



# **KAMARAJ COLLEGE**

**(AUTONOMOUS)**

Accredited with A+ Grade by NAAC

Among Top 150 Colleges in India - NIRF Ranking 2025

இந்து நாடார் சங்கங்களால் 1966-ல் தொடங்கப்பட்ட கல்லூரி

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

**THOOTHUKUDI - 628 003.**



## **B.B.A., Digital Marketing**

### **Semester – I to IV**

### **Syllabus**

(For the Students those who joined in the academic year 2025 - 2026)

## DEPARTMENT PROFILE

**NAME OF THE PROGRAMME** : B.B.A., Digital Marketing

**PROGRAMME CODE** : 02041

**YEAR OF ESTABLISHMENT** : 2025 - 2026

**E-MAIL ID** : [kcsfbba@gmail.com](mailto:kcsfbba@gmail.com)

### **Vision:**

To develop future-ready digital marketing professionals with strong business acumen, ethical values, and the ability to innovate and lead in the evolving digital economy. The program envisions nurturing creative thinkers who can adapt to emerging digital trends and technologies. It aims to create globally competent graduates capable of driving digital transformation across industries.

### **Mission:**

To provide a strong foundation in business management integrated with contemporary digital marketing strategies and tools. The program aims to equip students with practical skills in areas such as search engine optimization, social media marketing, content creation, digital advertising, and marketing analytics. It focuses on fostering creativity, data-driven decision-making, and entrepreneurial thinking.

**College Mail Id:** [kamarajcollege@gmail.com](mailto:kamarajcollege@gmail.com)

**College Website:** [www.kamarajcollege.ac.in](http://www.kamarajcollege.ac.in)

## B.B.A., (Digital Marketing)

### Programme Objective:

<b>Learning Outcomes-Based Curriculum Framework Guidelines Based Regulations for Under Graduate Programme</b>	
<b>Programme:</b>	<b>B.B.A., Digital Marketing</b> <b>Eligibility:</b> Candidate must have passed the higher secondary (10+2) examination in the commerce Accountancy Stream.
<b>Programme Code:</b>	<b>02041</b>
<b>Duration:</b>	<b>UG – 3 years</b>
<b>Programme Outcomes:</b>	
<b>PO1:</b>	<b>Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
<b>PO2:</b>	<b>Communication Skills:</b> Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one’s views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
<b>PO3:</b>	<b>Critical thinking:</b> Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
<b>PO4:</b>	<b>Problem solving: Capacity</b> to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one’s learning to real life situations.

<b>PO5:</b>	<b>Analytical reasoning:</b> Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
<b>PO6:</b>	<b>Research-related skills:</b> A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
<b>PO7:</b>	<b>Cooperation/Team work:</b> Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
<b>PO8:</b>	<b>Leadership readiness/qualities:</b> Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

<b>Programme Specific Outcomes:</b>	
<b>PSO 1</b>	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
<b>PSO 2</b>	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
<b>PSO 3</b>	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.
<b>PSO 4</b>	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
<b>PSO5</b>	Enhance skills of analytical and critical thinking to analyze Effectiveness of Humanity.

<b>Methods of Evaluation</b>			<b>Marks</b>
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	15	25
	Assignments with PPT	5	
	Class Participation /Group Discussion	5	
<b>External Evaluation</b>	End Semester Examination		75
	<b>Total</b>		<b>100 Marks</b>
<b>Extra Credits</b>			
<b>Curricular Activities</b>	<b>Co-Curricular Activities</b>	<b>Extra-Curricular Activities</b>	
Paper Presentation	Cultural Competitions	NCC	
Paper Publication	Domain Clubs	NSS	
Placement Training		Sports	
Quiz		YRC	
Competitions		UBA	
SWAYAM /NPTEL/MOOCs			
<b>*Paper Presentation for each paper: 1 credit.</b>			

Level	Credit			
	Participation	III Prize	II Prize	I Prize
Intra college	1	2	3	4
Intercollegiate	2	3	4	5
District	3	4	5	6
University	4	5	6	7
State	5	6	7	8
National	6	7	8	9
International	7	8	9	10

**Total credits Under – Graduate Courses including Lab Hours- 2025 to 2026**

Semester	Hours	Credits
I	30	23
II	30	23
III	30	24
IV	30	25
V	30	25
VI	30	21
<b>Total</b>		<b>141</b>

\*\*Extra Credit will be given on the basis of student's performance

**Pedagogy:**

- Technology Based Learning (PPT)
- Peer Teaching (Chalk & Talk)
- Virtual Lab
- Blended Learning (Online & Offline)
- Group Learning
- Self - Study
- Games Based Learning

## COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

**First Year – Semester – I**

**B.B.A., Digital Marketing**

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL11	தமிழ் இலக்கிய வரலாறு I	3	6	3	25	75	100
Part II	25ULEN11	General English-I	3	6	3	25	75	100
Part III Core – I	25UMDM11	Principles of Management	5	5	3	25	75	100
Part III Core – II	25UMDM12	Accounting for Management	5	5	3	25	75	100
Part III EC – I	25UEDM11 25UEDM12	Any One 1. Entrepreneurship Management 2. Consumer Behaviour	3	4	3	25	75	100
Part IV SEC – I	25USDML1 25USDM11	Any One 1. Visual Branding * 2. Office Management	2	2	3	40	60	100
Part IV FC	25UFDM11	Managerial Communication	2	2	3	25	75	100
Total			<b>23</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

\* (Practical)

## COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

**First Year – Semester – II**

**B.B.A., Digital Marketing**

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA		
Part I	25ULTL21	தமிழ் இலக்கிய வரலாறு II	3	6	3	25	75	100
Part II	25ULEN21	General English-II	3	6	3	25	75	100
Part III Core - III	25UMDM21	Organizational Behaviour	5	5	3	25	75	100
Part III Core - IV	25UMDM22	Cost and Management Accounting	5	5	3	25	75	100
Part III EC - II	25UEDM21 25UEDM22	Any One 1. Introduction to Digital Marketing 2. Business Legislation	3	4	3	25	75	100
Part IV SEC – II	25USDML2	Any two 1. Social Media Marketing *	2	2	3	40	60	100
Part IV SEC – III	25USDM21 25USDM22	2. Monetary Marketing 3. E-Logistics	2	2	3	25	75	100
Total			<b>23</b>	<b>30</b>				
SEC-Skill Enhancement Course EC –Elective Course			CIA- Continuous Internal Assessment ESE- End Semester Examination					

**\* Practical**

**COURSE STRUCTURE**  
**(For the Students admitted from the academic year 2025 – 2026)**  
**Second Year – Semester – III**  
**B.B.A., Digital Marketing**

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA		
Part I	25ULTL31	தமிழக வரலாறும் பண்பாடும்	3	6	3	25	75	100
Part II	25ULEN31	General English III	3	6	3	25	75	100
Part III Core – V	25UMDM31	Human Resource Management	4	4	3	25	75	100
Part III Core - VI	25UMDM32	SEO and its Fundamentals	4	4	3	25	75	100
Part III Core - VII	25UMDM33	Production and Materials Management	4	4	3	25	75	100
Part III EC - III	25UEDM31 25UEDM32	Any One 1. Database Management Systems 2. AI Ethics and Social Implications	3	2	3	25	75	100
Part IV SEC –V SEC – VI	25USDM31 25USDM32 25USDM33	Any Two 1. International Marketing 2. Financial Literacy and Investment Strategies 3. New Venture Management	2 2	2 2	3 3	40 25	60 75	100 100
Part V	25UYOG31	Yoga , Cultural and Heritage	2	-	1.5	25	75	100
<b>Total</b>			<b>27</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

**COURSE STRUCTURE**  
**(For the Students admitted from the academic year 2025 – 2026)**  
**Second Year – Semester – IV**  
**B.B.A., Digital Marketing**

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA		
Part I	25ULTL41	தமிழும் அறிவியலும்	3	6	3	25	75	100
Part II	25ULEN41	General English-IV	3	6	3	25	75	100
Part III Core – VIII	25UMDM41	Marketing Management	5	4	3	25	75	100
Part III Core - IX	25UMDM42	Digital Marketing Analytics	4	4	3	25	75	100
Part III Core - X	25UMDM43	Financial Management	4	4	3	25	75	100
Part III EC - IV	25UEDM41 25UEDM42	Any One 1. Strategic Management 2. Influencer & Affiliate Marketing	3	2	3	25	75	100
Part IV SEC – VII	25USDM41 25USDM42	Any One 1. Website Designing 2. Fundamentals of Recruitment and Talent Acquisition	2	2	3	40	60	100
Part IV	25UEVS41	Environmental Studies	2	2	3	25	75	100
Part V	25UEA41	NCC/NSS/YRC/SPORTS/UBA	1					100
<b>Total</b>			<b>27</b>	<b>30</b>				
<b>SEC-Skill Enhancement Course</b>			<b>CIA- Continuous Internal Assessment</b>					
<b>EC –Elective Course</b>			<b>ESE- End Semester Examination</b>					

## Semester – I Principles of Management

<b>Title of the Course</b>	<b>Principles of Management</b>				
<b>Course Type</b>	<b>Core – I</b>				
<b>Course Code</b>	<b>25UMDM11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>5</b>		<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To impart knowledge about evolution of management.
LO2	To provide understanding on planning process and importance of decision making in organization.
LO3	To learn the application of principles in organization.
LO4	To study the process of effective controlling in organization.
LO5	To familiarize students about significance of ethics in business and its implications.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.
<b>II</b>	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.
<b>III</b>	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.
<b>IV</b>	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal Ethics External - Environment Protection - Responsibilities of Business.
<b>Recommended Texts</b>	
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017.
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017.
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015.
<b>Reference Books</b>	
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3.	Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
4.	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.
5.	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.
<b>Web Resources</b>	
1.	<a href="https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf/">https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf/</a>
2.	<a href="https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf/">https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf/</a>
3.	<a href="https://openstax.org/details/books/principles-management/">https://openstax.org/details/books/principles-management/</a>
4.	<a href="https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management/">https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management/</a>
5.	<a href="https://biz.libretexts.org/Courses/Lumen_Learning/Principles_of_Management_(Lumen)/">https://biz.libretexts.org/Courses/Lumen_Learning/Principles_of_Management_(Lumen)/</a>

<b>Course Outcomes</b>								
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Describe nature, scope, role, levels, functions and approaches of management.							
<b>CO 2</b>	Apply planning and decision making in management.							
<b>CO 3</b>	Identify organization structure and various organizing techniques.							
<b>CO 4</b>	Understand Direction, Co-ordination & Control mechanisms.							
<b>CO 5</b>	Relate and infer ethical practices of organisation.							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3	3	3	2
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	2	3	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.8</b>

S – Strong (3)

M – Medium (2)

L – Low (1)

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	2	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

## Accounting for Management

<b>Title of the Course</b>	<b>Accounting for Management</b>				
<b>Course Type</b>	<b>Core – II</b>				
<b>Course Code</b>	<b>25UMDM12</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>5</b>		<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To Impart Knowledge about basic concepts of Accounting and its Applications.
LO2	To Analyze and Interpret Financial Reports of a Company.
LO3	To Understand the Gross Profit and Net Profit earned by Organization.
LO4	To Understand the procedures of Accounting under Bills of Exchange.
LO5	To Foster Knowledge on calculation of the Deprecation.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.
<b>II</b>	Subsidiary book – Preparation of cash Book – Bank Reconciliation Statement – Rectification of Errors – Suspense Account.
<b>III</b>	Preparation of Final Accounts – Adjustments – Closing Stock, Outstanding, Prepaid and Accrued, Depreciation, Bad and Doubtful Debts, Provision and Discount on Debtors and Creditors, Interest on Drawings and Capital.
<b>IV</b>	Bills of Exchange – Trade and Accommodation bills – Renewals – Dishonour due to insolvency – Retiring the bill.
<b>V</b>	Deprecation – Definition, Causes, Methods of Deprecation (Straight Line Method, Written Down Value Method and Annuity Method).

<b>Recommended Texts</b>	
1.	R.L.Gupta&Radhasamy.M - Advanced Accountancy, New Delhi: Sultan Chand & Sons.
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition.
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education.
<b>Reference Books</b>	
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai.
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications, 6th Edition, 2019.
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017.
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
<b>Web Resources</b>	
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a>
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a>
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>

<b>Course Outcomes</b>								
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Prepare Journal, Ledger, Trial Balance and Cash Book.							
<b>CO 2</b>	Classify Errors and Making Rectification Entries.							
<b>CO 3</b>	Prepare Final Accounts with Adjustments.							
<b>CO 4</b>	Prepare Bills of Exchange.							
<b>CO 5</b>	To Understand the methods and Calculation of Depreciation.							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	2	3	3	2
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	2	3	3	2	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Entrepreneurship Management

<b>Title of the Course</b>	<b>Entrepreneurship Management</b>				
<b>Course Type</b>	<b>Elective Course – I</b>				
<b>Course Code</b>	<b>25UEDM11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	--	--	<b>60</b>

<b>Learning Objectives</b>	
LO1	To develop participants' entrepreneurial mindset and equip them with practical skills.
LO2	To identify business opportunities, create viable business models, and manage resources effectively.
LO3	To Understand the resource management and risk minimization.
LO4	To prepares individuals to launch and sustain successful ventures in dynamic markets by fostering innovation, strategic thinking, and leadership.
LO5	To Foster Knowledge on strategies and sustainable practices.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Entrepreneurship Skills Development:</b> Idea Generation – Opportunity Recognition – Creativity and Innovation – Problem - Solving Techniques.
<b>II</b>	<b>Business Planning:</b> Market Analysis – Financial Projections – Business Model Development – Strategic Planning.
<b>III</b>	<b>Resource Management:</b> Budgeting – Human Resource Planning – Technology Utilization – Risk Management.
<b>IV</b>	<b>Leadership Skills:</b> Team Building – Decision-Making – Conflict Resolution – Effective Delegation.
<b>V</b>	<b>Growth Strategies:</b> Scaling up – Networking – Leveraging Partnerships – Sustainable Practices.

<b>Recommended Texts</b>	
1.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" Author: Eric Ries
2.	Start with Why: How Great Leaders Inspire Everyone to Take Action" Author: Simon Sinek
3.	The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future" Author: Chris Guillebeau
4.	Zero to One: Notes on Startups, or How to Build the Future" Author: Peter Thiel with Blake Masters
5.	The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It" Author: Michael E. Gerbe
<b>Reference Books</b>	
1.	Steven D. Levitt and Stephen J. Dubner. SuperFreakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance. 1st Edition, William Morrow, 2009.
2.	Eric Ries. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. 1st Edition, Crown Business, 2011.
3.	Sarah L. Lichtenstein and Michael J. Lichtenstein. The Art of Entrepreneurship: The Founder's Journey from Idea to IPO. 1st Edition, Wiley, 2023.
<b>Web Resources</b>	
1.	<a href="https://www.startupindia.gov.in/content/sih/en/reources/online-courses.html">https://www.startupindia.gov.in/content/sih/en/reources/online-courses.html</a>
2.	<a href="https://www.coursera.org/browse/business/entrepreneurship">https://www.coursera.org/browse/business/entrepreneurship</a>
3.	<a href="https://onlinecourses.swayam2.ac.in/cec25_cm16/preview">https://onlinecourses.swayam2.ac.in/cec25_cm16/preview</a>
4.	<a href="https://pll.harvard.edu/subject/entrepreneurship">https://pll.harvard.edu/subject/entrepreneurship</a>
5.	<a href="https://openlearning.mit.edu/news/free-online-courses-mit-entrepreneurs-and-innovators">https://openlearning.mit.edu/news/free-online-courses-mit-entrepreneurs-and-innovators</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Attain the ability to identify and evaluate viable business opportunities in diverse industries and markets.
<b>CO 2</b>	Develop comprehensive business plans, including market analysis, financial projections, and operational strategies.
<b>CO 3</b>	Learn to acquire and effectively manage resources, including human, financial, and technological assets, for entrepreneurial success.
<b>CO 4</b>	Learn to acquire and effectively manage resources and technology upgradation.
<b>CO 5</b>	Learn to acquire and effectively manage strategies and growth.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>

## Consumer Behaviour

<b>Title of the Course</b>	<b>Consumer Behaviour</b>				
<b>Course Type</b>	<b>Elective Course – I</b>				
<b>Course Code</b>	<b>25UEDM12</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>4</b>		<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To understand the different concepts relating to nature, scope and application of consumer behavior.
LO2	To understand the various internal influences on consumer behavior.
LO3	To comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
LO4	To learn about the various external influences on consumer behavior.
LO5	To understand the process of human decision making in a marketing context.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction to Consumer behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research.
<b>II</b>	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory.
<b>III</b>	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation.
<b>IV</b>	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: consumer roles within a family; purchase influences and role played by children; family life cycle.

V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation - resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.
<b>Recommended Texts</b>	
1.	'Predictably Irrational' – Dan Ariely - Explores the hidden forces that shape our decisions, providing insights into the irrational aspects of consumer behaviour.
2.	'Consumer behaviour' – Leon G. Schiffman, Leslie Lazar Kanuk, and Joseph Wisenblit - A comprehensive guide covering various aspects of consumer behaviour, including perception, motivation, attitudes, and decision-making processes.
3.	"The Big Five Personality Traits and Consumer Behavior" – Explores how personality traits influence shopping habits.
4.	"Persuasion: Social Influence and Compliance Gaining" – Robert B. Cialdini explains how personality influences consumer choices and persuasion techniques.
5.	'Thinking, Fast and Slow' – Daniel Kahneman - Delves into the dual systems of thought that drive our decisions, offering a deeper understanding of consumer decision-making processes.
<b>Reference Books</b>	
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited.
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi.
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.
<b>Web Resources</b>	
1.	<a href="https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457/">https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457/</a>
2.	<a href="https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition">https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition</a>
3.	<a href="https://www.youtube.com/watch?v=ssexFXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr/">https://www.youtube.com/watch?v=ssexFXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr/</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Explain the concept of Consumer Behaviour& describe Consumer research process in detail.
<b>CO 2</b>	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
<b>CO 3</b>	Analyze the consumer decision process.
<b>CO 4</b>	Assess the impact of consumer's motivation, personality on the buying behaviour.
<b>CO 5</b>	Determine customer satisfaction and consequent post purchase behavior

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	2	3	3	2
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	2	3	3	2	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

S – Strong (3)

M – Medium (2)

L – Low (1)

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>

## Visual Branding

<b>Title of the Course</b>	<b>Visual Branding</b>				
<b>Course Type</b>	<b>Skill Enhancement Course – I (Practical)</b>				
<b>Course Code</b>	<b>25USDML1</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		--	--	2	30

<b>Learning Objectives</b>	
LO1	To know the basic of event management its concepts.
LO2	To make an event design.
LO3	To make feasibility analysis for events.
LO4	To understand the 5 Ps of Event Marketing.
LO5	To know the financial aspects of event management and its promotion.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Branding Concepts Typography and Color Theory - Composition and Layout Principles - Adobe Photoshop & Illustrator Basics - Logo Design and Brand Assets - Brand Personality and Audience Analysis.
<b>II</b>	Brand Guidelines and Visual Consistency - Marketing Materials (Posters, Brochures, Social Media Graphics) - Illustration and Iconography Packaging and Merchandise Design - UI/UX for Brand Identity.
<b>III</b>	Video Production and Storytelling - Adobe Premiere Pro & After Effects Basics - Editing Brand Videos (Promos, Ads, Social Media Content) Transitions, Effects, and Text Overlays - Audio Editing and Sound Design.
<b>IV</b>	Motion Graphics & Animation for Branding Motion Design and Kinetic Typography - Animated Logos and Brand Intros - After Effects for Motion Graphics - 2D Animation Techniques - Enhancing Brand Engagement with Animation.
<b>V</b>	Brand Strategy, Portfolio & Final Project Branding Campaign Development - Brand Storytelling and Marketing Strategies - Case Studies of Successful Brands - Professional Portfolio Creation - Final Project: Complete Branding Package.

<b>Practical Procedures</b>	
<b>S.NO.</b>	<b>Exercise</b>
1	Brand Logo Poster
2	Business Slogan Poster
3	Brand Introduction Poster (Who We Are)
4	Product / Service Poster
5	Customer Value / USP Poster
6	Offer / Promotion Poster
7	Festival / Occasion Poster
8	Call-to-Action Poster (Follow / DM / Order)
9	New Product Launch Poster
10	How-to-Use Poster
11	Customer Testimonial / Review Poster
12	Behind-the-Scenes / Team Poster
13	Values & Mission Poster
14	Sustainability / Eco-Friendly Poster
15	Thank You Poster (For Followers / Customers)

<b>Recommended Texts</b>	
1.	Graphic Design "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students Author: Ellen Lupton
2.	The Elements of User Experience: User-Centered Design for the Web and Beyond" Author: Jesse James Garrett
3.	Video Editing "In the Blink of an Eye: A Perspective on Film Editing" Author: Walter
<b>Reference Books</b>	
1.	David Airey. Logo Design Love: A Guide to Creating Iconic Brand Identities. 2nd Edition, Peachpit Press, 2014. (Covers branding principles, logo design, and identity creation.)
2.	Ellen Lupton and Jennifer Cole Phillips. Graphic Design: The New Basics. 2nd Edition, Princeton Architectural Press, 2015. (A foundational book on design principles, typography and composition.)
3.	Michael Freeman. The Editor's Toolkit: A Hands-On Guide to the Craft of Film and Video Editing. Ist Edition, Focal Press, 2019. (A practical guide to video editing techniques and storytelling in visual media.)

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To understand basics of branding and photoshops.
<b>CO 2</b>	To design brand guidelines and visual consistency.
<b>CO 3</b>	To study video production and storytelling.
<b>CO 4</b>	To gain knowledge about motion graphics & animation for branding.
<b>CO 5</b>	To develop skills about brand strategy, portfolio & branding campaign development.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	2	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	2	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>

## Office Management

<b>Title of the Course</b>	<b>Office Management</b>				
<b>Course Type</b>	<b>Skill Enhancement Course – I</b>				
<b>Course Code</b>	<b>25USDM11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	2		--	--	30

<b>Learning Objectives</b>	
LO1	To familiar with modern office management.
LO2	To familiar with the work atmosphere.
LO3	To train the students in maintaining and running the office effectively.
LO4	To understand and organize data records.
LO5	To gain knowledge about the role of a secretary.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Modern Office and Its Function</b> Introduction — Meaning of Office — Office Functions — Importance of Office—The Changing Office—The Paperless Office — Office Management - Elements— Functions — Office Manager — Success Rules for Office Managers.
<b>II</b>	<b>Office Space and Environment Management</b> Introduction— Principles — Location of Office — Office Building — Office Layout —Preparing the Layout - Freedom from Noise and Dust - Safety from Physical Hazards - Sanitary Requirements – Cleanliness – Security - Secrecy.
<b>III</b>	<b>Office Systems and Procedures</b> The Systems Concept —Definitions—Systems Analysis —Flow of Work— Analysis of Flow of Work — Role of Office Manager in Systems and Procedures.
<b>IV</b>	<b>Records Management</b> Records — Importance of Records — Records Management — Filing — Essentials and Characteristics of a Good Filing System — Classification and Arrangement of Files — Modern Tendencies in Records Making.
<b>V</b>	<b>Secretarial Practice</b> Role of Secretary: Definition; Appointment, Duties and Responsibilities of a Personal Secretary - Qualifications for Appointment as Personal Secretary. Agenda and Minutes of Meeting. Drafting, Fax-Messages, Email. Maintenance of Appointment Diary.

<b>Recommended Texts</b>	
1.	R S N Pillai & Bagavathi , Office Management, S Chand Publications, New Delhi
2.	P.K. Ghosh, Office Management, Sultan Chand & Sons, New Delhi.
3.	R.K. Chopra, Office Management, Himalaya Publishing House, Mumbai.
4.	Bhatia, R.C. Principles of Office Management, Lotus Press, New Delhi.
5.	Leffingwell and Robbinson: Text book of Office Management, Tata McGraw-Hill, Noida.
<b>Reference Books</b>	
1.	Chhabra, T.N., Modern Business Organisation, Dhanpat Rai & Sons New Delhi.
2.	Terry, George R, Office Management and Control, Irwin, United States.
3.	Duggal, Balraj, Office Management and Commercial Correspondence, KitabMahal, New Delhi.
4.	Dr. I.M. Sahai, Office Management & Secretarial Practice, Sahitya Bhawan Publications, New Delhi.
5.	T Ramaswamy, Principles Of Office Management, Himalaya Publishers, Mumbai.
<b>Web Resources</b>	
1.	<a href="https://accountlearning.com/basic-functions-modern-office/">https://accountlearning.com/basic-functions-modern-office/</a>
2.	<a href="https://records.princeton.edu/records-management-manual/records-management-concepts-definitions/">https://records.princeton.edu/records-management-manual/records-management-concepts-definitions/</a>
3.	<a href="https://www.yourarticlelibrary.com/secretarial-practice/secretarial-practice-definition-importance-and-qualifications/75929/">https://www.yourarticlelibrary.com/secretarial-practice/secretarial-practice-definition-importance-and-qualifications/75929/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Familiarized with modern office management.
<b>CO 2</b>	Adapt with the modern work atmosphere.
<b>CO 3</b>	Trained in maintaining the office independently and effectively.
<b>CO 4</b>	Ability to organize data records in office.
<b>CO 5</b>	Motivated to act as a company secretary.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	2	3	3	2
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	2	3	3	2	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	2	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3
<b>Total</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>

## Managerial Communication

<b>Title of the Course</b>	<b>Managerial Communication</b>				
<b>Course Type</b>	<b>Foundation Course</b>				
<b>Course Code</b>	<b>25UFDM11</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

### Learning Objectives

LO1	To educate students role & importance of communication skills.
LO2	To build their listening, reading, writing & speaking communication skills.
LO3	To introduce the modern communication for managers.
LO4	To understand the skills required for facing interview.
LO5	To facilitate the students to understand the concept of Communication.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.
<b>II</b>	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters.
<b>III</b>	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.
<b>IV</b>	Communication through Reports – Agenda- Minutes of Meeting - Drafting of a resume - Application for a situation – Structure - Preparation of Curriculum vitae – Drafting an application for different positions.
<b>V</b>	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites - AI Tools for effective Communication

<b>Recommended Texts</b>	
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2.	Mallika Nawal –Business Communication – CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.
<b>Reference Books</b>	
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondence and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
<b>Web Resources</b>	
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>
3.	<a href="https://www.oercommons.org/curated-collections/469/">https://www.oercommons.org/curated-collections/469/</a>
4.	<a href="https://www.indeed.com/career-advice/career-development/meeting-minutes-template-examples">https://www.indeed.com/career-advice/career-development/meeting-minutes-template-examples</a>
5.	<a href="https://toolnest.org/ai-tools-for-business-communication-collaboration/">https://toolnest.org/ai-tools-for-business-communication-collaboration/</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand communication process and its barriers.
<b>CO 2</b>	Develop business letters in different scenarios
<b>CO 3</b>	Develop oral communication skills & conducting interviews
<b>CO 4</b>	Use managerial writing for business communication
<b>CO 5</b>	Identify usage of modern communication tools & its significance for managers

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	2	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	2	3	3	2	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	2	3	2	3	2
<b>Total</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>

## Semester – II Organizational Behaviour

<b>Title of the Course</b>	<b>Organizational Behaviour</b>				
<b>Course Type</b>	<b>Core – III</b>				
<b>Course Code</b>	<b>25UMDM21</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>5</b>	<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To have extensive knowledge on OB and the scope of OB.
LO2	To create awareness of Individual Behaviour.
LO3	To enhance the understanding of Group Behaviour.
LO4	To know the basics of Organizational Culture and Organizational Structure.
LO5	To understand Organizational Change, Conflict and Power.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction: Meaning, Definition, Concept of Organizational Behavior: Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB -Work Life Balance- Work environment, Ethics.
<b>II</b>	Individual Behaviour: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation: Concept; Theories Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory Job characteristics model; Redesigning jobs. 3. Perception, Decision Making: Perception and Judgments; Factors; Linking perception to individual decision making.
<b>III</b>	Group Behaviour: 1.Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Groupthink and shift; Teams; types of teams; Creating team players from individuals and team-based work - Leadership: Concept; Trait theories; Behavioral theories- Contingency theories.
<b>IV</b>	Organizational Culture and Structure: Concept of culture- Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options.
<b>V</b>	Organizational Change, Conflict and Power: Forces of change; Planned change; Resistance; Approaches - Concept of conflict, Conflict process; Types, Functional/Dysfunctional. Introduction to power and politics. Case study

<b>Recommended Texts</b>	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18 <sup>th</sup> Edition, 2022.
2.	Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011.
4.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2 <sup>nd</sup> edition.
5.	Louis Bevo, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference , Nutri Niche System LLC (28 April 2017).
<b>Reference Books</b>	
1.	Uma Sekaran, Organizational Behaviour Text & Cases, 2 <sup>nd</sup> Edition, Tata McGraw Hill Publishing CO. Ltd.
2.	Gangadhar Rao, Narayana, V.S.P. Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 <sup>st</sup> Edition.
3.	S. S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4.	J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5.	John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017).
<b>Web Resources</b>	
1.	<a href="https://www.iedunote.com/organizational-behavior/">https://www.iedunote.com/organizational-behavior/</a>
2.	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour/">https://www.london.edu/faculty-and-research/organisational-behaviour/</a>
3.	Journal of Organizational Behavior JSTOR
4.	International Journal of Organization Theory & Behavior, Emerald Publishing
5.	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior/">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior/</a>

<b>Course Outcomes</b>								
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Describe nature, scope, role, levels, functions and approaches of Organization Behaviour.							
<b>CO 2</b>	Apply the concepts, theory and individual behaviour.							
<b>CO 3</b>	Concept, theory, changes in group behavior.							
<b>CO 4</b>	Understand, create, design and implementation.							
<b>CO 5</b>	Relate and infer the organisation development.							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	2	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	2	3	3	2	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	2	3	2	3	2
<b>Total</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>

## Cost and Management Accounting

<b>Title of the Course</b>	<b>Cost and Management Accounting</b>				
<b>Course Type</b>	<b>Core – IV</b>				
<b>Course Code</b>	<b>25UMDM22</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>5</b>		<b>--</b>	<b>--</b>	<b>75</b>

<b>Learning Objectives</b>	
LO1	To Provide basic Understanding of Cost Concepts and Classification.
LO2	To Develop skills in tools & Techniques and critically evaluate decision making in business.
LO3	To Understand various ratios and cash flow related to finance
LO4	To Recognize the role of budgets and variance as a tool of planning and control.
LO5	To Gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

<b>Unit</b>	<b>Content</b>
<b>I</b>	Cost Accounting – Meaning, Nature, Scope and Functions, Need, Importance and Limitations- Cost Concepts and Classification –Cost sheets – Tenders & Quotation.
<b>II</b>	Management Accounting – Meaning, Nature, Scope and Functions, Need, Importance and Limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of Financial Statements – Nature, Objectives, Essentials and Tools, Methods – Comparative Statements, Common Size statement and Trend analysis.
<b>III</b>	Ratio Analysis – Interpretation, Benefits and Limitations. Classification of Ratios - Liquidity Ratio, Solvency Ratio, Profitability Ratio, Turnover Ratio.

<b>IV</b>	Budgets and Budgetary Control – Meaning, Objectives, Merits and Demerits – Sales Budget, Production Budget, Flexible Budget and Cash Budget.
<b>V</b>	Marginal Costing – CVP Analysis – Break even analysis. Prepare the Break Even Analysis for a Company and present the report.

<b>Recommended Texts</b>	
1.	M.C. Shukla, T.S.Grewal&S.C.Gupta - Advanced Accountancy, New Delhi,Sultan Chand & Sons, 19th Edition 2016
2.	T. S. and A .Murthy.ManagementAccounting.Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007.
4.	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
<b>Reference Books</b>	
1.	Chhabra, T.N., Modern Business Organisation, Dhanpat Rai & Sons New Delhi.
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016.
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4.	HornngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
5.	Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019.
<b>Web Resources</b>	
1.	<a href="https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf">https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf</a>
2.	<a href="https://efinancemanagement.com/financial-accounting/management-accounting/">https://efinancemanagement.com/financial-accounting/management-accounting/</a>
3.	<a href="http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859/">http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859/</a>
4.	<a href="https://www.wallstreetmojo.com/ratio-analysis/">https://www.wallstreetmojo.com/ratio-analysis/</a>
5.	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656/">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656/</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Interpret cost sheet & write comments.
<b>CO 2</b>	Compare cost, management & financial accounting
<b>CO 3</b>	Analyze the various ratio and compare it with standards to assess deviations
<b>CO 4</b>	Estimate budget and use budgetary control
<b>CO 5</b>	Evaluate marginal costing and its components

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	2
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

S – Strong (3)

M – Medium (2)

L – Low (1)

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Introduction to Digital Marketing

<b>Title of the Course</b>	<b>Introduction to Digital Marketing</b>				
<b>Course Type</b>	<b>Elective Course – II</b>				
<b>Course Code</b>	<b>25UEDM21</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	Understand the concept and importance of digital marketing in the modern marketing.
LO2	Identify and use key digital marketing tools and platforms such as search engines.
LO3	Develop skills to design, implement, and manage strategic, data-driven digital marketing campaigns.
LO4	Analyze campaign performance using metrics, analytics, and measurement tools.
LO5	Understand consumer behavior in digital ecosystems and apply integrated marketing communications and growth marketing techniques.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>FUNDAMENTALS OF DIGITAL MARKETING:</b> Introduction to Digital Marketing – Definition, Scope, Evolution of Digital Marketing, Traditional vs. Digital Marketing, Benefits and Limitations. Key digital marketing channels: Search, Display, Email, social media, Mobile
<b>II</b>	<b>WEBSITE AND CONTENT STRATEGY:</b> Website basics – domain, hosting, CMS. Importance of UI/UX, Landing pages. Content Marketing – types of content, blogging, content planning, video content, storytelling. SEO basics – keywords, on-page and off-page optimization.
<b>III</b>	<b>SOCIAL MEDIA AND EMAIL MARKETING:</b> Social media platforms – Facebook, Instagram, LinkedIn, Twitter, YouTube. Organic vs. paid promotions. Creating social media calendars. Email marketing – tools, design, segmentation, A/B testing, spam compliance.

<b>IV</b>	<b>SEARCH ENGINE MARKETING AND ONLINE ADVERTISING:</b> Search Engine Marketing (SEM) – PPC, Google Ads, Ad Rank. Online Advertising – display ads, banner ads, video ads, ad networks. Targeting and retargeting strategies. Budgeting and bid strategies.
<b>V</b>	<b>ANALYTICS, TRENDS AND CAREER OPPORTUNITIES:</b> Basics of digital analytics – Google Analytics overview, key metrics (CTR, bounce rate, conversions). Digital trends – AI in marketing, voice search, influencer marketing. Career paths in digital marketing.

<b>Recommended Texts</b>	
1.	Digital Marketing for Dummies – Ryan Deiss & Russ Henneberry
2.	Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey & Fiona Ellis-Chadwick
3.	Understanding Digital Marketing – Damian Ryan
4.	Marketing 4.0 – Philip Kotler
<b>Reference Books</b>	
1.	Social Media Marketing: A Strategic Approach – Melissa Barker et al.
2.	Digital Marketing Excellence – Dave Chaffey & PR Smith
3.	SEO 2024 – Adam Clarke
4.	Email Marketing Rules – Chad S. White
<b>Web Resources</b>	
1.	<a href="https://digitalscholar.in/digital-marketing-courses-for-beginners/">https://digitalscholar.in/digital-marketing-courses-for-beginners/</a>
2.	<a href="https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing">https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing</a>
3.	<a href="https://academy.hubspot.com/courses/content-marketing____/">https://academy.hubspot.com/courses/content-marketing____/</a>
4.	<a href="https://www.udemy.com/course/learn-digital-marketing-course/">https://www.udemy.com/course/learn-digital-marketing-course/</a>

<b>Course Outcomes</b>								
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Understand the fundamentals of digital marketing channels and strategies.							
<b>CO 2</b>	Analyze the behavior of online consumers and create digital media campaigns using content, email, social media, and search engine marketing.							
<b>CO 3</b>	Examine search engine optimization (SEO) tactics to improve website rankings and leverage digital strategies to gain a competitive advantage in business and career.							
<b>CO 4</b>	Develop skills to measure and analyze digital marketing campaign performance.							
<b>CO 5</b>	Apply integrated marketing communication techniques and digital marketing frameworks.							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	2	2	2	3	3	2	3
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>

S – Strong (3)

M – Medium (2)

L – Low (1)

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	2	3	3	3
<b>CO 2</b>	3	2	3	3	3
<b>CO 3</b>	3	2	3	3	3
<b>CO 4</b>	3	2	3	2	2
<b>CO 5</b>	3	2	3	3	3
<b>Total</b>	<b>15</b>	<b>10</b>	<b>15</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>

## Business Legislation

<b>Title of the Course</b>	<b>Business Legislation</b>				
<b>Course Type</b>	<b>Elective Course – II</b>				
<b>Course Code</b>	<b>25UEDM22</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>4</b>		<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To impart knowledge on the Factories Act, 1948
LO2	To provide insights on the Foreign Exchange Management Act, 1999
LO3	To inculcate knowledge about the Prevention of Money Laundering Act, 2002
LO4	To enable the students to learn about the Competition Act 2002
LO5	To familiarize the students about the existence of Intellectual Property Rights

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Factories Act 1948</b> Definitions - Objects –Scope – Approval – Licensing – Registration of Factories – Notice by Occupier – General Duties of Occupier and Manufacturer – Measures to be Taken by Factories for Health, Safety and Welfare of Workers – Measures – Special Provisions Relating to Hazardous Processes – Working Hours of Adults – Additional Provisions Regulating Employment of Women in a Factory – Employment of Young Person and Children – Annual Leave with Wages – Penalties and Procedures.
<b>II</b>	<b>Foreign Exchange Management Act, 1999</b> Introduction - Board Structure of FEMA – Definitions - Regulation & Management of Foreign Exchange - Contraventions & Penalties – Procedure for Compliance.

<b>III</b>	<b>Prevention of Money Laundering Act, 2002</b> Definitions – Punishment for the Offence of Money Laundering - Obligations of Banking Companies - Financial Institutions and Intermediaries or a Person Carrying on a Designated Business or Profession - Adjudication Authorities & Procedures.
<b>IV</b>	<b>Competition Act, 2002</b> Definitions - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration & Duties Powers – Competition Advocacy - Adjudication Authorities – Penalties & Prosecution.
<b>V</b>	<b>Intellectual Property Rights</b> Intellectual property rights (IPR) – An Introduction - Kinds of Intellectual Property Rights - Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India: Genesis and development.

<b>Recommended Texts</b>	
1.	Akhilleshwar Pathak, Legal aspects of business, McGraw Hill Education, Noida
2.	R.S.N. Pillai & Bagavathi, Legal aspects of business, S. Chand, New Delhi
3.	Rashmi Aggarwal, Rajinder Kaur, Legal aspects of business, Pearson Education Limited, New Delhi
4.	P.K. Padhi, Legal aspects of business, PHI Learning, New Delhi
<b>Reference Books</b>	
1.	Ravinder Kumar, Legal aspects of business, Cengage Learning, Noida
2.	Shawn Kopel, Guide to business law, Oxford University Press, England
3.	M.C. Kuchhal, Vivek Kuchhal, Business Law, S Chand Publishers, New Delhi
4.	C.L. Bansal. Business law, Taxman, New Delhi
<b>Web Resources</b>	
1.	<a href="https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf">https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf</a>
2.	<a href="https://legislative.gov.in/sites/default/files/A1999-42_0.pdf">https://legislative.gov.in/sites/default/files/A1999-42_0.pdf</a>
3.	<a href="https://stfrancislaw.com/blog/intellectual-property-rights/">https://stfrancislaw.com/blog/intellectual-property-rights/</a>

<b>Course Outcomes</b>								
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Acquire knowledge on Factories Act, 1948							
<b>CO 2</b>	Analyze the role of Foreign Exchange Management Act, 1999							
<b>CO 3</b>	Understand the practical implications of Prevention of Money Laundering Act, 2002							
<b>CO 4</b>	Evaluate the importance of Competition Act, 2002							
<b>CO 5</b>	Gain knowledge on Intelligence Property Rights							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	2	2	2	3	3	2	3
<b>CO 2</b>	3	2	2	3	2	3	2	3
<b>CO 3</b>	3	3	3	2	2	2	2	2
<b>CO 4</b>	2	1	2	4	3	2	2	3
<b>CO 5</b>	2	2	3	3	2	2	3	2
<b>Total</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>13</b>
<b>Average</b>	<b>2.6</b>	<b>2</b>	<b>2.4</b>	<b>2.8</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>	<b>2.6</b>

S – Strong (3)

M – Medium (2)

L – Low (1)

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	2	3	2	3	2
<b>CO 2</b>	3	2	1	2	1
<b>CO 3</b>	3	2	2	2	2
<b>CO 4</b>	3	2	3	2	3
<b>CO 5</b>	2	3	2	3	2
<b>Total</b>	<b>13</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>10</b>
<b>Average</b>	<b>2.6</b>	<b>2.4</b>	<b>2</b>	<b>2.4</b>	<b>2</b>

## Social Media Marketing

<b>Title of the Course</b>	<b>Social Media Marketing</b>				
<b>Course Type</b>	<b>Skill Enhancement Course (Practical)</b>				
<b>Course Code</b>	<b>25USDML2</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		--	--	2	30

<b>Learning Objectives</b>	
<b>LO1</b>	The Social Media Marketing course aims to equip participants with the knowledge and skills to design, implement, and optimize marketing strategies across various social media platforms.
<b>LO2</b>	By fostering creativity, analytical thinking, and audience engagement techniques.
<b>LO3</b>	The course prepares individuals to build strong online brand presence and drive measurable business results.
<b>LO4</b>	The course is designed to provide participants with the expertise to develop, execute, and enhance marketing strategies across diverse social media platforms.
<b>LO5</b>	Designed for aspiring marketers, this course helps participants master the art of crafting, managing, and refining social media campaigns for business success.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to Social Media Marketing:</b> Overview of Social Media Marketing – Evolution and Impact of Social Media – Importance of Social Media in Business – Key Platforms: Facebook, Instagram, Twitter, LinkedIn – Role of Social Media in Brand Building and Engagement – Trends in Social Media Marketing – Challenges and Opportunities – Future Outlook of Social Media Marketing.
<b>II</b>	<b>Content Strategy and Creation:</b> Content Types: Text, Images, Videos, Stories – Content Planning and Scheduling – Creative Tools for Content Development (Canva, Adobe Spark) – Importance of Visual and Interactive Content – Best Practices for Storytelling – Developing Consistent Brand Voice – Measuring Content Performance.
<b>III</b>	<b>Social Media Advertising:</b> Introduction to Social Media Advertising – Types of Ads: Sponsored Posts, Influencer Collaborations, Carousel Ads – Target Audience Segmentation – Ad Campaign Management – Budgeting and ROI

	Tracking – A/B Testing for Optimization – Ethical Considerations in Paid Promotions.
<b>IV</b>	<b>Analytics and Reporting:</b> Social Media Metrics: Impressions, Engagement Rates, Conversion Rates – Using Analytics Tools: Google Analytics, Facebook Insights, Hootsuite – Data-Driven Decision Making – Creating Reports for Campaign Performance – Real-time Analytics and Crisis Management – Advanced Analytics for Business Growth.
<b>V</b>	<b>Strategy Development and Integration:</b> Developing Comprehensive Social Media Strategies – Integrating Social Media with Other Digital Marketing Channels – Building Partnerships with Influencers and Content Creators – Trend Analysis and Adapting Strategies – Implementing Multi-Channel Strategies for Enhanced Visibility – Future Trends and Innovations in Social Media Marketing.

### Recommended Texts

1.	Social Media Marketing – Seema Gupta
2.	Digital Marketing: Strategy, Implementation and Practice – Vandana Ahuja
3.	Social Media and Mobile Marketing Strategy – R. Deepa & N. Krishnaveni
4.	Online and Social Media Marketing – Jagdish N. Sheth
5.	The Art of Digital Marketing – P. Ramesh Kumar

### Reference Books

1.	Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media – Puneet Bhatia
2.	Digital and Social Media Marketing – Seema Gupta
3.	Social Media & Mobile Marketing Strategy – Ritesh Kumar
4.	The Art of Digital Marketing – Rajan Gupta
5.	Social Media Marketing for Beginners – Harsh Agrawal

### Web Resources

1	<a href="https://www.coursera.org/specializations/social-media-marketing">https://www.coursera.org/specializations/social-media-marketing</a>
2	<a href="https://www.udemy.com/course/social-media-marketing-mastery/">https://www.udemy.com/course/social-media-marketing-mastery/</a>
3	<a href="https://www.linkedin.com/learning/social-media-marketing-foundations">https://www.linkedin.com/learning/social-media-marketing-foundations</a>
4	<a href="https://academy.hubspot.com/courses/social-media">https://academy.hubspot.com/courses/social-media</a>
5	<a href="https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing">https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing</a>

<b>Course Outcomes</b>								
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Develop expertise in using major social media platforms like Facebook, Instagram, Twitter, LinkedIn, and emerging channels for marketing purposes.							
<b>CO 2</b>	Attain the ability to create compelling and audience-specific content, including text, visuals, and videos, that drives engagement and brand loyalty.							
<b>CO 3</b>	Attain proficiency in planning, executing, and optimizing paid social media advertising campaigns to achieve targeted business goals.							
<b>CO 4</b>	Analyze social media metrics, track performance, and generate actionable insights to improve campaign effectiveness.							
<b>CO 5</b>	Acquire skills to design comprehensive social media marketing strategies that align with business objectives and adapt to changing trends.							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	2	3	3
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Monetary Marketing

<b>Title of the Course</b>	<b>Monetary Marketing</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USDM21</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	2		--	--	30

<b>Learning Objectives</b>	
LO1	Understand the meaning, importance, and features of the money market, including its functions and comparison with the capital market.
LO2	Study and analyze various financial instruments used in the money market.
LO3	Explore the evolution, structure, and components of the international and domestic foreign exchange markets.
LO4	Enhance the understanding of how money markets contribute to economic stability and growth.
LO5	Acquire skills to interpret financial statements and analyze ratios related to money market operations.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>INTRODUCTION TO FINANCIAL MARKETING:</b> Concept and Scope of Monetary Marketing- Importance in Financial Services Industry- Key Differences Between Traditional and Digital Marketing in Finance- Understanding Financial Services Consumers- Decision-making Process in Financial Purchases- Role of Trust and Credibility in Monetary Marketing- Regulatory and Ethical Considerations in Financial Marketing- Financial Service Segmentation and Targeting- Digital vs. Traditional Marketing in Financial Services- Case Studies: Successful Monetary Marketing Campaign

<b>II</b>	<b>MARKET RESEARCH IN FINANCIAL SERVICES:</b> Factors Influencing Consumer Decisions in Finance - Behavioral Economics and Its Impact on Financial Marketing - Customer Segmentation and Targeting Strategies - Market Research Tools for Monetary Marketing- Customer Relationship Management (CRM) in Financial Services- Role of Data Analytics in Understanding Consumer Preferences - Personalization in Financial Marketing - Case Studies: Behavioral Strategies in Financial Marketing - Ethical Implications in Targeting Financial Customers.
<b>III</b>	<b>FINANCIAL SERVICES:</b> The Rise of Digitalization in Financial Services- Search Engine Optimization (SEO) for Financial Websites - Social Media Marketing for Financial Brands - Content Marketing for Financial Services - Mobile and Email Marketing for Financial Products - PPC and Display Advertising in Monetary Marketing - AI and Big Data in Digital Financial Marketing - Personalization and Customer Experience in E-commerce - Marketing Automation in Financial Services - Digital Marketing Analytics and ROI Measurement.
<b>IV</b>	<b>CUSTOMER ENGAGEMENT:</b> Personalization and Customer Experience in e-commerce – Digital payment systems and marketing strategies- Omni channel marketing for financial services – Lead generation and conversion strategies – Customer Relationship Management (CRM) in financial marketing – Marketing automation in financial services – Behavioral analytics for financial customers.
<b>V</b>	<b>CROSS-BORDER LEGAL AND ETHICAL CHALLENGES:</b> Ethical considerations and compliance in financial marketing – Data privacy and cyber security in financial services – Case studies on successful financial marketing campaigns – Future trends in monetary marketing - digital financial marketing

<b>Recommended Texts</b>	
1.	Digital Finance: The Future of Financial Services – Sanjay Phadke (SAGE Publications)
2.	FinTech and Digital Finance – N. K. Gupta & Monika Verma (Himalaya Publishing House)
3.	Emerging Trends in Digital Banking and Finance – R. Vasanthagopal (New Century Publications)
4.	Financial Technology (FinTech) and Digital Banking – Abhijit Chakraborty (Taxmann Publications)
5.	Digital Payments and Financial Inclusion in India – K. S. Kavi Kumar (Routledge India)

<b>Reference Books</b>	
1.	Digital Finance: Inclusion, Regulation, and Innovations – Rajesh Chakrabarti & Rupa Rege Nitsure
2.	FinTech and Digital Finance in India – Abhijit Chavda
3.	Digital Payments and Banking Innovation in India – Ashish Das
4.	Financial Technology (FinTech) and Digital Banking – Nidhi Jain
5.	The Rise of Digital Finance in India – Arvind Panagariya

<b>Web Resources</b>	
1.	Coursera – Digital Marketing & E-Commerce
2.	edX – Digital Transformation in Financial Services
3.	Google Digital Garage – E-commerce Marketing
4.	HubSpot Academy – E-commerce Marketing Course
5.	Harvard Business Review – Marketing & Strategy

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the meaning, importance, and features of the money market, including its functions and ability to compare it with the capital market.
<b>CO 2</b>	Analyze and identify various money market instruments such as treasury bills, commercial paper, and certificates of deposit.
<b>CO 3</b>	Explain the structure, components, and operations of the international and domestic foreign exchange markets.
<b>CO 4</b>	Evaluate the role of money markets in economic stability, development, and recent trends influencing these markets.
<b>CO 5</b>	Interpret financial statements and apply ratio and trend analysis techniques relevant to money market operations and corporate finance.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3	2	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

## E - Logistics

<b>Title of the Course</b>	<b>E – Logistics</b>				
<b>Course Type</b>	<b>Skill Enhancement Course</b>				
<b>Course Code</b>	<b>25USDM22</b>				
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>2</b>		<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
LO1	To introduce the E Logistics process to the students.
LO2	To understand the E Logistics tools.
LO3	To familiarize the students with new technologies used in logistics.
LO4	To understand the E- logistics Process Integration.
LO5	To enable students to identify logistics strategies.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction to E-logistics - forward logistics–Reverse logistics–Logistics renovation toward E-logistics–importance of E-logistics–Challenges of E-logistics – logistics decision and supply chain Efficiency.
<b>II</b>	E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranet – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.
<b>III</b>	ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology –Radio frequency identification (RFID) - AI in E- Logistics.
<b>IV</b>	Electronic procurement (e-procurement) – Transport and delivery management–Packing and order management–Inventory and warehousing–Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.
<b>V</b>	Strategic Logistics decision and competitive advantages – environmental issues – e-business strategy–Application for E-logistics–Business to business–Business to Consumers - Real Time anomaly Alert –Transportation documentation.

<b>Recommended Texts</b>	
1.	Last Mile: How Startups Solve the Challenge of Delivering to Your Door, Chris Jordan and Joe Weber, 2017
2.	Retail's Last Mile: Why Online Shopping Will Exceed Our Wildest Predictions, Jonathan Reeve, 2016
3.	E-Logistics - Logistics for Ecommerce, Ramon Abalo Costa, 2019
4.	Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom, Porter Erisman, 2017
5.	The Changing Postal Environment: Market and Policy Innovation, Piere Luigi Parcu, Timothy J. Brennan, and Victor Glass, 2021
<b>Reference Books</b>	
1.	E-Logistics: Managing Digital Supply Chains for Competitive Advantage, Stephen Pettit, Yingli Wang, Kogan Page Ltd, 2nd edition, 2021
2.	E-Logistics and E-Supply Chain Management: Applications for Evolving Business Deryn Graham, 2013
3.	"Logistics Management," by Christopher Lambert, 2020
4.	Operations & Supply Management by Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nichola, J. Aquilano; 12th Edition, Tata McGraw-Hill, 2010.
<b>Web Resources</b>	
1.	<a href="https://dailylogistic.com/e-logistics/">https://dailylogistic.com/e-logistics/</a>
2.	<a href="https://www.cubyn.com/blog/e-logistique-definition-enjeux/">https://www.cubyn.com/blog/e-logistique-definition-enjeux/</a>
3.	<a href="https://www.csa.iisc.ac.in/~nv/79Elogf.pdf">https://www.csa.iisc.ac.in/~nv/79Elogf.pdf</a>
<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Analyze How logistic decisions impact the performance of the firm as well as entire supply chain
<b>CO 2</b>	Apply various E- logistics tools to the logistical process
<b>CO 3</b>	Familiarize the students with new technologies used in logistics
<b>CO 4</b>	Understand the E- logistics Process Integration
<b>CO 5</b>	Enable students to identify logistics strategies.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	2
<b>CO 4</b>	3	3	3	2	2	3	3	3
<b>CO 5</b>	3	2	2	3	3	2	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	2	2	2	2
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

## SEMESTER - III

### HUMAN RESOURCE MANAGEMENT

<b>Title of the Course</b>	<b>Human Resource Management</b>				
<b>Course Type</b>	<b>Core - V</b>				
<b>Course Code</b>	<b>25UMDM31</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To embark importance of HRM role ,functions and need
LO2	To assimilate theoretical and practical implications of HRP
LO3	To critically use appropriate training tools
LO4	To analyze and implement an effective performance management
LO5	To extrapolate and understand modern HRM Practices

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction: Introduction of Human Resource Management: Importance of Human Resources, Definition and Objectives of Human Resources Management, Qualities of a good HR Manager – Evolution and growth of Strategic Human Resource Management.
<b>II</b>	Human Resource Planning- Types- Job Analysis- Job Description- Job Specification-Succession Planning- Strategic Human Resource Planning- Recruitment-Selection-Process-Placement-Promotion-Transfer-Dismissal
<b>III</b>	Training and Development –Need- Importance-Methods of Training- Career Management-competency Mapping- Talent Management-Work Life Balance-Components
<b>IV</b>	Performance Management Importance- Process- Methods-MBO as a method of Evaluation-Compensation and wage salary Administration
<b>V</b>	Mentoring - Knowledge Management - Quality of Work Life –Work Life Balance-Audit - Human Resource in Mergers and Acquisitions-.Employee Empowerment- HR metrics-Employee Engagement

<b>Recommended Text</b>	
1.	Biju Varrkey, Human Resource Management, 16 <sup>th</sup> Edition, Pearson India Pvt. Ltd., 2020.
2.	, K Aswathappa., Human Resource Management, 9 <sup>th</sup> Edition, Tata McGraw-Hill Education Pvt. Ltd., 2021
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011.
4.	Ivanecevich, J.M., Human Resource Management, 12 <sup>th</sup> Edition, Tata McGraw-Hill Education Pvt. Ltd., 2020.
5.	Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017).
<b>Reference Books</b>	
1.	Gary Dessler, Fundamentals of Human Resource Management, Pearson, 4 <sup>th</sup> Edition 2017.
2.	Armstrong's Handbook of Human Resource Management Practice by Michael Armstrong (with Stephen Taylor in newer editions)
3.	HR from the Outside In: Six Competencies for the Future of Human Resources by Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich McGraw-Hill; 2012
4.	Fundamentals of Human Resource Management by Alan Price Cengage Learning; Latest Edition (e.g., 5th Edition, 2021)
5.	Human Resource Management: A Contemporary Approach by Julie Beardwell and Amanda pearson publication house
<b>Web Resources</b>	
1.	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/HRM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/HRM%20NOTES.pdf</a>
2.	<a href="https://businessjargons.com/performance-management.html">https://businessjargons.com/performance-management.html</a>
3.	<a href="https://businessjargons.com/performance-management.html">https://businessjargons.com/performance-management.html</a>
4.	<a href="https://www.hr-guide.com/data/G400.htm">https://www.hr-guide.com/data/G400.htm</a>
5.	<a href="https://examupdates.in/Human">https://examupdates.in/Human</a> Resource management-notes/

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To gain an understanding of Human Resource Policies and importance
<b>CO 2</b>	Implement appropriate Human Resource Planning in workplace.
<b>CO 3</b>	Apply feasible Training method and manage career progressions
<b>CO 4</b>	Demonstrate managing performance of human resources.
<b>CO 5</b>	Design and justify compensation framework

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	2	2	1	3	3	2	3
<b>CO 2</b>	3	2	2	2	2	3	2	3
<b>CO 3</b>	3	3	3	3	1	2	3	2
<b>CO 4</b>	2	1	2	4	3	2	2	3
<b>CO 5</b>	2	2	3	2	2	2	3	2
<b>Total</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>13</b>
<b>Average</b>	<b>2.4</b>	<b>2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	2	3	2	3	2
<b>CO 2</b>	3	2	1	2	1
<b>CO 3</b>	2	1	2	1	2
<b>CO 4</b>	3	2	3	2	3
<b>CO 5</b>	2	3	2	3	2
<b>Total</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>
<b>Average</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.2</b>	<b>2</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## SEO and its Fundamentals

<b>Title of the Course</b>	<b>SEO and its Fundamentals</b>				
<b>Course Type</b>	<b>Core - VI</b>				
<b>Course Code</b>	<b>25UMDM32</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	The Search Engine Optimization (SEO) course aims to provide learners with a deep understanding of the principles and practices of SEO.
LO2	It focuses on developing skills to optimize website performance, enhance search engine rankings.
LO3	The course drives organic traffic by leveraging effective keyword strategies, content creation, technical enhancements, and analytical tools.
LO4	The course focuses on teaching participants effective keyword research, on-page and off-page optimization, and SEO analytics to drive organic traffic.
LO5	It provides a comprehensive understanding of search engine algorithms, content optimization, and link-building strategies to maximize online reach and engagement.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<p><b>SEO</b></p> <p>Overview of Search Engine Optimization (SEO) – Evolution of search engines – Importance of SEO in digital marketing – Understanding search engine algorithms – Key components of SEO: On-page, off-page, and technical SEO – Role of keywords and search intent – Emerging trends in SEO: Voice search, mobile-first indexing, and AI-driven search.</p>

<b>II</b>	<p><b>Basic Keyword Research</b></p> <p>Basics of keyword research: Tools and techniques – Understanding keyword intent: Informational, navigational, and transactional – Long-tail vs. short-tail keywords – Creating SEO-friendly content: Headlines, meta descriptions, and alt text – Optimizing content for search engines and user experience – Importance of content freshness and relevance – Role of structured data and schema markup in content visibility.</p>
<b>III</b>	<p><b>On-page SEO fundamentals</b></p> <p>On-page SEO fundamentals: Title tags, meta tags, and URL structure – Optimizing website architecture for better crawlability – Mobile optimization and responsive design – Page speed optimization and core web vitals – Canonical tags and duplicate content issues – Managing XML sitemaps and robots.txt files – Importance of SSL certificates and website security.</p>
<b>IV</b>	<p><b>Understanding off-page SEO</b></p> <p>Understanding off-page SEO: Importance of backlinks – Types of backlinks: Natural, manual, and self-created – Link-building strategies: Guest posting, outreach, and influencer collaborations – Social signals and their role in SEO – Managing online reputation and reviews – Monitoring and disavowing toxic backlinks – Local SEO techniques: Google My Business optimization and local citations.</p>
<b>V</b>	<p><b>SEO tools and platforms</b></p> <p>Google Search Console, Google Analytics, and SEMrush – Analyzing SEO performance metrics: Traffic, rankings, and conversions – Competitor analysis and benchmarking – Adapting to algorithm updates and SEO best practices – Role of AI and machine learning in search engine optimization – Future trends in SEO: Video SEO, image optimization, and voice search – Career opportunities and challenges in SEO.</p>

<b>Recommended Text</b>	
1.	SEO & Digital Marketing – Himanshu Sharma
2.	Search Engine Optimization: An Hour a Day – Abhishek Choudhary
3.	Digital Marketing: A Complete Guide – Puneet Singh Bhatia
4.	SEO for Beginners: Simple Tips & Tricks – Ravi Kumar
5.	Google SEO and Digital Marketing Strategies – Rajiv Ranjan
<b>Reference Books</b>	
1.	SEO Mastery: A Guide to Search Engine Optimization – Ritesh K. Sharma
2.	Digital Marketing & SEO Growth Hacking – Ashok Reddy
3.	SEO for Indian Businesses – Nitin Desai
4.	The Fundamentals of Search Engine Optimization – Rohit Bhardwaj
5.	SEO and Performance Marketing – Vikram Rajan
<b>Web Resources</b>	
1.	<a href="https://www.coursera.org/specializations/seo">https://www.coursera.org/specializations/seo</a>
2.	<a href="https://www.coursera.org/learn/seo-fundamentals">https://www.coursera.org/learn/seo-fundamentals</a>
3.	<a href="https://www.udemy.com/course/seo-the-complete-guide-to-search-engine-optimization/">https://www.udemy.com/course/seo-the-complete-guide-to-search-engine-optimization/</a>
4.	<a href="https://moz.com/learn/seo">https://moz.com/learn/seo</a>
5.	<a href="https://www.semrush.com/academy/courses/seo-fundamentals-course-with-greg-gifford">https://www.semrush.com/academy/courses/seo-fundamentals-course-with-greg-gifford</a>

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the fundamentals of SEO, search engine algorithms, and their role in digital marketing strategies.
<b>CO 2</b>	Apply keyword research techniques and search intent analysis to create SEO-friendly and user-centric content.
<b>CO 3</b>	Implement on-page SEO practices including site structure, mobile optimization, page speed, and technical elements.
<b>CO 4</b>	Analyze and execute off-page SEO strategies such as link building, local SEO, and online reputation management.
<b>CO 5</b>	Evaluate SEO performance using industry tools and adapt strategies to algorithm updates and emerging SEO trends.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	2	2	1	3	3	2	3
<b>CO 2</b>	3	2	2	2	2	3	2	3
<b>CO 3</b>	3	3	3	3	1	2	3	2
<b>CO 4</b>	2	1	2	4	3	2	2	3
<b>CO 5</b>	2	2	3	2	2	2	3	2
<b>Total</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>13</b>
<b>Average</b>	<b>2.4</b>	<b>2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	2	3	2	3	2
<b>CO 2</b>	3	2	1	2	1
<b>CO 3</b>	2	1	2	1	2
<b>CO 4</b>	3	2	3	2	3
<b>CO 5</b>	2	3	2	3	2
<b>Total</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>
<b>Average</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.2</b>	<b>2</b>

## Production and Materials Management

<b>Title of the Course</b>	<b>Production and Materials Management</b>				
<b>Course Type</b>	<b>Core - VII</b>				
<b>Course Code</b>	<b>25UMDM33</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To provide comprehensive outlook on basic concepts and practices of production.
LO2	To understand types of Layout Facilities
LO3	To analyze work study method and quality control.
LO4	To enable the students to gain knowledge on inventory control and vendor rating.
LO5	To give an insight to Purchase management.
<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction – Meaning, definition, scope and Functions of Production Management - Different types of Production Systems. Plant location: Factors to be considered in Plant Location.
<b>II</b>	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.
<b>III</b>	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control.
<b>IV</b>	Integrated materials management- the concept- Inventory Control- tools for Inventory Control- ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions
<b>V</b>	Purchase Management- Purchasing Procedure - Dynamic Purchasing - Principles – Vendor rating and Management

<b>Recommended Texts</b>	
1.	"Production and Operations Management" by S.N. Chary
2.	"Industrial Engineering and Management" by O.P. Khanna
3.	"Materials Management: An Integrated Approach" by P. Gopalakrishnan
4.	"Operations Management" by William J. Stevenson
5.	"Modern Production/Operations Management" by Elwood S. Buffa
<b>Reference Books</b>	
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI
<b>Web Resources</b>	
1.	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf</a>
2.	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a>
3.	<a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a>
4.	<a href="https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf</a>
5.	<a href="https://examupdates.in/materials-management-notes/">https://examupdates.in/materials-management-notes/</a>

<b>Course Outcomes</b>								
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Describe nature, scope, functions and systems of materials management							
<b>CO 2</b>	Apply the types, layouts and factors							
<b>CO 3</b>	Identify and infer the factors							
<b>CO 4</b>	Understand the concepts and implement the functions							
<b>CO 5</b>	Relate and infer the applications of practices							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	2	2	1	3	3	2	3
<b>CO 2</b>	3	2	2	2	2	3	2	3
<b>CO 3</b>	3	3	3	3	1	2	3	2
<b>CO 4</b>	2	1	2	4	3	2	2	3
<b>CO 5</b>	2	2	3	2	2	2	3	2
<b>Total</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>13</b>
<b>Average</b>	<b>2.4</b>	<b>2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	2	3	2	3	2
<b>CO 2</b>	3	2	1	2	1
<b>CO 3</b>	2	1	2	1	2
<b>CO 4</b>	3	2	3	2	3
<b>CO 5</b>	2	3	2	3	2
<b>Total</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>
<b>Average</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.2</b>	<b>2</b>

**S - Strong (3)**

**M - Medium (2)**

**L - Low (1)**

## Database Management System

<b>Title of the Course</b>	<b>Database Management System</b>				
<b>Course Type</b>	<b>EC-III</b>				
<b>Course Code</b>	<b>25UEDM31</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
LO1	To understand the fundamental concepts of database systems and their role in modern business operations.
LO2	To develop skills in designing relational databases using normalization techniques.
LO3	To master SQL Structured Query Language for data retrieval, manipulation, and analysis.
LO4	To explore database security, integrity, and the role of DBMS in business intelligence.
LO5	To understand the transition from traditional databases to cloud-based and NoSQL systems used in digital marketing.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to Database Systems</b> Definition and Purpose of DBMS; Data vs. Information; Data models including Relational, Hierarchical, and Network; DBMS Architecture; Role of Database Administrators.
<b>II</b>	<b>Relational Data Model and Design</b> Relational Model Concepts; Entities, Attributes, and Keys including Primary, Foreign, and Composite; Entity-Relationship ER Modeling; Normalization 1NF, 2NF, 3NF, BCNF to ensure data integrity.

<b>III</b>	<p><b>Structured Query Language SQL</b></p> <p>Introduction to SQL; Data Definition Language DDL – Create, Alter, Drop; Data Manipulation Language DML – Insert, Update, Delete; Data Query Language DQL – Select, Joins, Subqueries, and Aggregate Functions for business reporting.</p>
<b>IV</b>	<p><b>Database Transactions and Security</b></p> <p>Transaction Management ACID properties; Concurrency Control; Database Security and Authorization; Backup and Recovery Procedures; Importance of Data Privacy in Business Law.</p>
<b>V</b>	<p><b>Advanced Databases and Business Intelligence</b></p> <p>Introduction to NoSQL and Big Data; Cloud Databases such as AWS RDS and Google Cloud SQL; Role of DBMS in Digital Marketing Analytics and CRM Integration; Future trends in AI-driven data</p>

<b>Recommended Text</b>	
1.	Abraham Silberschatz, Henry F. Korth, and S. Sudarshan. Database System Concepts. 7th Edition, McGraw-Hill Education, 2019.
2.	Ramez Elmasri and Shamkant B. Navathe. Fundamentals of Database Systems. 7th Edition, Pearson Education, 2017.
3.	Raghu Ramakrishnan and Johannes Gehrke. Database Management Systems. 3rd Edition, McGraw-Hill, 2014.
4.	Rajiv Chopra. Database Management Systems DBMS: A Practical Approach. 5th Edition, S. Chand Publishing, 2016.
5.	Paneerselvam R. Database Management Systems. 3rd Edition, PHI Learning, 2018.

<b>Reference Books</b>	
1.	Kevin Kline. SQL in a Nutshell. 3rd Edition, O'Reilly Media, 2008.
2.	C.J. Date. An Introduction to Database Systems. 8th Edition, Pearson, 2006.
3.	Thomas Connolly and Carolyn Begg. Database Systems: A Practical Approach to Design, Implementation, and Management. 6th Edition, Pearson, 2015.
4.	Itzik Ben-Gan. T-SQL Fundamentals. 3rd Edition, Microsoft Press, 2016.
5.	Guy Harrison. Next Generation Databases: NoSQL, NewSQL, and Big Data. 1st Edition, Apress, 2015.
<b>Web Resources</b>	
1.	<a href="https://www.coursera.org/learn/database-management">https://www.coursera.org/learn/database-management</a>
2.	<a href="https://www.edx.org/course/databases-relational-databases-and-sql">https://www.edx.org/course/databases-relational-databases-and-sql</a>
3.	<a href="https://nptel.ac.in/courses/106105175">https://nptel.ac.in/courses/106105175</a>
4.	<a href="https://www.khanacademy.org/computing/computer-programming/sql">https://www.khanacademy.org/computing/computer-programming/sql</a>
5.	<a href="https://ocw.mit.edu/courses/6-830-database-systems-fall-2010">https://ocw.mit.edu/courses/6-830-database-systems-fall-2010</a>
<b>Course Outcomes</b>	
Co No.	On Completion of the course, students will be able to:
<b>CO 1</b>	Demonstrate an understanding of database architecture and the relational model.
<b>CO 2</b>	Design efficient database schemas using ER modeling and normalization techniques.
<b>CO 3</b>	Execute complex SQL queries to extract actionable business insights from datasets.
<b>CO 4</b>	Implement security and integrity constraints to protect organizational data.
<b>CO 5</b>	Evaluate the use of modern cloud and NoSQL databases in supporting digital marketing strategies.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	2	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	2	2	3	3	3	2	2
<b>Total</b>	14	14	14	15	15	15	14	14
<b>Average</b>	3	3	3	3	3	3	3	3

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Total</b>	15	15	15	15	14
<b>Average</b>	3	3	3	3	2.8

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## AI Ethics and Social Implications

<b>Title of the Course</b>	<b>AI Ethics and Social Implications</b>				
<b>Course Type</b>	<b>EC-III</b>				
<b>Course Code</b>	<b>25UEDM32</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>	

<b>Learning Objectives</b>	
LO1	Understand fundamental ethical principles and frameworks relevant to artificial intelligence development and deployment.
LO2	Analyze the social, cultural, and economic impacts of AI technologies on individuals, communities, and society at large.
LO3	Evaluate challenges related to bias, fairness, transparency, and accountability in AI systems.
LO4	Explore legal, policy, and regulatory considerations surrounding AI governance and responsible use.
LO5	Develop critical thinking skills to assess ethical dilemmas and propose socially responsible AI solutions.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to AI Ethics</b> AI Overview – Ethical Theories – Utilitarianism – Deontology – Virtue Ethics – Autonomy – Privacy – Consent – Accountability – Historical Context – Stakeholders – Ethical AI Design – Moral Responsibility – Human Rights – Transparency – Trust in AI – Ethical Dilemmas – Social Contract – Professional Ethics – AI Governance
<b>II</b>	<b>Bias, Fairness, and Transparency</b> Algorithmic Bias – Data Bias – Design Bias – Deployment Bias – Fairness Measures – Discrimination – Transparency – Explainability – Interpretability – Accountability Mechanisms – Bias Mitigation – Ethical Auditing – Data Ethics – Model Validation – Diversity in AI – Inclusive Design – Case Studies – Bias Impact – Regulatory Compliance – AI Fairness Tools

<b>III</b>	<p><b>Social and Economic Impacts</b></p> <p>Employment Impact – Automation – Job Displacement – Economic Inequality – Social Disruption – Cultural Changes – Surveillance – Privacy Concerns – Civil Liberties – Marginalized Communities – AI Accessibility – Social Inclusion – Ethical Use – Public Perception – AI and Education – Health Impacts – Digital Divide – Social Justice – Ethical AI Deployment – Long-term Effects</p>
<b>IV</b>	<p><b>Legal, Regulatory, and Policy Frameworks</b></p> <p>AI Governance – International Laws – National Regulations – Data Protection – GDPR – Intellectual Property – Ethical Guidelines – IEEE Standards – EU AI Act – UNESCO Principles – Policy Making – Industry Self-Regulation – Compliance – Liability – Risk Assessment – Legal Accountability – Privacy Laws – Transparency Requirements – Regulatory Challenges – Cross-border Issues</p>
<b>V</b>	<p><b>Responsible AI Design and Future Challenges</b></p> <p>Responsible AI Principles – Human-in-the-loop – Collaborative AI – Ethical Decision-making – Multidisciplinary Approaches – Emerging Challenges – AI in Warfare – Deepfakes – Autonomous Systems – AI for Social Good – Sustainable AI – Ethical Innovation – Bias Reduction – Explainable AI – Ethical Frameworks – Future Trends – AI Safety – Impact Investing – Stakeholder Engagement – Trust Building</p>

<b>Recommended Texts</b>	
1.	Artificial Intelligence and Ethics – Dr. Ramesh Loganathan
2.	Ethics and Governance of Artificial Intelligence – Dr. Arvind Gupta
3.	AI and Society: Challenges and Opportunities – Dr. Anurag Kumar
4.	Ethical Aspects of AI and Big Data – Prof. Rajeev Sharma
5.	Digital Ethics and AI – Dr. Meera Nair
<b>Reference Books</b>	
1.	Ethics in AI and Data Science – Dr. Sanjay Kumar
2.	Responsible AI: Challenges and Solutions – Dr. Priya Gupta
3.	AI for Social Good: Ethics and Policy – Dr. Suresh Reddy
4.	Technology, Ethics, and Society – Dr. Deepa Rani
5.	AI and Human Values – Dr. Karthik Iyer

<b>Web Resources</b>	
1.	<a href="https://www.coursera.org/learn/responsible-ai-and-ethics?utm">https://www.coursera.org/learn/responsible-ai-and-ethics?utm</a>
2.	<a href="https://www.coursera.org/learn/principles-ethical-considerations-responsible-ai?utm">https://www.coursera.org/learn/principles-ethical-considerations-responsible-ai?utm</a>
3.	<a href="https://www.findability.ai/en/articles/ai-ethics-bias-and-fairness-navigating-the-complex-challenges-of-responsible-ai?utm">https://www.findability.ai/en/articles/ai-ethics-bias-and-fairness-navigating-the-complex-challenges-of-responsible-ai?utm</a>
4.	<a href="https://www.salesforce.com/artificial-intelligence/ai-ethics/?utm">https://www.salesforce.com/artificial-intelligence/ai-ethics/?utm</a>
5	<a href="https://arxiv.org/abs/2304.08275?utm">https://arxiv.org/abs/2304.08275?utm</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand fundamental ethical principles and frameworks relevant to artificial intelligence development and use.
<b>CO 2</b>	Analyze the social, cultural, and economic impacts of AI technologies on individuals and society.
<b>CO 3</b>	Evaluate challenges related to bias, fairness, transparency, and accountability in AI systems.
<b>CO 4</b>	Examine legal, policy, and regulatory considerations for responsible AI governance.
<b>CO 5</b>	Develop critical thinking skills to address ethical dilemmas and propose responsible AI solutions.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	3	2	2	1	3	3	2	3
<b>CO2</b>	3	2	2	2	3	2	2	3
<b>CO3</b>	3	2	3	2	3	3	3	3
<b>CO4</b>	2	3	2	3	2	1	2	3
<b>CO5</b>	2	3	3	2	2	2	3	2
<b>TOTAL</b>	13	12	12	10	13	11	12	14
<b>AVERAGE</b>	2.6	2.4	2.4	2	2.6	2.2	2.4	2.8

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	2	3	2	3	2
<b>CO2</b>	3	3	2	3	2
<b>CO3</b>	3	1	3	1	3
<b>CO4</b>	3	2	2	2	2
<b>CO5</b>	2	1	2	1	2
<b>TOTAL</b>	13	10	11	10	11
<b>AVERAGE</b>	2.6	2	2.2	2	2.2

## International Marketing

<b>Title of the Course</b>	<b>International Marketing</b>				
<b>Course Type</b>	<b>SEC</b>				
<b>Course Code</b>	<b>25USDM31</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>	

<b>Learning Objectives</b>	
LO1	To increase globalization by integrating the economies of different countries.
LO2	To assist developing countries in their economic and industrial growth by inviting them to the international market thus eliminating the gap between the developed and the developing countries.
LO3	To assure sustainable management of resources globally.
LO4	To propel export and import of goods globally and distribute the profit among all participating countries.
LO5	To enhance free trade at global level and attempt to bring all the countries together for the purpose of trading.

<b>Unit</b>	<b>Content</b>
<b>I</b>	International Marketing Environment: Factors/ Dimensions influencing International Marketing – Controllable and Uncontrollable factors in International Marketing. Product Policy – International Product Life Cycle – Export Pricing.
<b>II</b>	International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision.
<b>III</b>	International Sales Contract: Major Laws – INCO Terms – Standard clauses of International sales Contract – Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes.

<b>IV</b>	India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries – Institutional Infrastructure for Export Promotion in India – Procedure for export of goods – Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents.
<b>V</b>	World Trade and India: - Globalisation and Role of Multinational Enterprises (MNEs) - Overview of Export – Import Policy of India – Basic Objectives, Role and Functions of Export Promotion Councils.

<b>Recommended Texts</b>	
1.	R.Srinivasan, International Marketing, PHI Learning Pvt. Ltd., 2008.
2.	Roger Bennett, Jim Blythe, International Marketing: Strategy Planning, Market Entry & Implementation, Kogan Page, 2002.
3.	Journal of International Marketing, SAGE Publications.
4.	Journal of International Business Studies, Palgrave MacMillan.
5.	Paul, J. and Aserkar, R., Export Management, Oxford University Press, 2008.
<b>Reference Books</b>	
1.	Baack, D., Harris, E. and Baack, D., International Marketing, Sage Publications, 2012.
2.	Cateora, P., Graham, J. and Salwan, P., International Marketing, 13 <sup>th</sup> Edition, Tata McGraw-Hill Education, 2008.
3.	Czinkota, M. and Ronkainen, I., International Marketing, 8 <sup>th</sup> Edition, South-Western, 2007.
4.	Onkvisit, S. and Shaw, J., International Marketing: Analysis and Strategy, 3 <sup>rd</sup> Edition, PHI Learning, 2009.
5.	Salvatore, D., International Economics: Trade and Finance, 10 <sup>th</sup> Edition, Wiley, 2012.
<b>Web Resources</b>	
1.	<a href="https://www.geektonight.com/international-marketing-notes/">https://www.geektonight.com/international-marketing-notes/</a>
2.	<a href="https://alison.com/course/global-marketing-research-and-strategies">https://alison.com/course/global-marketing-research-and-strategies</a>
3.	<a href="https://www.tutorialsduniya.com/notes/international-marketing-notes/">https://www.tutorialsduniya.com/notes/international-marketing-notes/</a>
4.	<a href="https://examupdates.in/international-marketing-notes/?utm_source">https://examupdates.in/international-marketing-notes/?utm_source</a>
5.	<a href="https://alison.com/course/international-marketing-and-supply-chain-management">https://alison.com/course/international-marketing-and-supply-chain-management</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Identify and analyse opportunities within international marketing environments.
<b>CO 2</b>	Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment; Select, research, and enter a new international market.
<b>CO 3</b>	Prepare an international marketing plan; Develop a comprehensive course of action for a business firm using formal decision making processes.
<b>CO 4</b>	Possess understanding and knowledge on Export trade.
<b>CO 5</b>	Have comprehensive knowledge and understanding on the role and functions of Export Promotion Councils.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO 2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	2	3	3	3	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3
<b>TOTAL</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>AVERAGE</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.8</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	2	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>TOTAL</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>AVERAGE</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Financial Literacy and Investment Strategies

<b>Title of the Course</b>	<b>Financial Literacy and Investment Strategies</b>				
<b>Course Type</b>	<b>SEC</b>				
<b>Course Code</b>	<b>25USDM32</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>		<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
	<b>2</b>		<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
LO1	Equip students with foundational knowledge of personal finance and money management.
LO2	Introduce financial instruments, markets, and institutions.
LO3	Explain the basics of stock markets, mutual funds, and investment strategies.
LO4	Develop skills to make informed investment decisions.
LO5	Promote financial planning, budgeting, and risk management for future financial wellbeing.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to Financial Literacy</b> Meaning and importance of financial literacy. Money management, income and expenses, budgeting, saving habits. Role of banks, credit and debit cards, UPI, interest calculation (simple and compound). Financial goals and planning.
<b>II</b>	<b>Basics of Financial Instruments &amp; Institutions</b> Overview of financial instruments – equity, debt, derivatives, mutual funds, insurance. Types of financial institutions – banks, NBFCs, insurance companies, stock exchanges, SEBI. Primary vs. secondary markets.
<b>III</b>	<b>Stock Market Fundamentals</b> Stock market basics – shares, IPOs, trading, stockbrokers, DEMAT accounts. Stock exchanges in India – NSE, BSE. Market indices – Sensex, Nifty. Basic order types – market, limit, stop-loss. Risk-return relationship
<b>IV</b>	<b>Investment Strategies &amp; Mutual Funds</b> Introduction to investing vs. speculation. Long-term vs. short-term investing. Basics of mutual funds – NAV, SIP, fund types, returns. Investment styles – value, growth, income. Risk profiling.
<b>V</b>	<b>Financial Planning and Recent Trends</b> Creating a basic financial plan. Retirement planning. Insurance and tax planning basics. FinTech innovations – Robo-advisors, digital gold, crypto basics, ESG investing. Avoiding financial fraud and scams.

<b>Recommended Texts</b>	
1.	Let's Talk Money – Monika Halan
2.	Basics of Financial Markets – National Stock Exchange (NSE Modules)
3.	The Psychology of Money – Morgan Housel
4.	Financial Literacy: Concepts and Applications – Dr. S.K. Bagchi
<b>Reference Books</b>	
1.	Rich Dad Poor Dad – Robert Kiyosaki
2.	The Intelligent Investor – Benjamin Graham
3.	Common Stocks and Uncommon Profits – Philip A. Fisher
4.	SEBI/NSE Investor Education Booklets
<b>Web Resources</b>	
1.	<a href="https://www.rbi.org.in/financialeducation">https://www.rbi.org.in/financialeducation</a>
2.	<a href="https://investor.sebi.gov.in/">https://investor.sebi.gov.in/</a>
3.	<a href="https://www.nseindia.com/learn">https://www.nseindia.com/learn</a>
4.	<a href="https://www.amfiindia.com/investor-corner">https://www.amfiindia.com/investor-corner</a>
5	<a href="https://www.khanacademy.org/college-careers-more/personal-finance">https://www.khanacademy.org/college-careers-more/personal-finance</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand basic financial concepts including income, expenses, budgeting, saving, and banking systems.
<b>CO 2</b>	Identify key financial instruments, institutions, and market structures in the Indian financial system.
<b>CO 3</b>	Explain stock market fundamentals, trading mechanisms, and the risk–return relationship.
<b>CO 4</b>	Apply basic investment strategies and mutual fund concepts based on individual risk profiles.
<b>CO 5</b>	Develop a simple financial plan incorporating insurance, tax planning, FinTech trends, and fraud awareness.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	2	3	3	3	3	2
<b>CO3</b>	3	3	3	3	3	3	3	3
<b>CO4</b>	3	2	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3
<b>TOTAL</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>AVERAGE</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2.8</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	2	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>TOTAL</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>AVERAGE</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

**S – Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## New Venture Management

<b>Title of the Course</b>	<b>New Venture Management</b>				
<b>Course Type</b>	<b>SEC</b>				
<b>Course Code</b>	<b>25USDM33</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>III</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
LO1	To learn to generate and evaluate new business ideas
LO2	To learn about a business model that generates money
LO3	To make feasibility analysis for events
LO4	To evaluate the feasibility of idea into a Venture
LO5	To understand sources who lend for new ventures

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.
<b>II</b>	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
<b>III</b>	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability
<b>IV</b>	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.

<b>V</b>	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.
<b>Recommended Texts</b>	
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship Development, Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication
<b>Reference Books</b>	
1.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
2.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
3.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
4.	Journal of Business Venturing – Elsevier
5.	Entrepreneurship ,11 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill
<b>Web Resources</b>	
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>

<b>Course Outcomes</b>								
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>							
<b>CO 1</b>	Understand the concept of entrepreneurship and skill sets of an entrepreneur.							
<b>CO 2</b>	Assess new venture opportunities & analyze strategic choices in relation to new ventures							
<b>CO 3</b>	Develop a credible business plan for real life situations.							
<b>CO 4</b>	Coordinate a team to develop and launch and manage the new venture through the effective leadership.							
<b>CO 5</b>	Evaluate different sources for financing new venture							
<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	2	3	2	3	3	3	2	3
<b>CO 2</b>	3	3	2	3	3	3	2	3
<b>CO 3</b>	3	3	2	3	3	3	3	3
<b>CO 4</b>	3	3	2	3	3	2	3	3
<b>CO 5</b>	2	3	2	3	2	3	2	3
<b>Total</b>	<b>13</b>	<b>15</b>	<b>10</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>16</b>	<b>15</b>
<b>Average</b>	<b>2.6</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3.2</b>	<b>3</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

**SEMESTER IV****Marketing Management**

<b>Title of the Course</b>	<b>Marketing Management</b>				
<b>Course Type</b>	<b>Core – VIII</b>				
<b>Course Code</b>	<b>25UMDM41</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>5</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To understand the marketplace.
LO2	To identify the market segmentation and the Product mix
LO3	To select the different pricing methods and channels of distribution.
LO4	To know the communication mix and sales promotion tools
LO5	To prepare according to the latest trends in market.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Introduction to Marketing - fundamentals of Marketing – Meaning – Definition – Role of Marketing – Integration of marketing with business functions - Marketing Mix –Strategies of Marketing – Factors Affecting the Marketing Functions.
<b>II</b>	Product – Classifications - Characteristics and Benefits – Product Mix - Product Cycle -Innovation Management (Product Evolution). Branding – Packaging - Basis of Segmentation -Targeting Segmentation – Positioning.
<b>III</b>	Pricing – Concept and Objectives -Determination of Pricing. Key Components of Physical Distribution: Importance – Kinds of Marketing Channels – Distribution Challenges
<b>IV</b>	Fundamentals of Communication Mix- Types of Media & its Characteristics - customer loyalty tools - IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

<b>V</b>	Fundamentals of sales - Sales Promotion tools- Sales Force Management: Personal Sales Strategy - Control of Sales Force – Motivation and Compensation - Introduction to Digital Marketing
----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Recommended Texts</b>	
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3.	L.Natarajan, Marketing, Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.
<b>Reference Books</b>	
1.	C.B. Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, Marketing Management, Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016
<b>Web Resources</b>	
1.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>
2.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html/">https://www.enotesmba.com/2013/01/marketing-management-notes.html/</a>
3.	<a href="#">Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier</a>

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	To list and identify the core concepts of Marketing and its mix.
<b>CO 2</b>	To sketch the market segmentation, nature of product, PLC
<b>CO 3</b>	To analyze the appropriate pricing methods
<b>CO 4</b>	To assess the sales and evaluation of customers.
<b>CO 5</b>	To prepare and rearrange the latest trends in market.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	2	3	3	2	2	2
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	2	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Digital Marketing Analytics

<b>Title of the Course</b>	<b>Digital Marketing Analytics</b>				
<b>Course Type</b>	<b>Core - IX</b>				
<b>Course Code</b>	<b>25UMDM42</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>	
	<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>	

<b>Learning Objectives</b>	
LO1	The Digital Marketing Analytics course aims to equip learners with the skills to collect, analyze, and interpret data from various digital marketing channels.
LO2	It focuses on using insights to make informed decisions, optimize marketing campaigns,
LO3	The program focuses on improving overall performance and return on investment (ROI) in a rapidly evolving digital landscape.
LO4	Gain knowledge of AI and machine learning applications in digital marketing for forecasting trends and customer preferences.
LO5	Learn how to assess marketing effectiveness by analyzing conversion rates, engagement metrics, and customer acquisition costs.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to Digital Marketing Analytics</b> Overview of digital marketing analytics – Importance of data in decision-making – Key performance indicators (KPIs) for digital marketing – Tools and techniques for data collection and analysis – Basics of web analytics, social media analytics, and search engine analytics – Role of data in improving customer experience and engagement.
<b>II</b>	<b>Data Collection and Integration</b> Sources of digital marketing data – Integrating data from multiple platforms (website, social media, email, etc.) – Real-time data collection and analysis – Data cleaning and preparation for analytics – Understanding structured and unstructured data – Techniques for data integration and managing large datasets.
<b>III</b>	<b>Analyzing Marketing Performance</b> Measuring and analyzing digital campaign performance – Performance metrics for different marketing channels (SEO, PPC, Social Media) – A/B testing and multivariate analysis – Conversion tracking and ROI measurement – Identifying trends and patterns from data to optimize marketing strategies – Benchmarking and competitive analysis.

<b>IV</b>	<b>Customer Behavior and Insights</b> Segmenting and profiling customers using analytics – Predictive modeling and customer segmentation – Understanding customer journeys and touchpoints – Personalization and customer engagement through data insights – Impact of customer data on sales and retention strategies – Utilizing customer feedback for continuous improvement.
<b>V</b>	<b>Reporting and Strategic Implementation</b> Creating insightful reports and dashboards – Data visualization techniques for marketing insights – Communication of analytics findings to stakeholders – Developing data-driven marketing strategies and plans – Future trends in digital marketing analytics: AI, machine learning, and automation – Ethical considerations in data usage and analytics.

<b>Recommended Texts</b>	
1.	Digital Marketing: Strategy, Implementation and Practice" – Seema Gupta, McGraw Hill
2.	"Fundamentals of Digital Marketing" – Puneet Singh Bhatia, Pearson India
3.	"Data-Driven Marketing & Analytics" – Mohan Babu, Notion Press
4.	– Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, Pearson Education - Chuck Hemann & Ken Burbary
5.	Digital Marketing Analytics: In Theory and Practice, Wiley India - Kevin Hartman

<b>Reference Books</b>	
1.	Avinash Kaushik. Web Analytics: An Hour a Day. 1st Edition, Sybex, 2007
2.	Jim Sterne. Social Media Metrics: How to Measure and Optimize Your Marketing Investment. 1st Edition, Wiley, 2010.
3.	Russell Glass and Sean Callahan. The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits. 1st Edition, Wiley, 2014.
4.	Avinash Kaushik – Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Sybex.
5.	Alistair Croll & Benjamin Yoskovitz – Lean Analytics: Use Data to Build a Better Startup Faster, O'Reilly Media.

<b>Web Resources</b>	
1.	<a href="https://www.coursera.org/learn/digital-marketing-analytics?utm">https://www.coursera.org/learn/digital-marketing-analytics?utm</a>
2.	<a href="https://www.webfx.com/analytics/learn/?utm">https://www.webfx.com/analytics/learn/?utm</a>
3.	<a href="https://digitalmarketinginstitute.com/resources/lessons/introduction_web-analytics-basics_zfdt?utm">https://digitalmarketinginstitute.com/resources/lessons/introduction_web-analytics-basics_zfdt?utm</a>

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Gain a thorough understanding of the fundamental principles of business law and their relevance to various business activities.
<b>CO 2</b>	Develop the ability to analyze, draft, and interpret contracts, ensuring legal validity and risk mitigation.
<b>CO 3</b>	Understand the legal aspects of company formation, management, and compliance with corporate laws and regulations.
<b>CO 4</b>	Acquire knowledge of labor laws, consumer protection, intellectual property rights, and other key regulatory requirements for business operations.
<b>CO 5</b>	Apply legal reasoning and critical thinking to identify, analyze, and address legal challenges in business scenarios.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	2	3	3	2	2	2
<b>CO 5</b>	3	3	3	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	2	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Financial Management

<b>Title of the Course</b>	<b>Financial Management</b>				
<b>Course Type</b>	<b>Core - X</b>				
<b>Course Code</b>	<b>25UMDM43</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>4</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>4</b>	<b>--</b>	<b>--</b>	<b>60</b>

<b>Learning Objectives</b>	
LO1	To Understand the basics of Finance and Roles of Finance Manager.
LO2	To Evaluate Capital structure & Cost of Capital.
LO3	To Evaluate Capital Budgeting.
LO4	To Assess Dividends.
LO5	To Appraise Working Capital.

<b>Unit</b>	<b>Content</b>
<b>I</b>	Financial Management – Definition – Role of Financial Manager - Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision – Dividend decision.
<b>II</b>	Sources of Capital – Types of securities – Capital structure – Forms – Importance –Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT – EPS analysis.
<b>III</b>	Capital Budgeting: ARR, Payback period, Net present value, IRR.
<b>IV</b>	Dividend policy – factors affecting dividend policy – Forms of dividends - Stock dividend and stock split (Theory only). Various Dividend Models (Walter’s Model - Gordon’s Model –M.M. Hypothesis).
<b>V</b>	Working capital – Components of working capital –operating cycle – Factors influencing working capital – Factoring Services Determining (or) Forecasting of Working Capital Requirements. Case study on Effective Cash Reserve Management of Company X: Strategies for Maximising Returns, Maintaining Liquidity, Enhancing Shareholder Value.

<b>Recommended Texts</b>	
1.	Maheshwari S.N. Cost and Management Accounting New Delhi:Sultan Chand & Sons.
2.	Advanced Financial Management kohok, M A, Everest Publishing House.
3.	Financial Management Kishore R M, Taxman Allied Service.
4.	Strategic Financial Management, Jakhotiya.
5.	Financial Management & Policy Srivastava, R M Himalaya.
<b>Reference Books</b>	
1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai.
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing.
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi.
4.	Financial Management – S.N.Maheswari.
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons.
<b>Web Resources</b>	
1.	<a href="https://www.vedantu.com/revision-notes/cbse-class-12-business-studies-notes-chapter-9/">https://www.vedantu.com/revision-notes/cbse-class-12-business-studies-notes-chapter-9/</a>
2.	<a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf/">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf/</a>
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the basics of finance and roles of finance manager.
<b>CO 2</b>	Evaluate Capital structure & Cost of capital.
<b>CO 3</b>	Evaluate Capital budgeting.
<b>CO 4</b>	Assessing dividends.
<b>CO 5</b>	Appraise Working Capital.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	2	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3	2	2	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Strategic Management

<b>Title of the Course</b>	<b>Strategic Management</b>				
<b>Course Type</b>	<b>EC - IV</b>				
<b>Course Code</b>	<b>25UEDM41</b>				
<b>Year</b>	<b>III</b>	<b>Semester</b>	<b>VI</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
LO1	<b>To understand the concept of strategy and strategic management process.</b>
LO2	To create awareness of evolving business environment
LO3	To understand strategic alternatives and make appropriate strategic choice.
LO4	To know the basics of strategic implementation
LO5	<b>To understand recent trends for competitive advantage</b>

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction:</b> Strategy – Meaning – Definition – Strategic Management – Need – Strategic Management Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy
<b>II</b>	<b>Strategic Formulation:</b> Process of strategic planning – product life cycle – Corporate strategic planning -Mission and Goals – Mission formulation – Objectives – Vision - Porter’s five force model - Portfolio analysis: BCG Matrix – G. E matrix – SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework.
<b>III</b>	<b>Strategic Implementation:</b> Implementation of strategy and Functional Strategies – Elements of Strategy Implementation – Procedural Implementation – Structural Implementation –Behavioral Implementation – Leadership Implementation – Functional and Operational Implementation.
<b>IV</b>	<b>Corporate Restructuring:</b> Concept – Process – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.

V	<b>Strategic Evaluation:</b> Global Strategies – Global expansion strategies – Market entry strategy - Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic control – Operational control.
<b>Recommended Texts</b>	
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012).
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
4.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
5.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition).
<b>Reference Books</b>	
1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)
<b>Web Resources</b>	
1.	<a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a>
2.	<a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a>
3.	<a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a>
4.	<a href="https://study.sagepub.com/parnell4e">https://study.sagepub.com/parnell4e</a>
5	<a href="https://www.strategicmanagement.net/">https://www.strategicmanagement.net/</a>

<b>Course Outcomes</b>	
<b>CO</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Describe nature, evolution, functions
<b>CO 2</b>	Apply, create and analyse the profile, SWOT
<b>CO 3</b>	Identify organization structure and various organizing techniques and create the strategies
<b>CO 4</b>	Understand and develop the objectives, policies and tactics
<b>CO 5</b>	Relate and infer ethical practices of organisation.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	3	2	2	1	3	3	2	3
<b>CO2</b>	3	2	2	2	2	3	2	3
<b>CO3</b>	3	3	3	3	1	2	3	2
<b>CO4</b>	2	1	2	4	3	2	2	3
<b>CO5</b>	2	2	3	2	2	2	3	2
<b>TOTAL</b>	13	10	12	12	11	12	12	13
<b>AVERAGE</b>	2.6	2	2.4	2.4	2.2	2.4	2.4	2.6

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	2	3	2	3	2
<b>CO2</b>	3	2	1	2	1
<b>CO3</b>	2	1	2	1	2
<b>CO4</b>	3	2	3	2	3
<b>CO5</b>	2	3	2	3	2
<b>TOTAL</b>	12	11	10	11	10
<b>AVERAGE</b>	2.4	2.2	2	2.2	2

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

## Influencer & Affiliate Marketing

<b>Title of the Course</b>	<b>Influencer &amp; Affiliate Marketing</b>				
<b>Course Type</b>	<b>EC-IV</b>				
<b>Course Code</b>	<b>25UEDM42</b>				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>3</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

### Learning Objectives

LO1	The course aims to provide students with a comprehensive understanding of influencer and affiliate marketing.
LO2	It focuses on building strong partnerships, developing effective marketing strategies, and measuring performance.
LO3	Students will gain practical knowledge of managing influencer collaborations and affiliate programs to drive engagement, conversions, and brand growth in the digital landscape.
LO4	The program equips students with knowledge of affiliate marketing models, key stakeholders, and the role of performance-based marketing in the digital landscape.
LO5	The program gives insights into relationship management with advertisers, networks, and publishers to create sustainable and profitable collaborations.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<p><b>Introduction to Influencer &amp; Affiliate Marketing</b></p> <p>Overview of influencer and affiliate marketing – Evolution of digital partnerships – Role of influencers in brand promotion – Types of influencers and affiliate models – Benefits and challenges of influencer and affiliate marketing – Measuring ROI and success metrics.</p>

<b>II</b>	<p><b>Building and Managing Influencer Partnerships</b></p> <p>Identifying the right influencers – Relationship management – Collaboration strategies – Influencer outreach and engagement – Legal considerations in influencer collaborations – Performance evaluation and optimization of partnerships.</p>
<b>III</b>	<p><b>Affiliate Marketing Strategies</b></p> <p>Affiliate marketing platforms and networks – Commission models – Tracking and analytics – Content creation for affiliate marketing – Influencer collaboration in affiliate marketing – Conversion optimization and customer journey mapping.</p>
<b>IV</b>	<p><b>Performance Metrics and Analytics</b></p> <p>Key performance indicators (KPIs) – Campaign tracking and reporting – ROI analysis – Customer acquisition and retention through influencer &amp; affiliate marketing – Data-driven decision-making – Using analytics to refine marketing strategies.</p>
<b>V</b>	<p><b>Future Trends and Innovations in Influencer &amp; Affiliate Marketing</b></p> <p>Emerging technologies in influencer marketing – Personalization and micro-influencer engagement – AI and automation in affiliate marketing – Trends in influencer-generated content – Sustainable and ethical practices in influencer and affiliate marketing.</p>

<b>Recommended Texts</b>	
1.	Digital Marketing: Cases from Indian Context – Rajendra Nargundkar
2.	E-Commerce and Affiliate Marketing – P. P. Singh
3.	The Art of Digital Marketing – Puneet Bhatia
4.	Social Media & Affiliate Marketing – Anandan Pillai
5.	Affiliate Marketing for Beginners – Akash Agarwal

<b>Reference Books</b>	
1.	Affiliate Marketing: Strategies & Success – Rajesh Sharma
2.	Digital Affiliate Marketing – Nitin Karandikar
3.	Performance-Based Marketing – Piyush Sharma
4.	Monetizing Online Traffic – A. Jaiswal
5.	Affiliate Networks & Earning Strategies – Neha Kapoor
<b>Web Resources</b>	
1.	<a href="https://www.coursera.org/courses?query=affiliate%20marketing">https://www.coursera.org/courses?query=affiliate%20marketing</a>
2.	<a href="https://www.udemy.com/course/affiliate-marketing-beginners/">https://www.udemy.com/course/affiliate-marketing-beginners/</a>
3.	<a href="https://www.linkedin.com/learning/affiliate-marketing-fundamentals">https://www.linkedin.com/learning/affiliate-marketing-fundamentals</a>
4.	<a href="https://www.skillshare.com/en/browse/affiliate-marketing">https://www.skillshare.com/en/browse/affiliate-marketing</a>
5.	<a href="https://www.edx.org/learn/marketing">https://www.edx.org/learn/marketing</a>

<b>Course Outcomes</b>	
Co No.	On Completion of the course, students will be able to:
<b>CO 1</b>	Develop the ability to identify and collaborate with relevant influencers and affiliates to enhance brand visibility and engagement.
<b>CO 2</b>	Design and implement effective influencer and affiliate marketing strategies to drive traffic and conversions.
<b>CO 3</b>	Understand and apply best practices for managing influencer partnerships and optimizing affiliate campaigns.
<b>CO 4</b>	Analyze performance metrics to evaluate the success of influencer and affiliate marketing initiatives.
<b>CO 5</b>	Stay updated with industry trends and adapt marketing strategies to emerging platforms and technologies.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	2	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3	2	2	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**S –Strong (3)**

**M – Medium (2)**

**L – Low (1)**

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Website Designing

<b>Title of the Course</b>	<b>Website Designing</b>				
<b>Course Type</b>	SEC				
<b>Course Code</b>	25USDM41				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		2	--	--	30

<b>Learning Objectives</b>	
LO1	This course aims to provide students with the skills to design professional websites using Shopify and GoDaddy.
LO2	Students will learn essential UI/UX design principles, including color theory, typography, and layout, to create user-friendly and visually appealing websites.
LO3	The course covers practical skills such as setting up Shopify e-commerce stores, customizing templates on GoDaddy.
LO4	It also focuses on optimizing websites for SEO and mobile devices.
LO5	By the end, students will have developed a professional portfolio with a fully functional website, demonstrating their ability to create and launch websites effectively.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Fundamentals of Branding &amp; Graphic Design</b> Branding Concepts – Typography and Color Theory – Composition and Layout Principles – Adobe Photoshop & Illustrator Basics – Logo Design and Brand Assets – Brand Personality and Audience Analysis-Domain Name System (DNS), Types of Hosting, Choosing the Right Hosting Provider.
<b>II</b>	<b>Advanced Graphic Design for Branding</b> Identifying the right influencers – Relationship management – Collaboration strategies – Influencer outreach and engagement – Legal considerations in influencer collaborations – Performance evaluation and optimization of partnerships.
<b>III</b>	<b>Video Editing Essentials for Branding</b> Video Production and Storytelling – Adobe Premiere Pro & After Effects Basics – Editing Brand Videos (Promos, Ads, Social Media Content) – Transitions, Effects, and Text Overlays – Audio Editing and Sound Design

UG B.B.A.Digital Marketing Kamaraj College (Autonomous) Thoothukudi-628003

<b>IV</b>	<b>Motion Graphics &amp; Animation for Branding</b> Motion Design and Kinetic Typography – Animated Logos and Brand Intros – After Effects for Motion Graphics – 2D Animation Techniques – Enhancing Brand Engagement with Animation-Payment Gateways, Shopping Carts, Security Measures.
<b>V</b>	<b>Brand Strategy, Portfolio &amp; Final Project</b> Branding Campaign Development – Brand Storytelling and Marketing Strategies – Case Studies of Successful Brands – Professional Portfolio Creation – Final Project: Complete Branding Package

<b>Recommended Texts</b>	
1.	Dynamics of Entrepreneurial Development and Management – Vasant Desai
2.	Entrepreneurial Development – S.S. Khanka
3.	Web Designing and Development: Concepts and Techniques – Kogent Learning Solutions
4.	Internet and Web Design – Ramesh Bangia
5.	Dynamic Web Designing & Development – G. Subramanian
<b>Reference Books</b>	
1.	Web Technologies – Achyut S. Godbole & Atul Kahate
2.	Web Designing and Publishing – Sushmita Gandhi
3.	Web Designing with HTML & CSS – Kogent Learning Solutions
4.	Learn Web Design Step by Step – Shivani Goel
5.	Mastering HTML, CSS & JavaScript – Rohit Utmani

<b>Web Resources</b>	
1.	<a href="https://www.canva.com/learn/">https://www.canva.com/learn/</a>
2.	<a href="https://helpx.adobe.com/learn.html">https://helpx.adobe.com/learn.html</a>
3.	<a href="https://tutsplus.com/">https://tutsplus.com/</a>
4.	<a href="https://academy.hubspot.com/">https://academy.hubspot.com/</a>
5.	<a href="https://www.w3schools.com/">https://www.w3schools.com/</a>

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Recall key website design principles, including UI/UX design, typography, and color theory, for creating user-friendly and visually appealing websites.
<b>CO 2</b>	Explain the significance of typography, color theory, and motion graphics in branding and how they influence audience perception.
<b>CO 3</b>	Utilize industry-standard software like Adobe Photoshop, Illustrator, Premiere Pro, and After Effects to design marketing materials and promotional videos.
<b>CO 4</b>	Evaluate different branding strategies and assess the effectiveness of design and video elements in communicating brand identity.
<b>CO 5</b>	Develop a professional portfolio showcasing branding projects, including logos, advertisements, and video content, demonstrating industry-ready creative skills.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	2	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3	2	2	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

<b>CO Mapping with Specific Program Outcomes</b>					
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

## Fundamentals of Recruitment and Talent Acquisition

<b>Title of the Course</b>	<b>Fundamentals of Recruitment and Talent Acquisition</b>				
<b>Course Type</b>	SEC				
<b>Course Code</b>	25USDM 42				
<b>Year</b>	<b>II</b>	<b>Semester</b>	<b>IV</b>	<b>Credits</b>	<b>2</b>
<b>Instruction Hours per Week</b>		<b>Lecture</b>	<b>Tutorial</b>	<b>Lab Practices</b>	<b>Total</b>
		<b>2</b>	<b>--</b>	<b>--</b>	<b>30</b>

<b>Learning Objectives</b>	
LO1	The Fundamentals of Recruitment and Talent Acquisition course offers an in-depth understanding of the processes and strategies essential for attracting and hiring the right talent.
LO2	It covers key aspects such as sourcing techniques, candidate assessment, and employer branding while exploring the role of technology in modern recruitment.
LO3	Students will also learn to analyze recruitment metrics and develop effective talent acquisition strategies that align with organizational goals.
LO4	The program explores strategies for building a strong employer brand and creating a seamless candidate experience to attract top talent.
LO5	The course develops a deep understanding of modern recruitment processes, workforce planning, and talent acquisition strategies.

<b>Unit</b>	<b>Content</b>
<b>I</b>	<b>Introduction to Recruitment and Talent Acquisition</b> Overview of recruitment and talent acquisition – Importance of talent acquisition in organizational success – Types of recruitment: internal and external – Workforce planning and job analysis – Identifying key competencies and skills for job roles – Role of HR in talent acquisition.
<b>II</b>	<b>Recruitment Strategies and Employer Branding</b> Designing effective recruitment strategies – Sourcing methods: job portals, social media, employee referrals, and recruitment agencies – Importance of employer branding – Creating and maintaining a positive candidate experience – Diversity and inclusion in recruitment – Ethical considerations in hiring.
<b>III</b>	<b>Tools, Technology, and Metrics in Recruitment</b> Leveraging recruitment tools and technologies (ATS, AI-driven sourcing) – Screening and shortlisting techniques – Conducting effective interviews and assessments – Onboarding best practices – Measuring recruitment effectiveness: time-to-hire, cost-per-hire, and quality-of-hire – Continuous improvement in talent acquisition processes.
<b>IV</b>	<b>Selection, Offer Management, and Onboarding</b> Overview of the selection and offer process- Importance of a smooth transition for organizational integration- Types of offer structures- Workforce planning- negotiation tactics - effective onboarding program- Role of HR- line managers

<b>V</b>	<b>Recruitment Analytics, Technology, and Future Trends</b> Recruitment metrics and analytics- data-driven decision making- time-to-fill, cost-per-hire, and quality-of-hire- Workforce planning- predictive analytics- HRIS- AI and automation-remote hiring, and diversity initiatives
----------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Recommended Texts</b>
--------------------------

1.	Human Resource Management" – K. Aswathappa (McGraw Hill)
2.	"Recruitment and Selection Strategies for the Modern Workforce" – P. Subba Rao (Himalaya Publishing House)
3.	"Talent Acquisition and Management" – Dipak Kumar Bhattacharyya (Sage Publications India)
4.	Gary Dessler – Human Resource Management, Pearson Education.
5.	Randall S. Schuler & Susan E. Jackson – Human Resource Management, Cengage Learning.

<b>Reference Books</b>
------------------------

1.	Derek Miles and Robert Jones. Talent Acquisition: A Guide to Understanding and Managing the Recruitment Process. 1st Edition, Kogan Page, 2021.
2.	Sharlyn Lauby. The Recruiter’s Handbook: A Complete Guide for Sourcing, Selecting, and Engaging the Best Talent. 1st Edition, SHRM, 2018.
3.	Peter Cappelli. Talent on Demand: Managing Talent in an Age of Uncertainty. 1st Edition, Harvard Business Review Press, 2008.
4.	Jean Paul Isson and Jesse Harriott. People Analytics in the Era of Big Data: Changing the Way You Attract, Acquire, Develop, and Retain Talent. 1st Edition, Wiley, 2016.
5.	Ralph Heibutzki. Recruitment and Selection Strategies for the Modern Workforce. 1st Edition, Independently Published, 2020.

<b>Web Resources</b>
----------------------

1.	<a href="https://www.shrm.org/">https://www.shrm.org/</a>
2.	<a href="https://www.cipd.org/knowledge/fundamentals/people/recruitment">https://www.cipd.org/knowledge/fundamentals/people/recruitment</a>
3.	<a href="https://business.linkedin.com/talent-solutions/blog">https://business.linkedin.com/talent-solutions/blog</a>
4.	<a href="https://www.hiringlab.org/">https://www.hiringlab.org/</a>
5.	<a href="https://www.aihr.com/">https://www.aihr.com/</a>

<b>Course Outcomes</b>	
<b>Co No.</b>	<b>On Completion of the course, students will be able to:</b>
<b>CO 1</b>	Understand the core principles and processes of recruitment and talent acquisition in contemporary organizations.
<b>CO 2</b>	Develop strategies for identifying, attracting, and selecting top talent that aligns with organizational goals.
<b>CO 3</b>	Gain proficiency in leveraging technology and tools for sourcing, screening, and assessing candidates effectively.
<b>CO 4</b>	Apply best practices for creating a positive candidate experience and promoting employer branding.
<b>CO 5</b>	Analyze recruitment metrics and performance to optimize talent acquisition strategies and enhance hiring outcomes.

<b>CO Mapping with Program Outcomes</b>								
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	3	3	3	3	3	3
<b>CO 2</b>	3	2	3	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3	3	3	3
<b>CO 5</b>	3	3	2	3	3	2	2	3
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Average</b>	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO Mapping with Specific Program Outcomes</b>								
<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>		<b>PSO 3</b>		<b>PSO 4</b>		<b>PSO 5</b>
<b>CO 1</b>	3	3		3		3		3
<b>CO 2</b>	3	3		3		3		3
<b>CO 3</b>	3	3		3		3		3
<b>CO 4</b>	3	3		3		3		3
<b>CO 5</b>	3	3		3		3		3
<b>Total</b>	<b>15</b>	<b>15</b>		<b>15</b>		<b>15</b>		<b>15</b>
<b>Average</b>	<b>3</b>	<b>3</b>		<b>3</b>		<b>3</b>		<b>3</b>

## Blue Print – End Semester Examinations Semester – I to IV

---

**Class: U.G.**

**Time: 3 Hours**

**Max. Marks: 75**

### Section A

**(10 x 1 = 10)**

**Answer all questions.**

**Choose the correct answer. (With four options)**

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10

### Section B

**(5 x 5 = 25)**

**Answer all questions choosing either (a) or (b).**

**Answer should not exceed 250 words**

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	11 (a) & 11 (b)	12 (a) & 12 (b)	13 (a) & 13 (b)	14 (a) & 14 (b)	15 (a) & 15 (b)

### Section C

**(5 x 8 = 40)**

**Answer all questions choosing either (a) or (b).**

**Answer should not exceed 500 words**

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	16 (a) & 16 (b)	17 (a) & 17 (b)	18 (a) & 18 (b)	19 (a) & 19 (b)	20 (a) & 20 (b)