* (8th ed.). Packt Publishing.
4. Totz, J. (2021). *Professional WordPress: Design and development* (3rd ed.). Wrox.
5. Chandler, A. (2022). *SEO 2022: Learn search engine optimization with smart internet marketing strategies*. CreateSpace Independent Publishing.

## SEMESTER-VII

### COURSE 16: MOBILE MARKETING

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objectives**

This course is designed to:

- Provide a comprehensive understanding of mobile marketing concepts and tools.
- Enable students to utilize mobile devices and technologies for promoting products and services.
- Familiarize students with mobile applications, websites, SMS, MMS, and campaign delivery options.
- Explore mobile advertising, search marketing, and integration with social media platforms.
- Provide practical exposure to mobile marketing tools such as Buffer for campaign execution.

#### **Course Outcomes (COs)**

By the end of the course, students will be able to:

**CO1:** Effectively use mobile devices and applications for marketing and promotion.

**CO2:** Design integrated mobile and social media strategies.

**CO3:** Apply mobile-specific content formats, QR codes, AR, and IVR technologies.

**CO4:** Execute and analyze mobile advertising campaigns and monitor compliance.

**CO5:** Demonstrate hands-on skills using Buffer software for managing mobile marketing pages and campaigns.

#### **Unit I: Introduction to Mobile Marketing**

Definition and Importance – Understanding Mobile Devices – Choosing the Right Mobile Device – Core Product and Service Offerings – Campaign Delivery Options: SMS & MMS Messaging – Mobile Applications – Mobile Websites – App Marketing Strategies.

#### **Unit II: Supplemental Mobile Products and Services**

Campaign Delivery Options: QR Codes – Augmented Reality – Interactive Voice Response (IVR) – Comparison with Traditional Marketing – User Experience and Interactivity.

### **Unit III: Mobile Advertising and Search**

Mobile Advertising Trends – Mobile and Search Integration – Programmatic Ad Buying – Incentives and Loyalty Programs – Mobile Rules and Regulations – Mobile Marketing Compliance.

### **Unit IV: Mobile Marketing and Social Media Integration**

Content Marketing for Mobile – Facebook Ads for Mobile – Location-Based Services – Use of Beacons: Opportunities and Challenges – Responsive Website Design – Mobile Analytics and Measurement – Career Paths in Mobile Marketing.

### **Unit V: Practical Lab Using Buffer Software**

Hands-on Practice with Buffer – Creating Mobile Marketing Pages – Planning and Scheduling Mobile Campaigns – Analytics and Insights – Integration with Other Social Platforms.

### **Student Centric Activities**

- Create a mobile marketing campaign using SMS or QR codes for a local product or service.
- Analyze and present case studies of successful mobile advertising strategies.
- Develop a responsive landing page for a mobile marketing initiative.
- Conduct a class survey on mobile usage behavior and present insights using charts.
- Simulate the use of mobile marketing tools such as Buffer or Mailchimp in lab sessions.

### **Reference Books (APA Style)**

1. Rowles, D. (2013). *Mobile marketing: How mobile technology is revolutionizing marketing, communications and advertising*. Kogan Page.
2. Ghose, A. (2017). *Tap: Unlocking the mobile economy*. MIT Press.
3. Qualman, E. (2019). *Socialnomics: How social media transforms the way we live and do business*. Wiley.
4. Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). Routledge.
5. Ryan, D. (2020). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (5th ed.). Kogan Page.

## SEMESTER-VII

### COURSE 17: SERVICES MARKETING

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Develop a foundational understanding of the service sector and its significance in marketing.
- Analyze the structure and management of the service marketing mix.
- Understand customer expectations and perception of services.
- Evaluate service failure incidents and apply service recovery strategies.
- Examine marketing applications across various service industries such as banking, healthcare, and hospitality.

#### Course Outcomes

Upon successful completion of this course, students will be able to:

**CO1:** Understand the growth, types, and nature of services and the role of the service sector in India's economy.

**CO2:** Apply the extended marketing mix (7Ps) in designing service marketing strategies.

**CO3:** Evaluate factors influencing customer expectations and perceptions in service encounters.

**CO4:** Design effective service recovery mechanisms and understand the quality dimensions in services.

**CO5:** Analyze and apply marketing concepts to specific service industries like banking, healthcare, hospitality, and BPO.

#### Unit I: Introduction to Services

Role of services in the Indian economy – Nature and characteristics of services – Reasons for growth in the service sector – Classification of services – Differences between goods and services – Importance of service marketing – Challenges and obstacles in service marketing – Global and Indian scenario of service sector growth.

#### Unit II: Service Marketing Mix

Marketing management process for services – Segmentation, targeting, and positioning in service marketing – Elements of the services marketing mix: Product, Price, Place, Promotion, People, Process, and Physical Evidence – Strategies for managing the service marketing mix – Controlling and evaluating service marketing performance.

#### Unit III: Customer Expectations of Service

Definition and types of customer expectations – Factors influencing customer expectations of service – The role of past experiences, personal needs, and word-of-mouth – Issues related to understanding and managing customer expectations – Customer perception of service: Service encounters, service evidence, and customer satisfaction.

#### **Unit IV: Service Quality and Service Recovery**

Understanding service failure and its impact – Customer response to service failures – Service recovery: Need, types, and strategies – Designing effective service recovery systems – Service guarantee as a tool for managing failures – Service quality: Dimensions, measurement, and human elements influencing service quality.

#### **Unit V: Marketing of Services**

Application of service marketing in key sectors – Marketing of financial services: Banking and Insurance – Marketing in healthcare services – Hospitality and tourism services – Retail and distribution services – Emerging service sectors: Business Process Outsourcing (BPO) – Marketing challenges and strategies in each sector.

#### **Student-Centric Activities**

- **Field Visit and Service Audit:** Students visit a local bank, hospital, or hotel to observe service delivery and evaluate service quality using SERVQUAL model.
- **Case Study Analysis:** Analyze real-world service failure and recovery cases from companies like Jet Airways, ICICI Bank, or Apollo Hospitals.
- **Role-Play Activities:** Simulate service encounters (front-office interactions) and practice managing customer expectations and complaints.
- **Mini Project:** Students design a complete service marketing mix (7Ps) for a hypothetical service start-up (e.g., online tutoring, cloud kitchen).
- **Customer Satisfaction Survey:** Conduct and analyze primary data from users of local services (e.g., food delivery apps or salons) to understand customer perception.

#### **Reference Books**

1. Rao, K. R. M. (2021). *Service marketing*. Pearson Education.
2. Venugopal, V., & Raghu, N. (2021). *Services marketing*. Himalaya Publishing House.
3. Reddy, P. N. (2022). *Services marketing*. Himalaya Publishing House.
4. Jha, S. M. (2020). *Services marketing*. Himalaya Publishing House.
5. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.

## SEMESTER-VII

### COURSE 18: TRAINING & DEVELOPMENT

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Provide conceptual clarity on training and development as strategic HR functions.
- Familiarize students with methods of training need assessment, program design, and delivery.
- Develop skills in evaluating training effectiveness and return on training investment.
- Explore various modern methods of learning including e-learning and competency-based training.
- Equip students to design customized training and development programs for diverse organizations.

#### Course Outcomes (COs)

After completion of this course, students will be able to:

**CO1:** Understand the strategic role of training in human resource development.

**CO2:** Conduct training needs analysis and design training programs effectively.

**CO3:** Apply various training methods suited to employee roles and organizational goals.

**CO4:** Evaluate training outcomes using scientific models and ROI metrics.

**CO5:** Design learning interventions using modern tools including e-learning and coaching.

#### Unit I: Introduction to Training and Development

Definition, Scope, and Objectives of Training – Importance of Training in HRD – Difference between Training, Education, Learning, and Development – Principles of Adult Learning – Role of HR Manager in Training – Training as a Strategic Function – Learning Organizations and Organizational Learning.

#### Unit II: Training Needs Assessment and Planning

Concept of Training Need Analysis (TNA) – Levels of TNA: Organizational, Task, and Individual – Methods of Identifying Training Needs – Designing the Training Plan – Setting Training Objectives – Identifying Target Audience – Budgeting and Scheduling for Training.

#### Unit III: Training Methods and Techniques

On the Job Training Methods: Coaching, Mentoring, Job Rotation, Job Instruction Technique  
Off the Job Methods: Lectures, Case Studies, Role Plays, Simulation, Sensitivity Training, Outbound Learning – E-Learning, Blended Learning – Training Delivery: Trainer Qualities, Training Aids, Learning Environment.

#### Unit IV: Management Development and Career Planning

Concept and Importance of Management Development – Techniques of Executive Development – Succession Planning – Competency Mapping – Career Planning and Development – Career Anchors – Counseling and Mentoring – Training for Soft Skills, Leadership, and Managerial Competencies.

## **Unit V: Evaluation of Training Effectiveness**

Purpose and Process of Training Evaluation – Criteria for Evaluation – Kirkpatrick’s Four-Level Model – ROI on Training – Designing Feedback Mechanisms – Post-training Support – Use of Technology in Evaluation – Common Pitfalls in Training Evaluation.

### **Student-Centric Activities**

- **Training Need Analysis (TNA) Project:** Students conduct a mock TNA in a chosen organization (real or hypothetical) and prepare a needs assessment report.
- **Design a Training Module:** Groups develop a complete training program (including objectives, methods, schedule, and evaluation) on topics like leadership, sales skills, or time management.
- **Role Play and Simulation:** Practice training delivery techniques such as role plays, mock coaching sessions, and feedback drills.
- **Case Study Discussion:** Analyze successful and failed training initiatives from companies like Infosys, Tata Steel, or Google and identify key takeaways.
- **E-learning Tool Demo:** Students explore and present modern e-learning platforms (e.g., Coursera, Udemy, Moodle) for workplace training scenarios.
- **Kirkpatrick Evaluation Application:** Apply the four-level evaluation model to assess the effectiveness of a recent training program (actual or simulated).

### **Recommended Textbooks and Readings**

1. Noe, R. A. (2022). Employee Training and Development. McGraw Hill.
2. Rao, P. L. (2022). Training and Development. Excel Books.
3. Blanchard, P. N., & Thacker, J. W. (2021). Effective Training: Systems, Strategies, and Practices. Pearson Education.
4. McGrath, E. H. (2021). Training for Life and Leadership in Industry. Prentice-Hall of India.
5. Goldstein, I. L., & Ford, J. K. (2022). Training in Organizations: Needs Assessment, Development, and Evaluation. Cengage Learning.

## SEMESTER-VIII

### COURSE 19: WEB ANALYTICS

**Theory**

**Credits: 4**

**4 hrs/week**

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#### **Course Objectives**

This course is designed to:

- Introduce the basic concepts, tools, and techniques used in digital and web analytics.
- Provide students with the ability to collect, measure, and interpret digital data for business decisions.
- Understand customer behavior through web, e-commerce, and app analytics.
- Equip students with hands-on knowledge of tools like Google Analytics, Google Tag Manager, and Talkwalker.
- Enable students to analyze social media and user-generated content effectively.

#### **Course Outcomes (COs)**

By the end of the course, students will be able to:

**CO1:** Read and interpret core metrics in digital analytics such as sessions, bounce rate, and conversions.

**CO2:** Utilize Google Analytics to collect and analyze actionable data.

**CO3:** Implement tagging and event tracking using Google Tag Manager.

**CO4:** Evaluate performance across traffic sources and identify trends through reports.

**CO5:** Conduct social media analysis and web listening using free and premium tools.

#### **Unit I: Introduction to Web Analytics**

Overview of Digital Media: Owned, Earned, Paid – Web Analytics Platforms – Key Performance Indicators: Sessions, Visitors, Time on Site/Page, Bounce Rate – Navigating Google Analytics – Understanding Conversion Reports – Collecting and Interpreting Actionable Data.

#### **Unit II: E-commerce and App Analytics**

Customer Analysis and Shopping Behavior – Introduction to Mobile App Analytics – Techniques for Attracting New Users – Measuring User Behavior – Conversion Funnels and Retention Strategies.

### **Unit III: Google Tag Manager & Social Analytics**

Google Tag Manager Setup and Fundamentals – Data Layer, Variables, Events – Tag Implementation for Marketing – Facebook Analytics and Twitter Insights – Tagging for Remarketing and Campaign Optimization.

### **Unit IV: Traffic Analysis and Technical Reports**

Sources of Traffic: Direct, Referring, Search – Campaign Analytics: Google Ads, AdSense – Content Analysis: Pages, Landing Pages, Site Search – Event Tracking – Benchmarking and Technical Reports – Building a Data-Driven Culture.

### **Unit V: Social Analytics & Web Listening**

Definition and Importance of User-Generated Content (UGC) – Web Listening Basics – Key Performance Indicators in Web Listening – Tools and Platforms for Web Listening (Talkwalker, YouTube Analytics) – Free and Open-Source Tools for UGC Monitoring.

### **Student Centric Activities**

- Analyze a live website's traffic data using Google Analytics and present actionable insights.
- Create a mock Google Analytics report and interpret user behavior metrics.
- Conduct a comparative study of different web analytics tools (e.g., Google Analytics vs. Matomo).
- Design a dashboard showing key performance indicators (KPIs) for a small e-commerce site.
- Develop a web listening project using free tools to analyze user-generated content and trends.

### **Reference Books**

1. Farney, T. (2013). *Web analytics strategies for information professionals*. American Library Association.
2. Dykes, B. (2010). *Web analytics action hero: Using analysis to gain insight and optimize your business*. Adobe Press.
3. Croll, A., & Power, S. (2009). *Complete web monitoring*. O'Reilly Media.
4. Clifton, B. (2012). *Advanced web metrics with Google Analytics* (3rd ed.). Wiley.
5. Kaushik, A. (2007). *Web analytics: An hour a day*. Wiley.

## SEMESTER-VIII

### COURSE 20: CUSTOMER RELATIONSHIP MANAGEMENT

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Provide conceptual clarity on the foundations of CRM and its strategic importance.
- Impart knowledge on customer lifecycle, customer value, and loyalty models.
- Equip students with skills to manage customer data, engagement, and retention strategies.
- Expose students to CRM technologies, tools, and real-world business applications.
- Develop competencies in designing and implementing CRM strategies for diverse sectors.

#### Course Outcomes (COs)

Upon completion of this course, students will be able to:

**CO1:** Understand the evolution and strategic role of CRM in business.

**CO2:** Apply customer acquisition and retention strategies across various industries.

**CO3:** Analyze customer data and behavior for business insights.

**CO4:** Utilize CRM tools and technologies in managing customer interactions.

**CO5:** Design CRM strategies tailored to business goals and customer expectations.

#### Unit I: Introduction to CRM

Definition, Evolution and Concept of Customer Relationship Management – Importance of CRM in Today's Business Environment – CRM Cycle and Process – Goals and Objectives of CRM – Strategic Framework for CRM – Benefits of CRM to Customers and Business – CRM vs. Traditional Marketing.

#### Unit II: Customer Life Cycle and Retention Strategies

Understanding Customer Lifecycle – Customer Acquisition, Retention and Development – Strategies for Customer Retention and Loyalty – Role of Customer Satisfaction and Value – Measuring Customer Lifetime Value (CLV) – Concepts of Customer Delight, Complaint Management, and Recovery Strategies.

### **Unit III: Customer Data Management and Analytics**

Role of Information Technology in CRM – Data Warehousing and Data Mining in CRM – Customer Profiling – Use of RFM (Recency, Frequency, Monetary) Analysis – Predictive Analytics for Customer Segmentation – Privacy and Ethical Issues in Customer Data Usage.

### **Unit IV: CRM Tools and Technologies**

Overview of CRM Software Solutions – Salesforce, Zoho, HubSpot (Introductory exposure) – Operational, Analytical, and Collaborative CRM – E-CRM – Mobile CRM – CRM Dashboards and Reports – CRM in Call Centers and Customer Support – Role of AI and Automation in CRM.

### **Unit V : CRM Applications in Various Sectors**

CRM in Banking, Insurance, Retail, Healthcare, and Hospitality – CRM in B2B and B2C Markets – Social CRM – Measuring CRM Effectiveness – Best Practices and Case Studies – Challenges in Implementing CRM – Future Trends in CRM: Chatbots, Omni-channel CRM, Customer Experience (CX) Optimization.

### **Student Centric Activities**

- Develop a customer journey map for a selected brand or service.
- Simulate a CRM strategy using a case study of a retail or service organization.
- Design a CRM dashboard using Excel or CRM software (e.g., Zoho, Salesforce demo).
- Conduct a survey to understand customer satisfaction and propose CRM improvements.
- Role-play a customer interaction scenario focusing on relationship building and conflict resolution.

### **Recommended Textbooks**

1. Buttle, F. & Maklan, S. (2022). *Customer Relationship Management: Concepts and Technologies*. Routledge.
2. Kumar, V. & Reinartz, W. (2021). *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.
3. Shainesh, G. & Jagdish N. Sheth (2021). *Customer Relationship Management: A Strategic Perspective*. Macmillan.
4. Dyche, J. (2022). *The CRM Handbook: A Business Guide to Customer Relationship Management*. Addison Wesley.
5. Zikmund, W.G., McLeod, R., & Gilbert, F.W. (2021). *Customer Relationship Management*. Wiley India.

## SEMESTER-VIII

### COURSE 21: BUSINESS RESEARCH METHODOLOGY

Theory

Credits: 4

4 hrs/week

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#### Course Objectives

This course is designed to:

- Introduce the fundamentals of business research and its role in decision-making.
- Equip students with the knowledge to design research studies and choose appropriate methods.
- Develop skills in data collection, analysis, and interpretation.
- Foster critical thinking and analytical skills in evaluating research findings.
- Enable students to prepare and present effective research reports.

#### Course Outcomes (COs)

On successful completion of the course, students will be able to:

**CO1:** Understand various research methodologies applicable to business studies.

**CO1:** Formulate research problems and hypotheses effectively.

**CO1:** Design and execute surveys and other data collection techniques.

**CO1:** Apply statistical tools for data analysis and draw valid inferences.

**CO1:** Prepare comprehensive research reports using academic standards.

#### Unit I: Introduction to Business Research

Meaning, Objectives, and Significance of Business Research – Characteristics of Good Research – Types of Research: Basic vs. Applied, Exploratory, Descriptive, and Causal – Research Process: Steps in Research – Ethical Issues in Business Research – Limitations of Research in Business Decision-making.

#### Unit II: Research Design and Formulation

Meaning and Importance of Research Design – Types of Research Designs: Exploratory, Descriptive, and Experimental – Identification and Formulation of Research Problem – Setting Objectives – Formulation of Hypothesis – Types of Hypotheses – Testing of Hypotheses – Concept of Variables.

#### Unit III: Sampling and Data Collection Methods

Sampling: Definition, Need, and Types – Probability and Non-Probability Sampling Techniques – Sampling and Non-sampling Errors – Primary and Secondary Data – Data Collection Methods: Questionnaire, Schedule, Interview, Observation – Scaling Techniques: Likert Scale, Semantic Differential Scale, Rating Scales – Pilot Testing and Pre-testing Tools.

#### Unit IV: Data Analysis and Interpretation

Data Preparation – Editing, Coding, Tabulation – Descriptive Statistics: Mean, Median, Mode, Standard Deviation – Inferential Statistics: t-Test, Chi-square Test, ANOVA (conceptual understanding only) – Use of Software Tools like MS Excel/SPSS (basic exposure) – Correlation and Regression – Data Interpretation and Validity.

## **Unit VII: Research Reporting and Presentation**

Essentials of a Good Research Report – Types of Reports: Technical, Popular, Interim, Summary Reports – Report Structure: Title Page, Table of Contents, Introduction, Body, Conclusions, Bibliography, Appendices – Guidelines for Writing a Research Report – Report Presentation: Tables, Graphs, Charts – APA/MLA Citation Styles – Oral Presentation and Viva Voce Preparation.

### **Student-centric activities**

- **Research Problem Formulation Exercise:** Students identify a real-world business issue and frame a research problem with objectives and hypotheses.
- **Survey Design and Data Collection:** Design a questionnaire and collect primary data from at least 30 respondents.
- **Mini Research Project:** Carry out a short research study using any one method (survey, interview, etc.) and submit a brief report.
- **Data Analysis Practice:** Use Excel or SPSS to calculate basic statistics (mean, standard deviation, t-test) from sample data.
- **Research Report Presentation:** Prepare and present a structured research report including graphs, tables, and citations.

### **Recommended Textbooks**

1. Kothari, C.R. & Garg, G. (2022). *Research Methodology: Methods and Techniques*. New Age International.
2. Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2021). *Business Research Methods*. Cengage Learning.
3. Uma Sekaran & Bougie, R. (2022). *Research Methods for Business: A Skill Building Approach*. Wiley India.
4. Ranjit Kumar. (2022). *Research Methodology: A Step-by-Step Guide for Beginners*. SAGE Publications.
5. Krishnaswami, O.R. & Ranganatham, M. (2022). *Methodology of Research in Social Sciences*. Himalaya Publishing.