



**NAGINDAS KHANDWALA COLLEGE OF  
COMMERCE, ARTS &  
MANAGEMENT STUDIES (AUTONOMOUS)**

Re-accredited by NAAC with 'A' Grade (3<sup>rd</sup> Cycle)

ISO 9001:2015 Certified

**Bhavishya Bharat Campus, S. V. Road, Malad (West) Mumbai-400 064**

**Programme Code: UBM**

**Bachelor of Business Administration (B.B.A. Hons.)**

**Marketing Management**

**Three Year Integrated Programme -  
Six Semesters**

***Course Structure***

**Under Choice Based Credit, Grading and Semester System**

***Implemented during Academic Year- 2021-2022***

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## 1. Preamble

Today, a marketing career is one of the most promising and fastest-growing careers, among others. Marketing is today's number one job that will make you flourish in your chosen marketing field. It will always spark your innovative and creative side. Marketing is all about recognizing the consumer's demand for the product or services. Ideally, marketers create effective strategies wherein consumers can buy these products and services to gain profit.

The Marketing programme deals with the concepts of business management. It acquaints the students to marketing theories and principles to prepare them for the industry. This course encompasses traditional as well as new approaches towards marketing and enables the students to deal with real-life problems in the industry.

This programme provides a headstart for candidates to develop management skills and a specialisation in Marketing. The course takes a student over the core areas of management including marketing, sales, strategy management etc. and it also covers key areas of finance and economics. The major focus of the program is on Marketing subjects. Plus, soft skill development such as business communication is also taught in the BBA course.

The subjects taught in this programme are well adapted to train students as per the industry requirements. The combination of practical and theoretical knowledge provided in this programme help increase the value of a student in the market. Well-established companies and start-ups stay on the lookout for these kind of students as they are suited to carry out a range of responsibilities in the organization. Since they fit into a variety of roles in an organization, BBA graduates have plenty of job opportunities available in the market. Organizations stay on the lookout for young graduates who can bring energy and new ideas to the table. BBA graduates can fit into a varied range of roles and responsibilities in an organization. Plus, the BBA (Hons.) in Marketing Management course is also suited for students who want to learn how to manage their own businesses or entrepreneurs.

## 1.1 About Khandwala College

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 22 UG, 14 PG and 4 Ph.D. programmes and impart education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minorities in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016.

## 1.2 Vision and Mission of Khandwala College

### **Vision**

Education for all

Education for the youth

Education for the future of our country

### **Mission**

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

## 2. Programme Objectives & Outcomes

### 2.1 Programme Objectives

1. To equip students with the necessary knowledge and techniques that will enable them to successfully solve a broad set of marketing problems.
2. To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in global environment.
3. To develop competent marketing professionals with strong ethical values capable of assuming a pivotal role in various sectors.
4. To impart the basic knowledge of Marketing, Communication and related areas of studies.
5. To develop the learner into competent and efficient Marketing Industry ready professionals.
6. To empower learners by communication, professional and life skills.
7. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
8. To imbibe the culture of research, innovation, entrepreneurship and incubation.
9. To inculcate professional ethics, values of Indian and global culture.
10. To prepare socially responsible media academicians, researchers, professionals with global vision.

## 2.2 Programme Outcomes

### After successful completion of the Programme the learner will be able to:

- PO1- Understand a complex set of marketing problems, can analyze available marketing information, and can synthesize this information into a marketing strategy as part of a comprehensive and cohesive marketing plan
- PO2- Understand and can analyze ethical issues involved in the marketing profession.
- PO3- Identify the internal and external influences on consumer behavior, understand the processes of consumer decision making, and analyze the influences of consumer behavior on a specific marketing strategy.
- PO4- Acquire conceptual clarity of various functional areas
- PO5- Analyze various functional issues affecting the organization
- PO6- Demonstrate effectively oral and written communication
- PO7- Demonstrate ability to work in groups

## 3. Eligibility, Selection and Admission Criterion

Candidates for being eligible for admission to the three-year course leading to the Degree of BBA(Hons.) in Marketing Management, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or an equivalent qualification in any stream from any recognized Board/ University.

### 3.1 Eligibility Criterion:

The student must be passed a two-year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board/ University. Lateral Entry shall be applicable for students who have pursued similar or related Programmes from any University. Eligibility Criteria shall be applicable for lateral entry..

### 3.2 Selection and Admission Criterion for Eligible Candidates:

The interested students shall register for the Aptitude Test and Interview. Reservations as per University rules will be applicable.

### The admission of students shall be based on:

- Academic and non- academic credentials till date.
- The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.
- In all matters relating to admission to the programme the decision of the Management of institute/college shall be final.
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of institute/college.

### 3.3 Eligibility for the award of the Degree:

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 160 credits, and letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core. No dues to the College, Libraries etc.; and No disciplinary action is pending against him / her.

### **3.4 Faculty under which the Degree is awarded:**

*B.B.A. (Hons.) in Marketing Management* Degree is awarded under the faculty of Commerce.

### **3.5 Intake and Fees**

Intake of 60 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

Programme Fees for each Semester - Rs. 60,000/- . The fees can be increased by 12% every year.

### **3.6 Attendance**

- A student has to obtain minimum 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

## **4. Scheme of Examination**

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The examinations can be conducted in online/offline mode. The institute may decide the examination pattern - written, oral, practical, presentation, project etc. for any or all courses/subjects as appropriate.

The Credits are defined in terms of the learner’s hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners’ load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

### Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	52
2	Year 2	52
3	Year 3	56
	<b>Total Credits for Award of Degree</b>	<b>160</b>

#### 4.1 Credit Based Evaluation System Scheme of Examination

For all the semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below.

#### 4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr.No.	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, cultural activities etc. as the case may be)	05 marks

#### 4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks.

The Semester End Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (\*) for which 40 marks includes test for 15 marks, assignment for 20 marks and attendance & code of conduct for 05 marks and 60 marks for two assignments/assessments shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I & II shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.



#### 4.4 Question Paper Pattern

##### A) Written Class Test (15Marks) - 30 mins

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two of the Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One of the Two) (5 Marks each)	05 Marks

##### B) Semester End Examinations – 60 Marks - 2hrs

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	( <i>Concept based Questions</i> ) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
	OR	
QII B	( <i>Concept based Questions</i> ) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks

QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks
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#### 4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

- The learners shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation (CIE) and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

#### **4.6 Failure in Class Test II**

Students failing to clear the Class Test II will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment – 10 marks
- Presentation- 5 marks

## 5. Teaching Methodology:

### 1. Classroom Sessions

- **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the industry in online/offline or blended mode.
- **Assignments and Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
- **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry, these workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an event. Students are trained to make a replica of an Event and present it live in the classroom. The exercise gives the student an opportunity to identify the finer nuances of event execution thereby helping them to identify key success factors and areas of improvement
- **Guest Lectures and Case Studies**
  - **Guest Lecture:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
  - **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.
- **Innovative and Interactive Learning Technology**
  - **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
  - **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
    - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-changing dynamics of the corporate world.
- **Create through Technology:**

- **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and thoughts with diverse audiences.
- **Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation and sharing).
- **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.
- **Unparalleled Internships and Practical Training**
  - **Internships and Practical Training:** These training act like great learning platforms giving them the live industry work experience.
  - **In-House Events:** Students shall be provided an opportunity to work on the in-house activities / events right from the start to finish, to provide them with hands-on experience, which helps to gain excellent organization skills.

## **6. Ad-hoc Board of Studies**

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Principal Dr. (Mrs.) Ancy Jose, Principal, Khandwala College
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Khandwala College
- Mr. Balkishan Sharma, MBA
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA - Faculty
- Mr. Abhay Garg, M.Sc. Finance - Industry Representative
- Mr. Ajay Bhagat, MBA- Industry Representative

**Bachelor of Business Administration (B.B.A. Hons.)**  
**in Marketing Management**  
**Three Year Integrated Programme -**  
**Six Semesters**

**Basic Structure: Distribution of Courses**

1	<b>Core Course (CC)</b>	2 Papers of 6 credits each (Total Credits Hrs. $2*6$ ) =12 15 Papers of 4 Credits Hrs. each (Total Credits Hrs. $15*4$ ) =60 2 Paper of 3 Credits Hrs. each (Total Credits Hrs. $2*3$ ) = 6 4 Papers of 2 Credits Hrs. each (Total Credits Hrs. $4*2$ ) = 8	86
2	<b>Discipline Specific Compulsory Course (DSC)</b>	2 Papers of 6 Credits Hr. each (Total Credits Hr. $2*6$ ) = 12 2 Papers of 4 Credits Hr. each (Total Credits Hr. $2*4$ ) = 08	20
3	<b>Discipline Specific Elective (DSE)</b>	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. $4*4$ ) = 20 5 Papers of 3 Credits Hrs. each (Total Credits Hrs. $4*4$ ) = 15	35
4	<b>Skill Enhancement Course (SEC)</b>	1 Papers of 3 Credits Hr. each (Total Credits Hr. $1*3$ ) = 3	4
5	<b>Ability Enhancement Course (AEC)</b>	1 Papers of 2 Credits Hrs. each (Total Credits Hrs. $1*2$ ) = 2	2
6	<b>Ability Enhancement Compulsory Course (AECC)</b>	3 Papers of 2 Credits Hrs. each (Total Credits Hrs. $3*2$ ) = 6	6
7	<b>General Elective (GE)</b>	4 Papers of 2 Credits Hr. each (Total Credits Hrs. $4*2$ ) = 8	8
	<b>Total Credits Hrs</b>		<b>160</b>

**B.B.A. (Hons.) in Marketing Management**  
**Under Choice Based Credit, Grading and Semester System**  
**Curriculum Framework**  
**FIRST YEAR**  
**Semester I**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
I	2111UBBMA	Management Concepts	CC	4	40	60	100
I	2112UBMFM	Fundamentals of Marketing	CC	4	40	60	100
I	2113UBMRM	Research Methodology	CC	4	40	60	100
I	2114UBMHR/ 2114UBMIR	<i>(Any one)</i> Human Resource Management Industrial Relations	DSE	3	40	60	100
I	2115UBMBE/ 2115UBMST	<i>(Any one)</i> Business Economics Statistics	DSE	3	40	60	100
	2116UBMCS	Communication Skills *	AECC	2	40	60	100
I	2117UBMFE	Functional English *	AECC	2	40	60	100
I	2118UBMSA 2118UBMPD	<i>(Any one) *</i> Sanskrit Personality Development	GE	2	40	60	100
		<b>Total</b>		<b>24</b>	<b>320</b>	<b>480</b>	<b>800</b>

**Semester II**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
II	2121UBMMM	Marketing Mix	CC	4	40	60	100
II	2122UBMDM	Digital Marketing I *	CC	4	40	60	100
II	2123UBMCB	Consumer Behaviour	CC	2	40	60	100
II	2124UBMIT	IT in Business Management	CC	2	40	60	100
II	2125UBMIAF/ 2125UBMCOM	<i>(Any one)</i> Introduction to Accounts and Finance Computer Skills	DSE	3	40	60	100
II	2126UBMSM 2126UBMBA	<i>(Any one)</i> Strategic Management Business Administration	DSE	3	40	60	100
II	2127UBMTI	Training & Internship*	AECC	4	40	60	100
II	2128UBMYE 2128UBMNL	<i>(Any one)</i> Yoga & Ethics* Nutrition & Lifestyle	GE	2	40	60	100
		<b>Total</b>		<b>24</b>	<b>320</b>	<b>480</b>	<b>800</b>



**B.B.A. (Hons.) in Marketing Management**  
*Under Choice Based Credit, Grading and Semester System*  
**Curriculum Framework**  
**SECOND YEAR**

**Semester III**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
III	2231UBMAD	Advertising and IMC	CC	4	40	60	100
III	2232UBMDM	Digital Marketing II*	CC	4	40	60	100
III	2233UBMCC	Creating Collaterals for Marketing and Branding*	CC	6	40	60	100
III	2234UBMBM	Brand Management	CC	2	40	60	100
III	2235UBMCR	Customer Relationship Management	CC	2	40	60	100
III	2236UBMSD/ 2236UBMSP	(Any one) Sales and Distribution Management Sales Promotion Management	DSE	4	40	60	100
III	2237UBMIN	Internship *	DSC	4	40	60	100
III	2238UBMSA 2238UBMSS	(Any one) * Sanskrit Soft Skills & Personality Development	GE	2	40	60	100
			<b>Total</b>	<b>28</b>	<b>320</b>	<b>480</b>	<b>800</b>

**Semester IV**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
IV	2241UBMCR	Creativity and Campaign Planning*	CC	6	40	60	100
IV	2242UBMSM	Services Marketing	CC	4	40	60	100
IV	2243UBMRE	Retail Management	CC	4	40	60	100
IV	2244UBMCP	Copywriting*	CC	3	40	60	100
IV	2245UBMRU	Rural Marketing	CC	3	40	60	100
IV	2246UBMBA 2246UBMIB	(Any one) Business Analytics International Business Environment	DSE	3	40	60	100
IV	2247UBMBD	Business Development & Networking	SEC	3	40	60	100
IV	2248UBMEN	Environmental Studies*	AECC	2	40	60	100
			<b>Total</b>	<b>28</b>	<b>320</b>	<b>480</b>	<b>800</b>

**B.B.A. (Hons.) in Marketing Management**  
*Under Choice Based Credit, Grading and Semester System*  
**Curriculum Framework**  
**THIRD YEAR**

**Semester V**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
V	2351UBMP	Media Planning and Buying	CC	4	40	60	100
V	2352UBMPR	Public Relations and Corporate Communications	CC	4	40	60	100
V	2353UBMBEL	Business Ethics and Laws	CC	4	40	60	100
V	2354UBMINT	Internship*	DSC	6	40	60	100
V	2355UBMEEM/ 2355UBMEMP	<i>(Any one)</i> Events & Experiential Marketing/ Event Management Planning	DSE	4	40	60	100
V	2356UBMDB 2356UBMED	<i>(Any one)</i> Digital Business Ecommerce & Digital Marketing	DSE	4	40	60	100
V	2357UBMSA 2357UBMPS	<i>(Any one)*</i> Sanskrit Effective Presentation Skills	GE	2	40	60	100
			<b>Total</b>	<b>28</b>	<b>280</b>	<b>420</b>	<b>700</b>

**Semester VI**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
VI	2361UBMND	New Dimensions in Marketing	CC	4	40	60	100
VI	2362UBMR	Marketing Research	CC	4	40	60	100
VI	2363UBMPT	Practical Training/Internship*	CC	4	0	100	100
VI	2364UBMCP	Capstone Project*	DSC	6	40	60	100
VI	2365UBMMK 2365UBMCH	<i>(Any one)</i> Marketing Automation Marketing Channels	DSE	4	40	60	100
VI	2366UBMIM 2366UBMINT	<i>(Any one)</i> International Marketing & Business Simulation Internet Marketing	DSE	4	40	60	100
VI	2367UBMHR	Human Rights & Indian Constitution*	AEC	2	40	60	100
			<b>Total</b>	<b>28</b>	<b>240</b>	<b>460</b>	<b>700</b>

**The syllabus can be updated/revised/modified from time to time to meet industry requirements.**

- CC - Core Course
- DSC - Discipline Specific Compulsory Course
- AECC - Ability Enhancement Compulsory Course
- AEEC - Ability Enhancement Elective Course
- SEC - Skill Enhancement Course
- GE - General Elective

**\*Evaluation scheme as per the courses mentioned below:**

Communication Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Functional English	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
<b>(Any one)</b> Sanskrit Personality Development	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Digital Marketing I	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Training & Internship	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
<b>(Any one)</b> Yoga & Ethics Nutrition & Lifestyle	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Digital Marketing II	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Creating Collaterals for Marketing and Branding	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Internship	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
<b>(Any one)</b> Sanskrit Soft Skills & Personality Development	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Creativity and Campaign Planning	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (1 assignment *60mks)
Copywriting	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Environmental Studies	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Practical Training/Internship	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
<b>(Any one)</b> Sanskrit Effective Presentation Skills	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Internship	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
Capstone Project	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
Human Rights & Indian Constitution	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)

**Nagindas Khandwala College (Autonomous)**

**Syllabus and Question Paper Pattern  
of Courses of**

**Bachelor of Business Administration (B.B.A. Hons.)**

**in**

**Marketing Management**

**First Year**

***Semester- I and II***

**Under Choice Based Credit, Grading and Semester System**

***Syllabus of Course of  
B.B.A. (Hons.) in Marketing Management  
at Semester I***

**1. Management Concepts**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	<b>Basic Concepts</b>	12
Module 2	<b>Planning</b>	12
Module 3	<b>Organizing</b>	12
Module 4	<b>Decision Making</b>	12
Module 5	<b>Controlling</b>	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand the basic concepts of management.

**Course Outcome**

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

1. CO1: Identify the managerial competencies and skills used in workplace or organization. (Cognitive Level: Remember)
2. CO2: Explain the concepts of Management by Objectives and what are the benefits of applying MBO in Planning. (Cognitive Level: Understand)
3. CO3: Discover the role of intuition and evidence based on decision making of management. (Cognitive Level: Apply)

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Basic Concepts</b>	<b>12</b>
	Manager, Managing, Workplace, Organization, Management Functions, Mintzberg's Managerial Roles, The Universality of Management, Approaches to Management - Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches. Managerial Competencies: Communication, teamwork, planning and administrative, strategic, and global competencies; Managerial Skills; How Is the Manager's Job Changing? Importance of Customers to the Manager's Job, Importance of Innovation to the Manager's Job, Importance of Sustainability to the Manager's Job.	
<b>2</b>	<b>Planning</b>	<b>12</b>
	Concept, need, nature, Management by Objectives (MBO) - Process of MBO - Benefits of MBO, Planning and Performance, Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, Approaches to Setting Goals, Developing Plans, Approaches to Planning, Planning Effectively in Dynamic Environments.	
<b>3</b>	<b>Organizing</b>	<b>12</b>
	Organization, Organizing, Organizational Structures, Principles of Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures, Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – Boundary less Organization, Virtual Organizations, Learning Organization, Flexi Work, Tele-working, Global Organizations.	
<b>4</b>	<b>Decision Making</b>	<b>12</b>
	The Decision-Making Process - Identifying a Problem - Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - Analyzing Alternatives - Selecting an Alternative - Implementing the Alternative - Evaluating Decision Effectiveness. Making Decisions: Rationality, Bounded Rationality, The Role of Intuition, The Role of Evidence-Based Management. Types of Decisions & Decision-Making Conditions. Decision-Making approaches - Quantitative approach, Environmental Approach, System Approach, Ethical Approach, Intuitive Approach, Case Study Approach Decision-Making Styles - Linear-Nonlinear Thinking Style Profile, Decision Making Biases and Errors. Effective Decision Making in Today's World - Correctness of decision, Decision environment, Timing of decision, Effective communication of Decision, Participation in decision Making-Implementation of decision.	
<b>5</b>	<b>Controlling</b>	<b>12</b>

	Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices	
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**Reference Books:**

1. Management, Hellregel, Thomson Learning, Bombay
2. Management, Robbins & Coulter, Prentice Hall of Hall of India, New Delhi.
3. Management - Text & Cases, Satya Raju, PHI, New Delhi.
4. Management, Richard L. Draft, Thomson South-Western



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at Semester I***

**2. Fundamentals of Marketing**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Marketing	12
Module 2	Marketing Environment	12
Module 3	Segmentation, Target Marketing and Positioning	12
Module 4	Consumer Behaviour	12
Module 5	Marketing Mix	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To Understand the strategies and principles of Marketing and utilize it constructively.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Recall various concepts, principles, frameworks, and terms related to the function and role of marketing. (Cognitive Level: Remember)
2. CO2: Identify the relevance of marketing management concepts and frameworks to a new or existing business across a wide variety of sectors and illustrate the role that marketing plays in the tool kit of every organizational leader and manager. (Cognitive Level: Understand)
3. CO3: Discover the marketing principles and theories to the demands of marketing function and practice in contemporary real-world scenarios. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Marketing</b>	<b>12</b>
	Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Company orientation towards market place: Product – Production - Sales – Marketing –Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value	
<b>2</b>	<b>Marketing Environment</b>	<b>12</b>
	Concept of Environment, Macro Environment & Micro Environment – Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment, Need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics	
<b>3</b>	<b>Segmentation, Target Marketing and Positioning</b>	<b>12</b>
	Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition.	
<b>4</b>	<b>Consumer Behavior</b>	<b>12</b>

	Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior.	
<b>5</b>	<b>Marketing Mix</b>	<b>12</b>
	Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.	

### **Reference Books:**

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

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**3. Research Methodology**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Business Research	15
Module 2	Dimensions of Research	15
Module 3	Sampling Techniques	15
Module 4	Methods and Tools of Research	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand concepts and applications of research methods.

**Course Outcome**

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

1. CO1: Memorize the definition of research problems and identify the process for research management problem. (Cognitive Level: Remember)
2. CO2: Identify the purpose, usage, description of basic and applied research. (Cognitive Level: Understand)
3. CO3: Relate the methods and tools used for quantitative and qualitative kind of research. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Business Research</b>	<b>15</b>
	Business Research: Meaning, types, process of research-management problem, defining the research problem, formulating the research Hypothesis, develop the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.	
<b>2</b>	<b>Dimensions of Research</b>	<b>15</b>
	Dimensions of Research-Purpose, exploration, description, use of research in basic and applied types of research, time dimension in research	
<b>3</b>	<b>Sampling Techniques</b>	<b>15</b>
	Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non-Probability Sampling– convenience sampling, judgemental sampling, snowball sampling– quota sampling – Errors in sampling.	
<b>4</b>	<b>Methods and Tools of Research</b>	<b>15</b>
	Methods and tools of Research (Quantitative and Qualitative); Reliability and Validity	

### Reference Books:

1. C R Kothari, Vishwa Prakashan , Research methodology,2002
2. Donald R. Cooper & Pamela s Schindler Business research methods., TMH/9e/2007
3. Naresh K Malhotra, Marketing research, Pearson Education /PHI/5e/2007
4. SL Gupta and Hetesh Gupta, Business research methods, McGraw hill – 2012

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**4. Human Resource Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	9
Module 2	Job Design & Analysis	9
Module 3	Performance Appraisal & Career Planning	9
Module 4	Participative management & Industrial Relations	9
Module 5	Concept & Theory of OB	9
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
3. To develop relevant skills necessary for application in HR related issues
4. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Explain the concept of human resource management and its relevance in organizations. (Cognitive Level: Remember)
2. CO2: Identify and cite the necessary skill set for application of various HR issues. (Cognitive Level: Understand)
3. CO3: Use the Organisational Behaviour model to solve organizational problems, specifically related to human beings. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>9</b>
	Introduction to HRM Definition, features, scope/Functions of HRM. Evolution of HRM/ Trends in HRM Difference between HRM and PM Challenges Before the HR Manager Role of the HR manager Traits/Characteristics of the workforce, Personnel Philosophy Personnel Manual Human Resource Planning: Definition of HRP Process of HRP along with brief coverage of personnel demand and supply Forecasting techniques Factors affecting HRP HRIS VRS, outsourcing, pink slip/ termination/ retrenchment/downsizing/ separation Contracting and subcontracting Promotions and transfers.	
<b>2</b>	<b>Job Design &amp; Analysis</b>	<b>9</b>
	Job analysis, Job Design and Job evaluation Job analysis- definition, method of collecting job data, merits and demerits/ limitations Job design definition, factors affecting job design , approaches to job design Job evaluation- definition, methods of job evaluation, process of job evaluation Recruitment, selection and Induction: Recruitment- Definition, sources of recruitment, merits and demerits Selection- definition process of selection, types of selection tests, types of interviews Induction/orientation- definition, methods, process Placement Training and Development Definition if training and development Methods of training Managers Process/ Procedure of conducting training programs How to evaluate effectiveness of training program Advantages of T & D	
<b>3</b>	<b>Performance Appraisal &amp; Career Planning</b>	<b>9</b>
	Performance Appraisal – Definition, Methods of appraisal for managers – traditional and modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal Compensation management, Definition of compensation Components of salary/ salary slip Fringe benefits- definition and types Performance linked incentives/incentives definition, advantages and disadvantages. Career planning and Development, Definition of career planning and career development Process /procedure Career stages/career life cycle and how to handle personnel at each stage Essentials to make career planning successful Career counselling Employee Retention techniques Succession planning	
<b>4</b>	<b>Participative management &amp; Industrial Relations</b>	<b>9</b>
	Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams Industrial relations, Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations, Trade Unions, Definition of	

	a trade union, Features of a trade union, Trade Union movement in India, Trends in TU.	
<b>5</b>	<b>Concept &amp; Theory of OB</b>	<b>9</b>
	Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.	

### **Reference Books:**

1. Human Resource Management: Text & Cases by K. Aswathappa
2. Human Resource Management by Gary Dessler, Biju Varkkey



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**4. Industrial Relations**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	11
Module 2	Discipline and Grievance Management	11
Module 3	Industrial Disputes & Employee Participation	11
Module 4	Industrial Laws: Social Security Laws	12
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To develop necessary understanding of various labour management relation issues and policies in the Indian Context in particular.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Recall and relate the ongoing causes and effects of Poor Industrial Relation in India. (Cognitive Level: Remember)
2. CO2: Describe the term 'collective bargaining' and how can we use the strategies to manage discipline and grievances. (Cognitive Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>11</b>
	Introduction to Industrial Relations: Industrial Relations Perspectives; Concept, Importance, Scope & Aspects of Industrial Relations, Causes & effects of Poor Industrial Relation in India ; Trade Unions: Historical Evolution of Trade Unions in India, Role & Functions of Trade union, Essentials for success of Trade Union.	
<b>2</b>	<b>Discipline and Grievance Management</b>	<b>11</b>
	Employee discipline; Causes of indiscipline, essentials of a good disciplinary system, Hot-Stove Rule and kinds of punishment; Grievance procedure: Settlement of grievance in Indian industry; Model grievance procedure, Meaning & structure of collective bargaining; Bargaining stages and processes, Collective bargaining in India.	
<b>3</b>	<b>Industrial Disputes &amp; Employee Participation</b>	<b>11</b>
	Industrial Disputes in India; Causes of disputes, Methods for the settlement of industrial disputes; Definitions and aims of Workers participation, Worker participation in Management in India; The participation of workers in Management Bill, 1996.	
<b>4</b>	<b>Industrial Laws</b>	<b>12</b>
	Social Security Laws - Laws Relating to Workmen's Compensation, Employees' State Insurance, Provident Fund, Gratuity and Maternity Relief, The Law of Minimum Wages, Payment of Wages, Payment of Bonus.	

### Reference Books:

1. Ross, A. M. & Hartman, P.T. : Changing Patterns of Industrial Conflict, New York, John Wiley.
2. Arun Monappa : Industrial Relations, Tata McGraw Hill.
3. Pattanayak, Biswajeet: Human Resource Management, PHI, Delhi.
4. Mamoria, Gankar & Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House.
5. C.P. Tripathi, Personnel Management, Sultan Chand, Delhi.

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**5. Business Economics**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Business Economics	9
Module 2	Demand Analysis	9
Module 3	Supply and Production Decisions and Cost of Production	9
Module 4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	9
Module 5	Pricing Practices	9
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To recognize the importance of business economics.
2. To understand demand forecasting and estimation.
3. To identify market structure and its significance in business.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Memorise and describe the basics of market demand, supply and equilibrium in today's world. (Cognitive Level: Remember)
2. CO2: Contrast the relationship between elasticity of demand and Revenue concepts and mark its effect on terms of price and quantity. (Cognitive Level: Understand)
3. CO3: Prepare a debate over the role of advertising based on case studies derived from real life examples. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Business Economics</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Business Economics: Scope, Importance, Basic tools, Opportunity.</li> <li>● Cost principle: Incremental and Marginal Concepts, Basic economic relations.</li> <li>● Functional relations: Equations, Total, Average and Marginal relations, Use of Marginal analysis in decision making. The basics of market demand, Market supply and equilibrium, Price- shifts in the demand and supply curves and equilibrium.</li> </ul>	
<b>2</b>	<b>Demand Analysis</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Demand Function: Nature of demand curve under different markets Meaning, Significance, Types and Measurement of elasticity of demand (Price, income cross and promotional), Relationship between elasticity of demand and Revenue concepts.</li> <li>● Demand estimation and forecasting: Meaning and significance. Methods of demand estimation: Survey and Statistical methods (numerical illustrations on trend analysis and simple linear regression).</li> </ul>	
<b>3</b>	<b>Supply and Production Decisions and Cost of Production</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Production Function: Short run analysis with Law of Variable Proportions, Production function with two variable inputs- isoquants, Ridge lines and Least cost combination of inputs- Long run production function and Laws of Returns to Scale expansion path, Economies and diseconomies of Scale.</li> <li>● Cost concepts: Accounting cost and Economic cost, Implicit and Explicit cost, Fixed and Variable cost, Total, Average and Marginal cost.</li> </ul> <p>Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve, Break even analysis (with business applications).</p>	
<b>4</b>	<b>Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Short run and long run equilibrium of a competitive firm and industry, Monopoly, Short run and Long- run equilibrium of a firm under Monopoly.</li> <li>● Monopolistic competition: Equilibrium of a firm under monopolistic competition, Debate over the role of advertising (topics to be taught using case studies from real life examples).</li> </ul> <p>Oligopolistic markets: Key attributes of oligopoly, Collusive and Non collusive oligopoly market, Price rigidity, Cartels and Price leadership models (with practical examples).</p>	
<b>5</b>	<b>Pricing Practices</b>	<b>9</b>

	Cost oriented pricing methods: Cost, Plus (full cost) pricing, Marginal cost pricing, Mark-up pricing, Discriminating pricing, Multiple, Product pricing, Transfer pricing (case studies on how pricing methods are used in the business world).	
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### Reference Books:

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000).
2. Hirchey. M., Managerial Economics, Thomson South western (2003).
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001).
4. Frank Robert H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3).
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint).
6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002).
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004).

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**5. Statistics**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Statistics	15
Module 2	Correlation and Regression Analysis	15
Module 3	Sampling Theory	15
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To develop the ability to deal with numerical and quantitative issues in business

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Describe and discuss the key terminology, concepts tools and techniques used in Statistics. (Cognitive Level: Remember)
2. CO2: Interpret and describe the correlation Analysis based on its significance and also identify the methods of Correlation analysis based on Scatter and Karl Pearson's model. (Cognitive Level: Understand)
3. CO3: Relate the application of sampling theory with the different types of sample size, and non-Sampling errors. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Statistics</b>	<b>15</b>
	Origin, meaning and purpose of statistics. Scope and limitations of statistics. Science or Art and sit rust of statistics. Collection and presentation of data. Sources and methods of data collection. Principles of data classification. Tabulation of data. Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations – Skeweness and Dispersion.	
<b>2</b>	<b>Correlation and Regression Analysis</b>	<b>15</b>
	Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation, Methods of Correlation analysis – Scatter, diagram Karl Pearsons, coefficient, Rank correlation and method of least squares, standard Error of estimates, Time series Analysis – Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.	
<b>3</b>	<b>Sampling Theory</b>	<b>15</b>
	Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Central limit theorem. Tests of Hypothesis. Index numbers their characteristics and untidy. Methods of constructing Index numbers, problems in construction of Index Numbers Limitation soft Index numbers.	

### Reference Books:

1. Business Statistics – S. P. Gupta & M. P. Gupta
2. Statistical Methods – S. P. Gupta & M. P. Gupta
3. Statistic for Management – Jit, Chandan Das

## *Syllabus of Course of*

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**6. Communication Skills**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Fundamentals of Communication	7
Module 2	Business Correspondence	8
Module 3	Oral Communication Skills	7
Module 4	Presentation Skills and Group Discussions	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To provide an overview of Prerequisites to Business Communication.
2. To underline the nuances of Business communication.
3. To put in use the basic mechanics of Grammar.
4. To provide an outline to effective Organizational Communication.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Describe the fundamentals of communications including Channels, Barriers to communication, and Business Etiquettes. (Cognitive Level: Remember)
2. CO2: Demonstrate the verbal and non-verbal communication ability through presentations. (Cognitive Level: Understand)
3. CO3: Draft effective business correspondence with brevity and clarity. (Cognitive Level: Apply)



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Fundamentals of Communication</b>	<b>7</b>
	a) Evolution of Communication b) Channels, Barriers to communication, Business Etiquettes c) Listening Skills	
<b>2</b>	<b>Business Correspondence</b>	<b>8</b>
	a) Theory of Business Letter Writing, fundamentals and nuances of email writing and protocols b) Formal and Informal letter writing, Resume writing c) Notice, agenda and resolutions	
<b>3</b>	<b>Oral Communication Skills</b>	<b>7</b>
	a) Understanding the audience, body language	
<b>4</b>	<b>Presentation Skills and Group Discussions</b>	<b>8</b>
	a) Principles of effective presentation b) Interviews, Meetings and Group discussions	

### Reference Books:

1. Kaul, 2009 Business Communication, 2e, Prentice Hall India
2. Lesikar, 2015, Basic Business Communication, 13e, Tata McGraw Hill
3. Scot Ober, 2007, Contemporary Business Communication, 7e, Houghton Mifflin
4. John M. Penrose, 2003, Business Communication for Managers: An Advanced Approach, 5e, South-Western publishers Amy Newman, 2015, Business Communication, 9e, Pearson

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**7. Functional English**

<b>Sr.</b>	<b>Modules/Units</b>
1	<b>Word Class</b>
	Articles, Prepositions, Verbs, Adverbs, Conjunctions, Interjections
2	<b>Tenses, Concord, Voice</b>
	Tense and Aspect, Subject and Verb Agreement, Person and Number, Active and Passive Voice
3	<b>Spelling and Punctuation</b>
	Rules of Punctuation, Basic Rules of Spelling
4	<b>Sentences</b>
	Types of Sentences, Conversion of Sentences

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**7. Sanskrit**

**Sanskrit**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
Module 1	Structure of Language	2
Module 2	Nouns and various cases	2
Module 3	Ten conjugations	2
Module 4	Voices	2
Module 5	Causal	2
Module 6	Absolute Locative	2
Module 7	Frequentatives	2
Module 8	Desideratives	2
Module 9	Sandhis	2
Module 10	Compounds	3
Module 11	Gerunds	3
Module 12	Infinitives	3
Module 13	History of Sanskrit Literature	3
	<b>Total</b>	<b>30</b>

**Course Objective**

- To build the vocabulary of students by equipping them in etymological aspects as per the text

**Course Outcome**

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

- CO1: Explain the complex Vedic language and literature. (Level: Remember)

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**8. Personality Development Skills**

**Module at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
Module 1	Interpersonal Skills	7
Module 2	Phone Etiquette & Professional Communication	8
Module 3	Email Etiquette	7
Module 4	Time Management	8
	<b>Total</b>	<b>30</b>

**Course Objective**

- To facilitate an all-round development of personality

**Course Outcome**

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

**CO1:** Identify and describe the ways to schedule time more effectively and stay on track and keep important goals top of mind. (Level: Understand)

**CO2:** Develop interpersonal skills and handle communication in a better manner. (Level: Create)

**CO3:** Write effective emails. (Level: Create)

***Syllabus of Course of  
B.B.A. (Hons.) in Marketing Management  
at Semester II***

**1. Marketing Mix**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Product	12
Module 2	Pricing	12
Module 3	Place	12
Module 4	Promotion	12
Module 5	Product Level Planning	12
	<b>Total</b>	<b>60</b>

### **Course Objectives**

1. To understand the concepts of marketing management
2. To learn about the marketing process for different types of products and services
3. To understand the tools used by marketing managers in decision situations
4. To understand the marketing environment

### **Course Outcome**

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

1. CO1: Describe the key terms associated with the 4 Ps of marketing. (Cognitive Level: Remember)
2. CO2: Contrast various approaches to pricing for a real-world marketing offering commodities, goods, services, e-products/ e-services. (Cognitive Level: Understand)
3. CO3: Discover the steps to develop effective marketing communication that helps to identify and determine the target audience and communication objectives. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Product</b>	<b>12</b>
	Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity.	
<b>2</b>	<b>Pricing</b>	<b>12</b>
	Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes.	
<b>3</b>	<b>Place</b>	<b>12</b>
	Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.	
<b>4</b>	<b>Promotion</b>	<b>12</b>
	Meaning, The role of marketing communications in marketing effort. Communication Mix Elements - Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.	
<b>5</b>	<b>Product Level Planning</b>	<b>12</b>
	Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual	

	Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.	
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**Reference Books:**

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.

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**2. Digital Marketing I**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Digital Marketing Planning and Structure	12
Module 2	Facebook Marketing Fundamentals	12
Module 3	Google AdWords	12
Module 4	YouTube Marketing	12
Module 5	Email Marketing – Content Writing	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To introduce and acquire the knowledge of how to use digital platforms effectively for marketing

**Course Outcome**

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

1. CO1: Define various concepts related to Digital Marketing. (Cognitive Level: Remember)
2. CO2: Explain the role of Facebook, Google Ad words, YouTube and Email in digital marketing. (Cognitive Level: Understand)
3. CO3: Perform the usage of Facebook, Google Ad words, YouTube and Email for carrying out digital marketing of real-life products. (Cognitive Level: Apply)



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Digital Marketing Planning and Structure</b>	<b>12</b>
	Inbound vs Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities. WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing Wordpress Website	
<b>2</b>	<b>Facebook Marketing Fundamentals</b>	<b>12</b>
	Profiles and Pages, Business Categories, Getting Assets Ready, Creating Facebook Pages, Page Info and Settings, Facebook Page Custom URL, Invite Page Likes, Featured Video, Pin Post and Highlights, Scheduling Posts, Facebook Events, Reply and Message, Facebook Insights Reports, Competitor's Facebook Page, Ban User on Facebook Page, Connect with Twitter. Facebook Ad Campaigns: Organic v/s Paid, Defining Ad Objective, Performance Matrix, Ad Components, Designing Creative Image, Facebook Ad Structure, Setting Up Facebook Ad Account, Create Ad –Targeting, Create Ad –Budgeting, Create Ad –Creative, Content and CTA, Boosting Page Posts, Page Promotion, Video Promotion, Similar Ads and Audiences, Tracking Pixels Code, Remarketing -Website Visitors, Custom Audiences -Look Alike, Custom Audience -Saved Group, Managing and Editing Ads, Ad Reports and Ad Insights, Billing and Account. Facebook Business Manager, People, Pages and Roles, Ad Accounts Configurations, Ad Agencies and Assigning, Shared Login for FB Business A/c, Power Editor, Email Targeting on Facebook, Facebook Offers, CTA on Page, Posts for Location, Save Time with Third Party Tools, Case Studies.	
<b>3</b>	<b>Google Adwords</b>	<b>12</b>
	Understanding Adwords, Google Ad Types, Pricing Models, PPC Cost Formula, Ad Page Rank, Billing and Payments, Adwords User Interface, Keyword Planning, Keywords Control, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Bidding Strategy for CPC, Case Studies. PPC, CPM, CPA , Other Measuring Tools, Bidding Strategy on Location, Bidding Strategy on Schedule, Bidding Strategy on Devices, Conversion Tracking Code, Designing Image Ads, Creating Animated Ads, Examples on Animated Ads, Creating Video Ads, Youtube Video Promotion, Hi-Jack Competitor's Video Audience, Case Studies. Remarketing Strategies, Remarketing Rules, Remarketing Tracking Code, Linking Google Analytics, Designing Remarketing Images, Shared Budget, GWD Software, Case Studies.	
<b>4</b>	<b>Youtube Marketing</b>	<b>12</b>

	Video Flow, Google Pages for YouTube Channel, Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords, Branding Watermark, Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library, Case Studies. Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro, CTA –Cards for Mobile, Redirect Traffic to Website, Post Upload Enhancements, Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages, Monetization with AdSense, Paid YoutubeChannel, Channel Analytics, Real Time Analytics, Case Studies	
<b>5</b>	<b>Email Marketing – Content Writing</b>	<b>12</b>
	Email Machine –The Strategy, Email Frequency, Why People Don't Buy, The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers, Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret, Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales, ReEngagement, Buyer vs Consumer. Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email Templates and Designs, Sending HTML Email Campaigns, Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights, Segmentation Strategy, Segmentation Lists, Auto-Responder Series, Triggering Auto – Responder Emails, Auto Responder Actions, Case Studies.	

### Reference Books:

1. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,
2. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, Ian Brodie
3. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Deborah

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**3. Consumer Behaviour**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	7
Module 2	Individual Determinants of Consumer Behaviour	8
Module 3	Environmental Determinants of Consumer Behaviour	7
Module 4	Consumer Decision Making Models and New Trends	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To develop an understanding about the consumer decision making process and its applications in marketing function of firms.
2. To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Identify the major influences in consumer behaviour. (Cognitive Level: Remember)
2. CO2: Contrast the relationship between Product personality and brand personification and how does it affect the consumer behaviour. (Cognitive Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>7</b>
	a) Introduction to consumer behaviour b) Profiling the consumer. c) Drivers of consumer behaviour d) CB in different markets- domestic, international, urban and rural, Generation Z, CB, and CB for durables and FMCG. e) Consumer Decision Making process f) ZOMT	
<b>2</b>	<b>Individual Determinants of Consumer Behaviour</b>	<b>8</b>
	a) Consumer Needs & Motivation Theories b) Personality c) Product personality and brand personification.	
<b>3</b>	<b>Environmental Determinants of Consumer Behaviour</b>	<b>7</b>
	a) Social Class and Influences. b) Behavioural Influences c) Cultural Influences	
<b>4</b>	<b>Consumer Decision Making Models and New Trends</b>	<b>8</b>
	a) Consumer Decision making models b) Diffusion of innovations Process c) Decision process d) E-Buying behaviour e) Decision purchase tree- category and product	

### Reference Books:

1. Solomon, M.R,2009. Consumer Behaviour –New Delhi, Buying, Having, and Being. (8th ed.)
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F, 2009. Consumer Behaviour. New Delhi, Cengage Learning.
3. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A, 2007, New Delhi, Consumer Behaviour Building, New York, McGraw-Hill College
4. Kotler, P. & Keller, K. L, 2012. Marketing Management (Global Edition) (14th ed.) New Delhi, Pearson
5. Nair, Suja R,2004- Consumer Behaviour in Indian Perspective, New Delhi, Himalaya Publishing

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**4. IT in Business Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Microsoft Word	6
Module 2	Overview of the Basics of Excel	6
Module 3	Creating Presentations	6
Module 4	Using Cloud Services	6
Module 5	Introduction to Design Tools	6
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To familiarize with core elements of Windows, Spread Sheets and basic applications in the areas of word, and presentation with computers.
2. To Understand Photoshop & its tools

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Recall and outline the basic functions of Microsoft Word and Excel. (Cognitive Level: Remember)
2. CO2: Summarize the working of commonly used software and their usage in business organizations. (Cognitive Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Microsoft Word</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>Word Processor (Microsoft Word) - Introduction to Word Processor - Overview of Word Processor Packages- Use of word in different areas - Document concept – (Creating, Saving, Opening, Closing Document) - Formatting document (Bold, Italic, Underline, Justification, fonts, colors of fonts, format painter) - Copy, cut and paste - working with margins and page setup – Tables - Uses of drawing toolbar - Columns, header &amp; footers - Printing procedure - Spell Check &amp; Thesaurus - Adding a chart to the report - Mail Merge</li> </ul>	
<b>2</b>	<b>Overview of the Basics of Excel</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>Overview of the Basics of Excel, Working with Functions, Sorting and Filtering Data, Working with Reports, Charts, Final Assignment</li> </ul>	
<b>3</b>	<b>Creating Presentations</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>Creating Presentations - Presentation Software - Microsoft Power Point, Prezi, Creating a presentation with slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects, Slide Transitions, Timed Presentations.</li> </ul>	
<b>4</b>	<b>Using Cloud Services</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>Using cloud services for maintaining data, spreadsheets and documents</li> </ul>	
<b>5</b>	<b>Introduction to Design Tools</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>Introduction to Photoshop &amp; CorelDRAW</li> </ul>	

### Reference Books:

1. Mastering Excel 2000” by Mindy C.Martin, Steven M. Hansen, Beth Klingher BPB
2. Respective software manuals (Adobe Photoshop, Corel Trace)

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**5. Introduction to Accounts and Finance**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	11
Module 2	Accounting Transactions	11
Module 3	Introduction to Final Accounts	11
Module 4	Ratio analysis and Interpretation	12
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To understand the mechanics of accounting.
2. To learn combine practice and theoretical knowledge of financial accounting.
3. To gain knowledge on the detailed understanding of the accounting information system, accounting concepts, accounting principles, accounting cycle and financial statement concepts.

**Course Outcome**

After successful completion of the course the learner will be able to

1. CO1: Describe the need of accounting in today's era and outline the importance of computerised accounting. (Cognitive Level: Remember)
2. CO2: Explore and illustrate the essential numerical skills required for bookkeeping and accounting. (Cognitive Level: Understand)
3. CO3: Calculate and use a comprehensive set of financial ratios to understand company's performance. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>● Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting.</li> <li>● Accounting principles: Introductions to Concepts and conventions.</li> <li>● Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting,</li> <li>● Sources of Finance - Short Term/Long Term, Domestic / Foreign, Equity/Borrowings/Mixed etc.</li> </ul>	
<b>2</b>	<b>Accounting Transactions</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>● Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal &amp; ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns &amp; cash book –Triple Column), Bank Reconciliation Statement.</li> <li>● Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.</li> <li>● Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.</li> <li>● Profit or Loss: Revenue profit or loss, capital profit or loss</li> <li>● Invoices, Raising and invoice, Payment of Invoice</li> </ul>	
<b>3</b>	<b>Introduction to Final Accounts</b>	<b>11</b>
	<ul style="list-style-type: none"> <li>● Introduction to Trading Account, Profit and Loss Account and Balance Sheet.</li> <li>● Introduction to Vertical Form of Balance Sheet and Profit &amp; Loss A/c-Trend Analysis, Comparative Statement &amp; Common Size.</li> </ul>	
<b>4</b>	<b>Ratio analysis and Interpretation</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Balance sheet ratios- Revenue statement ratios - Combined ratios - Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios</li> </ul>	

### Reference Books:

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain
4. Management Accounting - S.N. Maheswari
5. Management Accounting - Antony and Recece
6. Management Accounting - J.Batty
6. Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition) Steven M. Bragg (Author)



7. Cost Accounting and Management Essentials You... (Paperback) by Vibrant Publishers, KalpeshAshar
8. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson
9. Event Production - The Process
10. Successful Event Planning with companion, Shannon Kilkenny
11. Start Your Own Event Planning Business (Start...(Paperback), by Entrepreneur Press

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**5. Computer Skills**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Computers	15
Module 2	Introduction to Boolean Algebra	15
Module 3	Windows	15
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To understand the basic concepts of Computers and its applications.
2. To understand Boolean algebra forms as the basics of digital computer.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Identify the fundamental hardware and software components that make up a computer's hardware and describe the role of these components. (Cognitive Level: Remember)
2. CO2: Explain basic text formatting, headings, line breaks, paragraphs and lists using HTML. (Cognitive Level: Understand)
3. CO3: Use commands of Boolean Algebra including AND, OR NOT to compare values and return a true or false statement. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Computers</b>	<b>15</b>
	Defining Computers, features, History, Generations, Components, classification of computers, input-output devices, Types of computer memory, introduction to computers, Hardware and Software. Introduction to HTML – Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textbooks, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND. Operating System – Meaning, functions, dikes operating system bandits commands & elementary idea of the operating system	
<b>2</b>	<b>Introduction to Boolean Algebra</b>	<b>15</b>
	AND, OR NOT, NAND gates, Half – Adder, Full – Adder, Karnaugh Maps, Simplification. Introduction to computer network – Concepts of Networking, Advantages, classification of NETWORKS – LAN, MAN, WAN, VWAN, Usenet, Telnet. Concept of Green P.C., Concept of Screen Saver, Ergonomics, Nazis Schiedermann Diagram, Warier – Orr Diagrams, Decision Trees, Decision Tables, HIPO, VROC, IPO, Data Dictionary Menu design, MIS, Anthony’s classification, DSS, Software documentation.	
<b>3</b>	<b>Windows</b>	<b>15</b>
	Introduction, utilities, shortcuts, working with word pad, MS Paint, MS Word, MS Excel Internet – What is internet, History, Importance, equipment, needed, www-meaning, procedure for Email, Transfer files to Computer	

### Reference Books:

1. Fundamental of Computers – Rajaraman
2. Computes Today – B. Sandra

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**6. Strategic Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Understanding Strategy	9
Module 2	Analyzing a Company's Internal Environment	9
Module 3	Generic Competitive Strategies	9
Module 4	Strategy Implementation	9
Module 5	Blue Ocean Strategy	9
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To introduce the concepts of strategic management.

**Course Outcome**

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

1. CO1: Recall and memorise the basic terms and concepts in Strategic Management. (Cognitive Level: Remember)
2. CO2: Explain the various facets of Strategic Management in a real world context. (Cognitive Level: Understand)
3. CO3: Discover the trade-offs within and across strategy formulation, implementation, appraisal. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Understanding Strategy</b>	<b>9</b>
	Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell’s three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company’s External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter’s Five Forces Model of competition, Entry & Exit Barriers	
<b>2</b>	<b>Analyzing a Company’s Internal Environment</b>	<b>9</b>
	Resource based view of a firm. Analyzing Company’s Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter’s Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model.	
<b>3</b>	<b>Generic Competitive Strategies</b>	<b>9</b>
	Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies.	
<b>4</b>	<b>Strategy Implementation</b>	<b>9</b>
	Barriers to implementation of strategy, Mintzberg’s 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey’s 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Corporate Culture: Building Learning organizations, promoting participation through technique of Management by	

	Objectives (MBO). Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of Balanced scorecard for strategy evaluation.	
<b>5</b>	<b>Blue Ocean Strategy</b>	<b>9</b>
	Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvas & Value Curves, Four Action framework. Business Models: Meaning & components of business models, new business models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management: Startups- growth and reasons for decline. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits.	

### Reference Books:

1. Strategic Management by Dr. Yogeshwari L. Giri
2. Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter, First Free Press Edition
3. Competing for the Future by Gary Hamel & C.K. Prahalad,
4. Blue Ocean Strategy by Kim & Mauborgne

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**6. Business Administration**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Business Environment	15
Module 2	Planning and Organizing	15
Module 3	Controlling	15
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To understand basic Economy and Business Administration concepts.
2. To know basic Business Administrations techniques related to risk evaluation, growing strategies, resources optimization, marketing tools.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Recognize the role of companies in national and world Economy and how they adapt to global economic situations. (Cognitive Level: Remember)
2. CO2: Distinguish different areas of expertise in the field of Business Administration: Direction, Marketing, Finances, Investments, etc. (Cognitive Level: Understand)

## Detailed Syllabus

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Business Environment</b>	<b>15</b>
	a. Basic Economic Framework b. Business adaptation to Global Environment conditions c. Business and Economic environment d. Social Responsibility and Business ethics e. Managing Globally	
<b>2</b>	<b>Planning and Organizing</b>	<b>15</b>
	a. Managers and decision making b. Leadership c. Planning and control d. Organization design e. Human resources and organizational behavior	
<b>3</b>	<b>Controlling</b>	<b>15</b>
	a. Financial and investment decisions b. Production and productivity c. Inventories d. Accounting and cost control e. Control and Planning instruments	

### Reference Books:

1. Modern Business Administration by Robert Appleby
2. Principles of Management and Administration by Bose D.C.
3. Principles and Practices of Management by Prasad L M



***Syllabus of Course of  
B.B.A. (Hons.) in Marketing Management  
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**7. Training and Internship**

During this semester the learner will have to undergo training outside the institute, in such offices / organizations which will give the learner the necessary opportunity to improve and consolidate his/her knowledge in the marketing profession. During the internship period the learner is expected to work in accordance with the discipline of the organization and will have to make progress which will be carefully monitored by the institution. The learner will have to submit the detailed report of the experience gained during the professional training.

**Goals:**

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

**Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

**Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

**Report:**

After completion of the training they will have to submit a training report.

**Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

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## 8. Yoga and Ethics

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Yoga	6
Module 2	Yama and Niyama	6
Module 3	Asanas	6
Module 4	Breathing Exercising	6
Module 5	Yoga and Meditation	6
	<b>Total</b>	<b>30</b>

### Course Objectives

1. To understand the fundamentals of Yoga.

### Course Outcome

1. CO1: Describe the history and fundamentals of yoga. (Cognitive Level: Remember)
2. CO2: Summarise the General Guidelines for Yoga practice. (Cognitive Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Yoga</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● What is Yoga?</li> <li>● History and Development of Yoga</li> <li>● Fundamentals of Yoga</li> <li>● Traditional Schools of Yoga</li> <li>● Yogic practices of Health and Wellness</li> <li>● General Guidelines for Yoga practice</li> <li>● Food for thought</li> </ul>	
<b>2</b>	<b>Yama and Niyama</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Yama (Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha)</li> <li>● Niyama (Shauch, Santosh, Tapa, Swadhyaya, Ishwarpranidhan)</li> </ul>	
<b>3</b>	<b>Asanas</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Standing (Tadasana, Vrikshasana, Pada-Harkasana, Ardha-Chakrasana, Trikonasana)</li> <li>● Sitting (Bhadrasana, Vajrasana, Ushtrasana, Shashankasana, Vakrasana)</li> <li>● Prone (Makarasana, Bhujangasana, Sulabhasana)</li> <li>● Supine (Setu Bandhasana, Uttanapadasana, Pavanamuktasana)</li> </ul>	
<b>4</b>	<b>Breathing Exercises</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Kapalabhati</li> <li>● Pranayama—Anuloma-Viloma, Shitali, Bhramari</li> </ul>	
<b>5</b>	<b>Yoga and Meditation</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Prayer</li> <li>● Dhyana</li> <li>● Yoga Geet</li> </ul>	

### Reference Books:

1. Module I, III, IV, V – (As per common yoga protocol for International Day of Yoga) Ministry of AYUSH
2. Module II – (As per Patanjala Yogasutra)
  - a. Yoga Sutra with Bhashya (Marathi) – Shri Rele, Prasad Prakashan, Pune
  - b. Yoga Sutra with Bhasgya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
  - c. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune

***Syllabus of Course of  
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**8. Nutrition & Lifestyle**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Sleep	7
Module 2	Stress/Emotional health	8
Module 3	Hydration and Basic lifestyle changes	7
Module 4	Exercise	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand the basic lifestyle changes in a human body
2. To understand the benefits and need for exercise in a human body

**Course Outcome**

After successful completion of the course the learner will be able to:

1. Understand the importance of Sleep, hydration, lifestyle changes & exercise.
2. Understand the basics of maintaining a healthy life.

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Sleep</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Sleep- cycle, brain waves,</li> <li>● Conditions that impact sleep cycle,</li> <li>● Sleep and bedtime routine,</li> <li>● Importance of sleep and side effects of sleep deprivation - immunity, hormonal imbalance, gut etc</li> <li>● Adrenal fatigue with respect to sleep</li> </ul>	
<b>2</b>	<b>Stress/Emotional health</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Stress/ emotional health- how does stress affect,</li> <li>● Sympathetic Nervous system and Parasympathetic Nervous system,</li> <li>● Stress and inflammation,</li> <li>● Stress-immunity,</li> <li>● Ways to manage stress,</li> <li>● Adrenal fatigue with respect to stress</li> </ul>	
<b>3</b>	<b>Hydration and Basic lifestyle changes</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Hydration- Functions and importance-</li> <li>● Adequate hydration</li> <li>● Foods that dehydrate you,</li> <li>● Side effects of dehydration,</li> <li>● Concepts of Intermittent Fasting, - Self study Dry Fasting, Circadian Intermittent Fasting,</li> <li>● Impact of fasting on human body, Fasting phase and building phase ,</li> <li>● Impact of nutrition deprivation on cell metabolism</li> </ul>	
<b>4</b>	<b>Exercise</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Exercise- Benefits of exercise,</li> <li>● Types- aerobic and anaerobic- and cover examples in detail,</li> <li>● Side effects of over exercising,</li> <li>● Impact of no/ over exercise on muscles- weight gain/loss and exercise/ muscle gain and loss with respect to exercise,</li> <li>● Impact of exercise on BMR</li> </ul>	

### Reference Books

1. Joshi SA. (2010). Nutrition and Dietetics. 3rd Ed. New Delhi: McGraw Hill Education (India) Put Ltd.
2. Raut SK., Mitra K and Chowdhury P., Adhunik Pustibigyan, Academic Publishers.
3. Srilakshmi B. (2018). Dietetics., New Delhi: New Age International.
4. Sahoo S and Sahoo SK. (2016). Pustibigyan, Kolkata: ChayaPrakashani.
5. Sohi D. A Comprehensive Textbook of Nutrition & Therapeutic Diets, New Delhi: Jaypee Brothers Medical Publishers.
6. Mudambi SR and Rajagopal MV. (2012). Fundamentals of Foods, Nutrition and Diet Therapy. 6th ed. New Delhi: New Age International.
7. Begum MR, A Textbook Of Foods- Nutrition And Dietetics. Sterling Publishers Pvt. Ltd.

**Nagindas Khandwala College (Autonomous)**

**Syllabus and Question Paper Pattern  
of Courses of**

**Bachelor of Business Administration (B.B.A. Hons.)**

**in**

**Marketing Management**

**Second Year**

***Semester- III and IV***

**Under Choice Based Credit, Grading and Semester System**

***Syllabus of Course of  
B.B.A. (Hons.) in Marketing Management  
at Semester III***

**1. Advertising and IMC**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Integrated Marketing Communication	12
Module 2	Advertising Part 1	12
Module 3	Advertising Part II	12
Module 4	Sales Promotion	12
Module 5	Public Relations, Publicity and Corporate Advertising	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand marketing sectors and its integration

**Course Outcome**

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

1. CO1: Describe the Role of IMC in building identity and equity of brand and customer franchise. (Cognitive Level: Remember)
2. CO2: Identify and implement media Strategies to create brand awareness brand loyalty. (Cognitive Level: Understand)
3. CO3: Discover the techniques of sales promotion that helps to increase the sales of a product. (Cognitive Level: Apply)

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Integrated Marketing Communications</b>	<b>12</b>
	Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, brand equity, and customer franchise, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC. The Value of IMC plans – information technology, changes in channel power, increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.	
<b>2</b>	<b>Advertising Part 1</b>	<b>12</b>
	(a) Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement. (b) Advertising Design: Appeals, Message Strategies & Execution Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness. (c) Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.	
<b>3</b>	<b>Advertising Part II</b>	<b>12</b>
	(a) Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. (b) Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising. (c) Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.	
<b>4</b>	<b>Sales Promotion</b>	<b>12</b>
	Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales Promotion, Techniques in Sales Promotion, Trade Oriented Sales Promotion, Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling.	
<b>5</b>	<b>Public Relations, Publicity and Corporate Advertising</b>	<b>12</b>



	Definition of Public Relations, Publicity and Corporate Advertising; Difference between public relations and advertising, Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage; Sponsorship and Event marketing; Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity.	
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**Reference Books:**

1. Integrated Marketing Communication, Tom Duncan, McGraw-Hill
2. Integrated Marketing Communication: Trends and Innovations, Shridha Jain, Global India Publications
3. IMC, The Next Generation, Don Schultz and Heidi Schultz, Tata McGraw Hill, New Delhi.

**Syllabus of Course of  
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**2. Digital Marketing II**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Digital Marketing and its Role in Global Context	12
Module 2	Applying Segmentation, Targeting and Positioning to Digital Marketing	12
Module 3	Search Engine Optimization (SEO) Tools and Techniques	12
Module 4	Search Engine Marketing (SEM) Tools	12
Module 5	Social Media Marketing (SMM), B to C Perspective, B to B Perspective	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand key terms and concepts related to digital marketing.
2. To learn about SEO & SEM tools.

**Course Outcome**

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

1. CO1: Identify the role of and importance of Digital Marketing in global context. (Cognitive Level: Remember)
2. CO2: Summarise the key highlights of marketing mix in context of digital marketing. (Cognitive Level: Understand)
3. CO3: Demonstrate the use of different models in the context of Digital Marketing. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Digital Marketing and its Role in Global Context</b>	<b>12</b>
	Concept, Role and Importance of Digital Marketing, Digital Marketing Vs. Traditional Marketing, Digital Marketing Process, Phygital marketing, Omni channel marketing, E-commerce & new trends in current scenario of the world. Digital Marketing Environment, Digital Micro Environment, Understanding micro marketing elements in the digital marketing context. Digital Macro environment in India, PESTEL Analysis, National factors, global factors, role of cyber policy and digital commerce policy, Global Perspective of Digital Marketing	
<b>2</b>	<b>Applying Segmentation, Targeting and Positioning to Digital Marketing</b>	<b>12</b>
	Segmentation: Concept, Need & Benefits, Criteria for segmenting Digital Audience - Geographic, Demographic, Psychographic, Behavioral segmentation. Targeting Online Customers – Business, Government and Customer Markets. Product Positioning, Sectoral perspective in digital marketing applications with the help of case studies. Overview of Marketing Mix in digital marketing context	
<b>3</b>	<b>Search Engine Optimization (SEO) Tools and Techniques</b>	<b>12</b>
	Introduction to SEO concept and role in digital marketing: Understanding Search Engine Optimization: Search Engine Optimization (SEO), Features of SEO, Significance of SEO. Model used in Digital Marketing, The Five Stage AACRO POEM model, Inverted Pyramid in SEO, Content Drilldown, E3model, Understanding Web and Mobile Marketing perspective. Key SEO tools, Application and Functions Google Domain, Google my business, Google Search Console, Google Trends, Google Tag manager, SEM Rush, Domain Authority Score, Inbound Marketing. Overview of Inbound Marketing: Essentials of an Effective Inbound Strategy, Optimizing Your Website for Search Engines, Convert Visitors in Leads, Creating Content with a Purpose, Lead & its generation online, Relevant Lead and Converting Visitors into Lead, Converting Leads into Sales.	
<b>4</b>	<b>Search Engine Marketing (SEM) Tools</b>	<b>12</b>
	Search Engine Marketing (SEM), Comparison between SEO and SEM, SMM and Keywords, Terminologies associated to SEM, Pay Per Click (PPC), Cost per Click (CPC), Search Engine Results Page (SERP), Click-Through Rate (CTR), Impressions, Google Display Network (GDN). Understanding Web and Mobile Marketing perspective. Key SEM tools, Applications and functions, Google Ads, Google Analytics, Google Admob, Google Adsense, Google Marketing Platform, Google Shopping Campaign, Word stream advisor. The Fundamentals of Blogging, Amplifying Your Content with Social Media, Enticing Clicks with Calls-to-Action, the Anatomy of a Landing Page, Optimization Thank You Page, Sending the Right Email to the Right Person, Hob Spot Inbound Marketing Certification. Understanding the concept of Website Analytics, Different types of Web Analytics, Social Web Analytics,	

	Mobile Web Analytics, Conversion Web Analytics, Key Performance Indicators, Google Analytic, Benefits of using Google Analytics, Clicky vs. Google Analytics, Website Traffic Measurement Metrics. Affiliate Marketing, Influencer marketing, What is Traffic? Type of Traffic How to analyze & Track Traffic (Google analytics), Ways to Increase Traffic, What is affiliate Marketing, Cost per Action (CPA)	
<b>5</b>	<b>Social Media Marketing (SMM), B to C Perspective, B to B Perspective</b>	<b>12</b>
	Introduction to Social Media, Advantages Over Online Marketing, Social Media Strategy. Understanding Web and Mobile Marketing perspective. Facebook Marketing: Understanding of Facebook Marketing, Types of Facebook Advertising, Creating first ad on Facebook, Setting Campaign and optimization, Facebook Power Editor, Facebook Video Marketing, Facebook App & Shopping Marketing, Facebook ad library, Traffic and Leads Generation. Twitter Advertising: Twitter Advertising, Types of Twitter Advertising, Creating first ad on Twitter Setting Campaign and optimization, Create conversion code, Twitter App Advertising, Twitter Video Advertising Leads & Traffic Advertising Increase followers, Twitter Marketing, Strategy and Planning, Tracking and Conversion. Youtube Marketing: YouTube Marketing Strategy, Find Video Ideas with Competitor Analysis, Find Video Ideas with Keyword Research, Find Video Ideas with Keyword Research, YouTube Account Setup (Create business account with personal account), YouTube Account Optimization, YouTube Banner, YouTube Channel Tags, YouTube SEO, Enable Custom Thumbnails, Manage Multiple YouTube Accounts, YouTube Monetization, YouTube Ads, YouTube Analytics. Pinterest Marketing: Why market your business on Pinterest, Pinterest account setting, Pinterest account to follow, Pinterest account optimization, account verification, Pinterest board, Pinterest follower, Pinterest graphics, Pinterest chrome extension. Instagram Marketing: Instagram Business Account Setup, Follow These Instagram Accounts, Instagram Profile Image, Instagram Bio, Instagram Content Creation, Instagram Reposting, Instagram Followers Hack, Instagram Hashtags, Instagram Stories, Instagram Spam (reduce spam), Instagram Analytics. LinkedIn Advertising: What is LinkedIn advertising? Creating first ad on LinkedIn, Setting Campaign and optimization, Create conversion code, Types LinkedIn Advertising, LinkedIn New feed Advertising, LinkedIn Message Advertising, Traffic and Leads Generation, Billing and Report	

**Reference Books:**

1. Digital Marketing, Prof. Seema Gupta, Mcgraw Hill Publications.
2. E- Marketing by Judy Strauss, Adel Ansary, Raymond Frost, Prentice Hall.
3. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Deborah.
4. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky.
5. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing, Ian Brodie

***Syllabus of Course of  
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### 3. Creating Collaterals for Marketing and Branding

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Print Production	18
Module 2	Electronic Medium	18
Module 3	Photography	18
Module 4	Digital Technology and Graphics	18
Module 5	Elements of Web/Mobile	18
	<b>Total</b>	<b>90</b>

#### Course Objectives

1. To acquaint students with various technological tools and software applications involved in creating collaterals.

#### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Identify and analyse the technology used for creating collaterals. (Cognitive Level: Remember)
2. CO2: Illustrate the techniques of video production, Pre-Production and Post-Production in creating commercials. (Cognitive Level: Understand)
3. CO3: Use of Computer in Designing and devising of creative commercials. (Cognitive Level: Apply)

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Print Production</b>	<b>18</b>
	Printing Process – Major, On-Demand and Specialized Artwork and Digital Pre-Press Technology Printing Paper –Varieties, Appropriateness and Calculation for Printing a Job Graphic Design Business	
<b>2</b>	<b>Electronic Medium</b>	<b>18</b>
	Familiarization with AV Equipment and their Operation. " Techniques of Video and Radio Production Shooting, Editing, Animation Pre-Production and Post-Production work Making of Radio/TV Programmes and Commercials	
<b>3</b>	<b>Photography</b>	<b>18</b>
	Basics of Photography Camera Techniques: Lighting Techniques Creating a Focal Point Use of Different Lenses Photo Feature Photography for Advertising Digital Photography	
<b>4</b>	<b>Digital Technology and Graphics</b>	<b>18</b>
	Use of Computer in Designing and Preparation of Artworks. " Select Software Exposure (InDesign, Adobe, Illustrator, Corel Draw, Photoshop, MS Office)	
<b>5</b>	<b>Elements of Web/Mobile</b>	18
	Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues Introduction to Online Maps Introduction to Online Apps	

#### Reference Books:

1. Albert Book & Dennes Schiel: Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)
2. Amyes Tim: Audio Post Production (India: Focal Press. 1999)
3. Barr William MO: Culture and the Ad (Western Press, 1994)
4. Berstein Steven: Film Production (Focal Press, 1994)
5. Boyce (Jim): Adobe Photoshop 5.0: Classroom in Book (New Delhi, Techmedia, 1998)
6. Dawkins Steve and Wyand Ian: Video Production (US: Dawkins, Steve and Ian Wynd, 2010)
7. Dickman Jay: Perfect digital photography ( New York: McGrawhill)
8. Gerlach Barbara & John: Digital Wildlife Photography (Focal Press, UK, 2013)
9. Hartley Sullivan: Key Concepts in Communication (Rout ledge, 1990)
10. Heller Steven: Genius Moves- 100 Icons of Graphic Designs (North Light Books 2002)

11. Hirsch Robert: Light and lens: Photography in the digital age (Oxford: Focal Press is an imprint of Elsevier, 2008)
12. Inglewden John: The creative photographer ( New York: Harry N Abrams, 2005)
13. Klepner L. Michael: The Handbook of Digital Publishing (Pentice Hall 2000)
14. Lanier Lee: Digital Compositing with Nuke (Focal Press, UK, 2013)
15. Landa Robin: Advertising by Design (John Wiley & Sons 2000)
16. Langford Michael: Langford's basic photography: The guide for serious photographers (Ed9th London: Focal Press is an imprint of Elsevier, 2010)
17. Lester Paul Martin: Visual Communication, Images with Messages (Australia: Wadsworth Thomson Learning, 2000)
18. Michael Langford: Langford's starting photography, 2009
19. Parmar Shyam (DR): Traditional Folk Media in India (Research Press, 1995)
20. Sarkar NN: Art and Print Production, (Oxford University Press 2013)
21. Schlemmer Richard: Handbook of Advertising Art and Production (New Jersey: Prentice Hall, 1990)
22. Sherr Leslie H & Kajd David J : Design for Response, (Rockport Publishers 1998)
23. Wagner Jon: Images of Information (New Delhi: Sage Publications, 1979)



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**4. Brand Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Brand Management	7
Module 2	Planning and Implementing Brand Marketing Programs	8
Module 3	Measuring and Interpreting Brand Performance	7
Module 4	Growing and Sustaining Brand Equity	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand the meaning and significance of Brand Management
2. To Know-how to build, sustain and grow brands
3. To know the various sources of brand equity

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Define the term branding and mention its importance to consumers, and identify the challenges faced by the marketers. (Cognitive Level: Remember)
2. CO2: Distinguish between the comparative and holistic method based on various approaches. (Cognitive Level: Understand)
3. CO3: Present the concept of creating Equity at Different Hierarchy Levels of Branding. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Brand Management</b>	<b>7</b>
	Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis	
<b>2</b>	<b>Planning and Implementing Brand Marketing Programs</b>	<b>8</b>
	Planning and Implementing Brand Marketing Programs: λ Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements λ Integrating Marketing Programs and Activities λ Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing λ Product Strategy: Perceived Quality and Relationship Marketing λ Pricing Strategy: Setting Prices to Build Brand Equity λ Channel Strategy: Direct, Indirect Channels λ Promotion Strategy: Developing Integrated Marketing Communication Programs λ Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.	
<b>3</b>	<b>Measuring and Interpreting Brand Performance</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● The Brand Value Chain</li> <li>● Measuring Sources of Brand Equity: λ Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association λ Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses</li> <li>● Young and Rubicam's Brand Asset Valuator</li> <li>● Measuring Outcomes of Brand Equity λ Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis λ Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology</li> </ul>	
<b>4</b>	<b>Growing and Sustaining Brand Equity</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Designing &amp; Implementing Branding Strategies: λ Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri, Breadth of a Branding Strategy, Depth of a Branding Strategy λ Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels λ Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</li> <li>● Brand Extensions: λ Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity</li> </ul>	

	<ul style="list-style-type: none"><li>• Managing Brands over Time: λ Reinforcing Brands, Revitalising Brands</li><li>• Building Global Customer Based Brand Equity</li></ul>	
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**Reference Books:**

1. Strategic Brand Management by Kelvin Keller, Ambi M.G. Parameswaran & Isaac Jacob
2. Building a Story Brand: Clarify Your Message so Customers will Listen by Donald Miller

***Syllabus of Course of  
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**5. Customer Relationship Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Customer Relationship Management	7
Module 2	CRM Marketing Initiatives, Customer Service and Data Management	8
Module 3	CRM Strategy, Planning, Implementation and Evaluation)	7
Module 4	CRM New Horizons	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
2. To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
3. To understand new trends in CRM, challenges and opportunities for organizations

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Define the basic concepts of Customer relationship management. (Cognitive Level: Remember)
2. CO2: Distinguish between Cyber Agents and Workforce Management in context of CRM. (Cognitive Level: Understand)
3. CO3: Demonstrate the knowledge regarding the concept of e-CRM and its software applications. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Customer Relationship Management</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Concept, Evolution of Customer Relationships, Customers as strangers, acquaintances, friends and partners</li> <li>● Objectives, Benefits of CRM</li> <li>● Relationship Marketing and CRM</li> <li>● Relationship Development Strategies</li> </ul>	
<b>2</b>	<b>CRM Marketing Initiatives, Customer Service and Data Management</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● CRM Marketing Initiatives</li> <li>● CRM and Customer Service</li> <li>● Cyber Agents and Workforce Management</li> <li>● CRM &amp; Data Management</li> </ul>	
<b>3</b>	<b>CRM Strategy, Planning, Implementation and Evaluation)</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Understanding Customers</li> <li>● Objectives of CRM Strategy</li> <li>● The CRM Strategy Cycle</li> <li>● Planning and Implementation of CRM 15 L 19</li> <li>● CRM Evaluation</li> <li>● Service Quality, Customer Satisfaction and Loyalty</li> </ul>	
<b>4</b>	<b>CRM New Horizons</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● E-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM Software App for Customer Service</li> <li>● Social Networking and CRM                             <ul style="list-style-type: none"> <li>i. Mobile-CRM</li> <li>ii. CRM Trends, Challenges and Opportunities</li> <li>iii. Ethical Issues in CRM</li> </ul> </li> </ul>	

### Reference Books:

1. Baran Roger J. & Robert J. Galka, (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, New Delhi, Routledge Taylor & Francis Group.
2. Andersson Kristin and Carol Kerr, (2002), Customer Relationship Management , Pune, Maharashtra, Tata McGraw-Hill.
3. Ed Peelen, (2005), Customer Relationship Management, New Delhi ,Financial Times Prentice Hall.
4. BhasinJaspreet Kaur, (2012), Customer Relationship Management, New Delhi ,Dreamtech Press.
5. Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Delhi, Pearson Education.
6. Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Delhi, Pearson Education.

7. Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), Services Marketing Integrating Customer Focus Across the Firm, Pune, Tata McGraw Hill.
8. Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, Pune, McGraw Hill Education.

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**6. Sales and Distribution Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Market Analysis and Selling	15
Module 3	Distribution Channel Management	15
Module 4	Performance Evaluation, Ethics and Trends	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To develop understanding of the sales & distribution processes in organizations
2. To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: List down and describe the structure of sales organisation. (Cognitive Level: Remember)
2. CO2: Explain the concepts, approaches and the practical aspects of the key decision-making variables in sales force and distribution channel management. (Cognitive Level: Understand)
3. CO3: Discover the factors that affect distribution strategy and effective management of distribution channel. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Sales Management: Meaning, Role of Sales Department, Interface of Sales with Other Management Functions, Qualities of a Sales Manager</li> <li>● Sales Management: Meaning, Developments in Sales Management Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling.</li> <li>● Structure of Sales Organisation – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</li> <li>● Distribution Management: Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels</li> <li>● Integration of Marketing, Sales and Distribution</li> <li>● Modern Trade &amp; E-Commerce Trade</li> <li>● New channels of Sales and Distribution Management</li> </ul>	
<b>2</b>	<b>Market Analysis and Selling</b>	<b>15</b>
	<p><b>Market Analysis:</b> Market Analysis and Sales Forecasting, Types of Sales Quotas, Factors Determining Fixation of Sales Quota Assigning Territories to Salespeople</p> <p><b>Process of Selling</b> Methods of Closing a Sale, Reasons for Unsuccessful Closing Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory</p> <p><b>Selling Skills</b> Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill Selling Strategies– Soft sell Vs. Hard sell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy Difference Between Consumer Selling and Organizational Selling Difference Between National Selling and International Selling</p>	
<b>3</b>	<b>Distribution Channel Management</b>	<b>15</b>
	<p>Management of Distribution Channel: Meaning &amp; Need Channel Partners Wholesalers, Distributors and Retailers &amp; their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler Choice of Distribution System</p>	



	Intensive, Selective, Exclusive Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost Factors Affecting Effective Management of Distribution Channels: Channel Design, Policy, Conflicts, Reasons for Channel Conflict, Conflict Resolution, Motivating Channel Member, Selecting Channel Partners, Evaluating Channels, Channel Control	
<b>4</b>	<b>Performance Evaluation, Ethics and Trends</b>	<b>15</b>
	Evaluation & Control of Sales Performance: Meaning, Methods of Supervision and Control of Sales Force, Sales Performance Evaluation Criteria- Key Result Areas (KRAs), Sales Performance Review, Sales Management Audit Measuring Distribution Channel Performance Evaluating Channels- Effectiveness, Efficiency and Equity Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit Ethics in Sales Management New Trends in Sales and Distribution Management Understanding & Implications of being GDPR Compliant	

### Reference Books:

1. Nag, (2013), Sales And Distribution, Pune, Management, McGraw Hill
2. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, (2009) Sales Management, New Delhi, Pearson Education, 5th Edition.
3. Krishna K. Havaldar, Vasant M. Cavale(2011), Sales And Distribution Management – Text & Cases, New Delhi, Mcgraw Hill Education.
4. Dr.Matin Khan, Sales And Distribution Management, Excel Books, 1st Edition
5. Kotler & Armstrong, (2010), Principles Of Marketing – South Asian Perspective, 13th Edition, Delhi, Pearson Education

## *Syllabus of Course of B.B.A. (Hons.) in Marketing Management at Semester III*

### 6. Sales Promotion Management

## Modules at a Glance

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Sales Promotion	15
Module 2	Forms of Sales Promotion	15
Module 3	Major Tools of Sales Promotion	15
Module 4	Integration of Sales Promotion with advertising	15
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To understand and manage the tool set that modern companies use to incentivize sales in the short term.
2. To understand the forms and tools of sales promotion.

### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: List down the importance of sales promotion and its role in today's 'marketing. (Cognitive Level: Remember)
2. CO2: Describe the major tools of sales promotion and how it is helpful in creating sales promotion programmes. (Cognitive Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Sales Promotion</b>	<b>15</b>
	Nature and importance of sales promotion, its role in marketing.	
<b>2</b>	<b>Forms of Sales Promotion</b>	<b>15</b>
	Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.	
<b>3</b>	<b>Major Tools of Sales Promotion</b>	<b>15</b>
	Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties, Developing a sales promotion programmes, pre testing implementing, evaluating the results and making necessary modification	
<b>4</b>	<b>Integration of Sales Promotion with advertising</b>	<b>15</b>
	Integration of Sales Promotion with advertising	

### Reference Books:

1. The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by 10TNeil Rackham
2. Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by Don E Schultz
3. Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch
4. Fundamentals of Selling: Customers for Life Through Service by Charles M Futrell
5. Sales Promotion by Julian Cummins (Universal Book Stall)

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**7. Internship**

During this semester the learner will have to undergo training outside the institute, in such offices / organizations which will give the learner the necessary opportunity to improve and consolidate his/her knowledge in the marketing profession.

During the internship period the learner is expected to work in accordance with the discipline of the organization and will have to make progress which will be carefully monitored by the institution. The learner will have to submit the detailed report of the experience gained during the professional training.

**Goals:**

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals

**Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

**Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

**Report:**

After completion of the training they will have to submit a training report.

**Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

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**8. Sanskrit/Allied/other related course**

**Sanskrit**

**Module at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
Module 1	Selected portion from Taittiriyaopanishad	4
Module 2	An extract from drama Pratima by Bhasa	3
Module 3	A story from Panchtantram	4
Module 4	An extract from Mricchakatikam by Shudraka	3
Module 5	A dialogue based on Meghadutam	4
Module 6	An extract from drama Malavikagnimitram	6
Module 7	Spy system in Kautiliya Arthashastra ( 5 types of stationary spies)	6
	<b>Total</b>	<b>30</b>

**Course Objective**

- To give holistic and comprehensive understanding of the subject.

**Course Outcome**

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

- CO1: Describe the cultural perspective on the language. (Level: Understand)

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**Soft Skills & Personality Development  
Module at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
Module 1	Self-Analysis and Goal Setting	6
Module 2	Attitude and Creativity	6
Module 3	Motivation and Leadership	6
Module 4	Decision Making	6
Module 5	Stress Management	6
	<b>Total</b>	<b>30</b>

**Course Objective**

- To become self-confident individuals by mastering inter-personal skills.

**Course Outcome**

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

- CO1: Explain the concept of decision making (Level: Remember)
- CO2: Discuss the types of decision-making styles. (Level: Understand)
- CO3: Develop effective communication skills (spoken and written). (Level: Create)

**Detailed Syllabus**

<b>Modules</b>	<b>Topics</b>	<b>No. of Lectures</b>
Module 1	<b>Self-Analysis and Goal Setting</b>	6

	<ul style="list-style-type: none"> <li>● Analyse your personality and ambitions, and figure out how these features can help you find jobs that are perfectly suited for you</li> <li>● How to start the Goal Setting process.</li> <li>● How to set a 10-20 year plan consisting of smaller goals that will help you achieve your lifetime goals.</li> <li>● How to set a 5 year, 1 year, 6 month and a 1 month plan to achieve the smaller goals.</li> <li>● How to easily incorporate your goals into your daily activities.</li> <li>● How to make your goals positive and inspirational.</li> <li>● How to be clear and precise about what you want to achieve.</li> <li>● How to create SMART goals.</li> <li>● Goal setting metrics that will keep you focused when motivation is low.</li> </ul>	
<b>Module 2</b>	<b>Attitude and Creativity</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Values and Attitudes</li> <li>● Personality traits and its effect on our attitudes</li> <li>● Problem solving tools: <ul style="list-style-type: none"> <li>● Problem Identification: SWOT Analysis, Pareto Principle</li> <li>● Problem Solving: Problem re-statement (5-Whys)</li> <li>● Brainstorming</li> <li>● Decision making tools</li> </ul> </li> <li>● Understanding the process of creativity and problem solving</li> <li>● Role of creativity and innovation in problem solving</li> <li>● Attitude that kill creative ideas</li> <li>● Removing barriers and blocks to finding the best solution</li> <li>● Looking at problem solving in 2 steps: problem identification and problem solving</li> <li>● What is attitude and importance of positivity?</li> <li>● How can we change our attitude and be more positive</li> </ul>	
<b>Module 3</b>	<b>Motivation and Leadership</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Understand how to build a team</li> <li>● Leadership Styles</li> <li>● Characteristics of groups and teams</li> <li>● Tuckman's theory of group formation</li> <li>● How to identify team roles</li> <li>● Building a balanced team to achieve objectives</li> <li>● Theories of Motivation</li> <li>● Sources of Challenges</li> <li>● Coping with Challenges</li> </ul>	

	<ul style="list-style-type: none"> <li>• Factors affecting motivation levels in the workplace</li> <li>• How our individual differences affect motivation in the workplace</li> <li>• Impact on organisational performance when motivation levels are low and what to do about it</li> <li>• Motivational models and how to use them to improve performance</li> <li>• Use employee engagement to increase motivation levels</li> <li>• Understand how to develop and maintain effective working relationships</li> </ul>	
Module 4	<b>Decision Making</b>	6
	<ul style="list-style-type: none"> <li>• Introduction to Decision Making</li> <li>• Steps of Decision Making</li> <li>• Decision Making Style</li> </ul>	
Module 5	<b>Stress Management</b>	6
	<ul style="list-style-type: none"> <li>• Introduction to Stress</li> <li>• Sources of stress</li> <li>• Impact of stress</li> <li>• Coping Mechanisms</li> <li>• Stress Reduction Techniques</li> </ul>	

**Reference Books:**

- Wentz, F., 2012. *Soft skills training*. [Charleston, SC]: [CreateSpace].

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**1. Creativity and Campaign Planning**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
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Module 1	Introduction to Creativity	22
Module 2	Indian Language Advertising	23
Module 3	Campaign Planning	22
Module 4	Campaign Production	23
	<b>Total</b>	<b>90</b>

### Course Objectives

1. To acquaint the students with the creative process and the role of creativity in brand building

### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Identify the basics of Campaign Planning and Campaign Production. (Cognitive Level: Remember)
2. CO2: Explain the evolution of Indian Languages in field of Advertising and does it play an imperative role in advertising. (Cognitive Level: Understand)
3. CO3: Prepare groups on individual basis who would work like an ad agency and represent various areas like Account Management, Media Planning Creative, etc. to produce a campaign on a social issue. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Creativity</b>	<b>22</b>
	Understanding Creativity " Creativity in Advertising, Stages in the Creative Process " Making of Creative Brief " Insights- Learning how to use them " Ideation " Lateral Thinking, Brainstorming and Various Creative Thinking Modes like “Thinking Hats” and Others " Major Creative Thinkers in Advertising " Creating Advertising Appeals: Rational and Emotional " Conveying the Big Idea " Appreciation and Presentation of some of the Great and Failed Campaigns " Digital Media for Communication – The Concept of Advertising on the Net, Viral Advertising, Advertising beyond Print and the Small Screen, etc.	
<b>2</b>	<b>Indian Language Advertising</b>	<b>23</b>
	Evolution of Indian Languages in Advertising " Indian Languages in Advertising – An Imperative? " Challenges and Opportunities " The Concept of ‘Hybrid’ Language " Linguistics and Semiotics Aspects The Usage of Advertising Language – How it is different from other languages (literary and spoken) " Case Studies	
<b>3</b>	<b>Campaign Planning</b>	<b>22</b>
	Defining Campaign Planning " Brand versus Social Campaign " Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement of Results. " Situation Analysis " The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products " Positioning Objectives: Current and Desired Perception " Budget Setting: Factors Determining Budget, Steps Involved, Budget Plan and Execution. " Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals - Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments) " Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing	
<b>4</b>	<b>Campaign Production</b>	<b>23</b>
	(This would be a group exercise. The individual groups would work like an ad agency with students representing various areas like Account Management, Media Planning Creative, Production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts from the industry, including the ‘client’ wherever possible).	

## Reference Books:

1. Berman margo: the copywriter's toolkit ( blackwell publishing west sussex uk, 2012)
2. Bonnie l drewniany: creative strategy in advertising (usa: wordsworth cengage, 2011)
3. Burtenshaw, ken et.al: the fundamentals of creative advertising (switzerland: an ava publishing, 2006)
4. Carroll brian: writing for digital media (uk: routledge publications, 2010)

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**2. Services Marketing**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Services Marketing	15
Module 2	Service Design and Service Delivery	15
Module 3	Consumer Behavior in Services Marketing	15
Module 4	Overview of Service Industry	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand distinctive features of services and key elements in services marketing.
2. To provide insight into ways to improve service quality and productivity.
3. To understand marketing of different services in Indian context

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Mention the fundamentals of services marketing from a practical point of view focusing on the needs of the customers. (Cognitive Level: Remember)
2. CO2: Identify the myths encountered in services and mark the importance for service marketing in today's era. (Cognitive Level: Understand)
3. CO3: Discover the role of technology including UI and UX Design and its emerging demand in the Service Industry. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Services Marketing</b>	<b>15</b>
	<p>Nature and Scope of Services and Rise of E-Services</p> <ol style="list-style-type: none"> <li>i. Introduction, meaning, characteristics.</li> <li>ii. Difference between services and tangible products</li> <li>iii. Service sector, classification of services, growth of service sectors and service industries.</li> </ol> <p>Marketing of Services</p> <ol style="list-style-type: none"> <li>i. Understanding E-Services and Traditional Services Industry</li> <li>ii. Concept and evolution of services marketing, meaning of service marketing</li> <li>iii. Myths encountered in services, need for service marketing, and growth in Services Marketing</li> <li>iv. Boot service marketing, service marketing triangle</li> <li>v. 7 P's of service marketing</li> </ol> <p>Marketing models for Services</p>	
<b>2</b>	<b>Service Design and Service Delivery</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction, Service delivery process, service encounters and Moments of Truth</li> <li>● Employee role in service delivery, service employee-criteria, importance and emotional approach</li> <li>● Role of service provider, intermediaries involved in Service Process and Service Delivery</li> <li>● STP Strategy for Services</li> <li>● B2B Services Marketing and partial delivery of services</li> </ul>	
<b>3</b>	<b>Consumer Behavior in Services Marketing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● Customer Expectations in Services, Service Costs Experienced by Consumer, the Role of customer in Service Delivery</li> <li>● Conflict Handling in Services, Customer Responses in Services</li> <li>● Concept of Customer Delight</li> <li>● Conflict Recovery in services</li> <li>● Consumer journey and experience mapping Service Standards</li> <li>● Service Flexibility Versus Standards, Evaluate Strategies to Match Capacity and Demand,</li> <li>● Managing Demand and Supply of Service – Lack of Inventory Capability, applications of Waiting Line and Queuing Theories to Understand Pattern demand</li> </ul>	
<b>4</b>	<b>Overview of Service Industry</b>	<b>15</b>

	<p>Different employment opportunities in service Industry, different sectors          Overview of different services          Online marketing of services</p> <ul style="list-style-type: none"> <li>● Role of technology</li> <li>● UI and UX Design Emerging Trends in Service Industry</li> <li>● Introduction, Strategic approach in Services Marketing</li> <li>● Service Marketing in e-Commerce, e-Marketing, and Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets</li> <li>● Innovations in Services Marketing</li> <li>● Ethical Aspects in Service Marketing</li> </ul>	
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**Reference Books:**

1. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, (2005), Service Marketing: People, Technology, Strategy; World Scientific Publisher.
2. Valarie A. Zeithaml & Mary Jo Bitner, (2008), Service Marketing, 5th Edition, New Delhi, Tata Mcgraw Hill
3. Ramneek Kapoor, Justin Paul & Biplab Halder, (2011), Services Marketing-Concepts And Practices, New Delhi, Tata McGraw Hill.
4. Harsh V. Verma, (2007), Services Marketing Text & Cases, 2nd Edition, New Delhi, Pearson Education
5. C. Bhattacharjee, (2008), Service Sector Management, Jaico Publishing House, Mumbai.

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### 3. Retail Management

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Retail Management- an Overview	15
Module 2	Retail Consumer and Retail Strategy	15
Module 3	Merchandise Management and Pricing	15
Module 4	Managing and Sustaining Retail	15
	<b>Total</b>	<b>60</b>

#### Course Objectives

1. To familiarize the students with retail management concepts and operations
2. To provide understanding of retail management and types of retailers
3. To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
4. To acquaint the students with legal and ethical aspects of retail management
5. To create awareness about emerging trends in retail management

#### Course Outcome

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

1. CO1: Explain the design, implementation, and assessment of retailing strategies based on consumer needs. (Cognitive Level: Remember)
2. CO2: Describe the organization structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Stores. (Cognitive Level: Understand)
3. CO3: Use the legal and ethical aspects of Retailing License that are required to start retail Store in India. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Retail Management- an Overview</b>	<b>15</b>
	Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management Retail Formats: Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations Emerging Trends in Retailing Impact of Globalization on Retailing I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario Franchising: Meaning, Types, Advantages and Limitations, Franchising in India Green Retailing, Airport Retailing	
<b>2</b>	<b>Retail Consumer and Retail Strategy</b>	<b>15</b>
	Retail Consumer/Shopper: Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers CRM in Retail: Meaning, Objectives, Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain Store Location Selection: Meaning, Types of Retail Locations, Factors Influencing Store Location HRM in Retail: Meaning, Significance, Functions, Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store	
<b>3</b>	<b>Merchandise Management and Pricing</b>	<b>15</b>
	Merchandise Management Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing Meaning, Process, Sources for Merchandise Buying Function: Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator-Independent Store, Retail Chain, Non-store Retailer Concept of Lifestyle Merchandising Private Label Meaning, Need and Importance, Private Labels in India Retail Pricing Meaning, Considerations in Setting Retail Pricing Pricing Strategies: High/Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing Variable Pricing and Price Discrimination- Meaning Types: Individualized Variable Pricing/First Degree Price Self-Selected Variable Pricing/ Second Degree Price Discrimination Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple –	



	Unit Pricing Variable Pricing by Market Segment/ Third Degree Price Discrimination	
<b>4</b>	<b>Managing and Sustaining Retail</b>	<b>15</b>
	Retail Store Operations: Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff) Store Design and Layout: Store Design-Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics Store Layout-Meaning, Types: Grid, Racetrack, Free Form Signage and Graphics: Meaning, Significance, Concept of Digital Signage Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps Visual Merchandising and Display: Visual Merchandising-Meaning, Significance, Tools Used for Visual Merchandising The Concept of Planogram Display- Meaning, Methods of Display, Errors in Creating Display a) Mall Management Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management b) Legal and Ethical Aspects of Retailing Licenses/Permissions Required to Start Retail Store in India, Ethical Issues in Retailing Career Options in Retailing	

### Reference Books:

1. Michael Levy & Barton A Weitz, "Retailing Management", Tata Mc Graw Hill
2. Gibson G. Vedamani, "Retail Management- Functional Principles and Practices", Jaico Publishing House, Mumbai.
3. Jim, "Retail Strategies-understanding why we shop", Jaico Publishing House, Mumbai.
4. Dunne Lusch, "Retail Management", South Western Cengage Learning
5. K.S. Menon, "Store Management", Macmillan India Ltd.,
6. Keith Lincoln, Lars Thomessen & Anthony Aconis, "Retailization -Brand Survival in the Age of Retailer Power", Kogan Page Ltd.,
7. Swapna Pradhan, "Retailing Management-Text and Cases", 4th Edn, Tata Mc Graw Hill.
8. Bajaj, Tulli & Shrivastava, "Retail Management", Oxford University Press
9. Kishore Biyani, "It Happens in India", & "The Wall Mart Story"
10. Store Manager, Organiser / Planner- DMS Retail
11. Dr. RamKishen Y. "International Retail Marketing Strategies", Jaico Publishing House, Mumbai.

## ***Syllabus of Course of B.B.A. (Hons.) in Marketing Management***

## *at Semester IV*

### **4. Copywriting**

#### **Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Copywriting	9
Module 2	Writing for Advertising	9
Module 3	Current Advertising Campaigns	9
Module 4	Media and Audiences	9
Module 5	Writing Copies, Appeals, Execution Styles and Evaluation	9
	<b>Total</b>	<b>45</b>

#### **Course Objectives**

1. To understand the basics of Copywriting.
2. To train students to generate, develop and express ideas effectively

#### **Course Outcome**

1. CO1: Define and learn the process of creating original, strategic, compelling copy for various mediums. (Cognitive Level: Remember)
2. CO2: Illustrate the use of headlines, sub headlines, captions, body copy, and slogans in a newspaper. (Cognitive Level: Understand)
3. CO3: Discover the techniques of advertising headline and body copywriting, the economy of words and the necessity of creative thinking in written expression. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Copywriting</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Basics of copy writing</li> <li>● Responsibility of Copy writer</li> <li>● How to inculcate a 'creative thinking attitude'.</li> <li>● The idea incubation process</li> <li>● What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative</li> <li>● Crafting the reasons why consumers should believe your brand and act</li> <li>● Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics</li> <li>● Introduction and Purpose of Transcreativity</li> </ul>	
<b>2</b>	<b>Writing for Advertising</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Marketing Brief</li> <li>● Creative Brief</li> <li>● Tone of Voice</li> <li>● What's the Tone?</li> <li>● Tonality and character matters,</li> <li>● How to make your Writing, walk, Talk, and breathe</li> <li>● Creating Breakthrough Writing</li> <li>● How to Control the "Command Center" in Your Prospect's Mind</li> <li>● How to Change Perception</li> <li>● Emotionality, Storytelling</li> </ul>	
<b>3</b>	<b>Current Advertising Campaigns</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room.               <ol style="list-style-type: none"> <li>i. JWT</li> <li>ii. Ogilvy</li> <li>iii. Lowe Lintas</li> <li>iv. FCB Ulka</li> <li>v. DDB Mudra</li> <li>vi. Publicize Worldwide</li> </ol> </li> <li>● At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room.</li> <li>● Student to be taught the following when discussing the Campaigns:               <ol style="list-style-type: none"> <li>i. Copy writing style</li> </ol> </li> </ul>	

	<ul style="list-style-type: none"> <li>ii. Idea and concept</li> <li>iii. How copy is varied for differ media</li> <li>iv. Copy for children, youth, women, Senior citizens, executive millennials, Baby Boomers, Gen X, Gen Y, Gen Z</li> <li>v. Advertising appeals</li> <li>vi. Tone of Voice</li> <li>vii. Story telling</li> </ul>	
<b>4</b>	<b>Media and Audiences</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Print: Headlines, sub headlines, captions, body copy, and slogans</li> <li>● Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVS's</li> <li>● Outdoor posters</li> <li>● Radio</li> <li>● Digital copy for social media like facebook, Instagram etc</li> <li>● Copy for web page</li> <li>● Children,</li> <li>● Youth,</li> <li>● Women,</li> <li>● Senior citizen and</li> <li>● Executives</li> <li>● Baby Boomers, Gen X, Gen Y (Millennials), Gen Z</li> </ul>	
<b>5</b>	<b>Writing Copies, Appeals, Execution Styles and Evaluation</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>● Direct mailer,</li> <li>● Classified,</li> <li>● Press release,</li> <li>● B2B,</li> <li>● Email copy</li> <li>● Advertorial,</li> <li>● Infomercial</li> <li>● Rational appeals</li> <li>● Emotional appeals: Humour, Fear, Sex appeal, Music</li> <li>● Various advertising execution techniques</li> <li>● The techniques Evaluation of an Ad Campaign</li> <li>● Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;</li> <li>● Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.</li> <li>● Corruption issues faced by the common man.</li> <li>● Challenges faced by senior citizens and the physically/mentally challenged.</li> </ul>	

## Reference Books:

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing for Design, Advertising And Marketing book by Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells Book By Robert Bly
6. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads
7. By Luke Words That Sell: More Than 6000 Entries to Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan, Sam Bennett, Edward Boches

## *Syllabus of Course of B.B.A. (Hons.) in Marketing Management at Semester IV*

### **5. Rural Marketing**

#### **Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
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Module 1	Introduction to Rural Marketing	11
Module 2	Consumer Behavior and Rural Marketing	11
Module 3	Agricultural Marketing	11
Module 4	Recent Trends in Rural Marketing	12
	<b>Total</b>	<b>45</b>

### Course Objectives

1. To familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Identify the importance of branding in Rural Marketing. (Cognitive Level: Remember)
2. CO2: Classify the importance of Rural Marketing Communication and how does a salesperson influence the customers to buy a product. (Cognitive Level: Understand)
3. CO3: Administer the role and contribution of Commodity Boards in generating revenue to government in rural India. (Cognitive Level: Apply)

### Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction to Rural Marketing</b>	<b>11</b>
	<b>Rural Marketing:</b> Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's, Rural Infrastructural Facilities – Warehousing, Cold Storage, Logistics. <b>Indian Rural Market:</b> Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation Networking in rural markets. <b>Problems of Rural Consumer:</b> Adulteration, Short Weight and	

	Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing	
<b>2</b>	<b>Consumer Behaviour and Rural Marketing</b>	<b>11</b>
	<p><b>Consumer Behaviour:</b> Characteristics of Buying Behaviour Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence.</p> <p><b>Government Schemes:</b> Rural Development Programmes and Schemes of Government, Entrepreneurship Development, Programme, Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC).</p> <p><b>Role of Banks in Rural Marketing:</b> Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing</p>	
<b>3</b>	<b>Agricultural Marketing</b>	<b>11</b>
	<p><b>Agricultural Marketing-</b> Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing</p> <p><b>Commodity Boards:</b> Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India.</p> <p><b>Agricultural Exports:</b> Composition and Contribution of Agricultural Exports in generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural &amp; Processed Food Products Export Development Authority (APEDA)</p>	
<b>4</b>	<b>Recent Trends in Rural Marketing</b>	<b>12</b>
	<p><b>E- Commerce:</b> Importance of E-Commerce and Impact of EMarketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.</p> <p><b>Information Technology:</b> Impact of IT in Agricultural Marketing, EChaupal, Project Shakti, Web-casting-online training and guidance to farmers.</p> <p><b>Online Marketers:</b> Role of Online Marketers, Growth and Challenges</p>	

### Reference Books:

1. Rural Marketing by Badi R.V.
2. Agriculture Marketing in India by Acharya S.S.

## *Syllabus of Course of B.B.A. (Hons.) in Marketing Management at Semester IV*

### 6. Business Analytics

## Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	9
Module 2	Data	9
Module 3	Introduction to Data Mining	9
Module 4	Introduction to Machine Learning	9
Module 5	Application of Business Analysis	9
	<b>Total</b>	<b>45</b>

### Course Objectives

1. To understand basic concepts of Business Analytics.

### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Explain the applications of Business Analytics in multiple business domains and scenarios. (Cognitive Level: Remember)
2. CO2: Summarise the basic concept of data management and data mining techniques. (Cognitive Level: Understand)
3. CO3: Present a thought process that gives an idea to think like a data scientist. (Cognitive Level: Apply)



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>9</b>
	Introduction: What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility	
<b>2</b>	<b>Data</b>	<b>9</b>
	Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.	
<b>3</b>	<b>Introduction to Data Mining</b>	<b>9</b>
	Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	
<b>4</b>	<b>Introduction to Machine Learning</b>	<b>9</b>
	Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.	
<b>5</b>	<b>Application of Business Analysis</b>	<b>9</b>
	Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.	

### Reference Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, SridharSeshadri, Springer
2. Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C. Müller, Sarah Guido, O'Reilly
3. Introduction to Data Science, Laura Igual Santi Seguí, Springer
4. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
5. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019

***Syllabus of Course of  
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**6. International Business Environment**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Globalization	9
Module 2	International Trade	9
Module 3	Balance of Payment	9
Module 4	Foreign Exchange Market	9
Module 5	World Trade Organization	9
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To introduce students to the contemporary issues in Global Business that illustrates the unique challenges faced by managers in the global business environment.
2. To assist students to develop a truly global perspective.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Identify the various modes of Global Business. (Cognitive Level: Remember)
2. CO2: Explain the methods to correct the disequilibrium in Balance of payment. (Cognitive Level: Understand)
3. CO3: Present the role of International Financial institutions and their role in managing international liquidity problems. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Globalization</b>	<b>9</b>
	Introduction to the field of Global Business, Significance, Nature and Scope of Global Business, Modes of Global business – Global Business Environment- Social, Cultural, Economic, Political and Ecological factors	
<b>2</b>	<b>International Trade</b>	<b>9</b>
	Theories of International Trade, Trading Environment of International Trade - Free Trade Vs Protection- Tariff and Non-tariff Barriers –Trade Blocks.	
<b>3</b>	<b>Balance of Payment</b>	<b>9</b>
	Concept, Components of BOP, Disequilibrium in BOP – Causes for disequilibrium and Methods to correct the disequilibrium in Balance of Payment.	
<b>4</b>	<b>Foreign Exchange Market</b>	<b>9</b>
	Nature of transactions in foreign exchange market and types of players, Exchange rate determination, Convertibility of rupee – Euro currency market.	
<b>5</b>	<b>World Trade Organization</b>	<b>9</b>
	Objectives, Organization Structure and Functioning, WTO and India, International liquidity: Problems of liquidity; International Financial institutions - IMF, IBRD, IFC, ADB – Their role in managing international liquidity problems	

### Reference Books:

1. Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage Learning, 2008.
2. Bhall, V.K. and S. Shivaramu, International Business Environment and Business, New Delhi, Anmol, 2003
3. Charles W. L. Hill, Irwin , International Business, 3rd Edition, McGraw-Hill, 2000
4. Francis Cherunilam, International Business Environment, Himalaya Publishing House, 2008.
5. K.Asathappa, International Business, Tata Mc-Graw Hill Publishing Company Ltd., New Delhi, 2004
6. Roger Benett, International Business, Pearson Education, New Delhi, 2006
7. S. Shiva Ramu, Globalisation and Indian Liberalisation, South Asia Publication, New Delhi,2007.
8. Sundaram & Black , International Business Environment, The Text and Cases, , Prentice Hall of India.
9. Shim Jack, The Directory of International Business Terms.

***Syllabus of Course of  
B.B.A. (Hons.) in Marketing Management  
at Semester IV***

**7. Business Development & Networking**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Basics of Selling	7
Module 2	Pre-Selling Work	7
Module 3	Selling in Action	7
Module 4	Objection Handling	8
Module 5	Sales Conversation, Negotiation and Closure	8
Module 6	Fundamentals of Networking & Networking Strategies	8
	<b>Total</b>	<b>45</b>

**Course Objectives**

1. To understand how to negotiate and win business proposals
2. To understand different network strategies.

**Course Outcome**

After Successful completion of the course, the learner will be able to:

1. CO1: Describe the various selling situations and selling types. (Cognitive Level: Remember)
2. CO2: Identify the key individuals involved in a real-world sales process for a real-world product. (Cognitive Level: Understand)
3. CO3: Present a sales script for a real-world sales call for a product/ service / product / e-service. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Basics of Selling</b>	<b>7</b>
	Importance of Selling. Role in the context of organization – survival and growth. Types of Selling - Different in selling situations, New business versus service selling, Newton’s classification of sales types, McMurry & Arnold’s classification of selling types, Consumer indirect selling, Industrial selling, Missionary, Sales Team/group selling Merchandising, Telesales, Franchise selling, International selling.	
<b>2</b>	<b>Pre-Selling Work</b>	<b>7</b>
	Attributes of a Good Salesperson - Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge- product, Competition, organization, market, customer, territory; People Buy From People, Communication skills, Persuasive skills, Personal Diary, Time management, Managing Sales Documents and collaterals management. Fear Factor in Sales. Maximising Productivity in a Sales Role, Meetings and Your Time, The Telephone - Social Media & Online Data Bases as a Sales Tools, Developing Your Script, Mailers, Pre-Call Planning, Generating Appointments.	
<b>3</b>	<b>Selling in Action</b>	<b>7</b>
	Identifying Key Individuals – Prospecting, Influencers and Decision Makers, Talking to the Right Individuals, Making that Good First Impression, How to Win Friends and Influence People, Dale Carnegie's Six Principles of Relationship, What’s In It For Me?, Honesty and Integrity.	
<b>4</b>	<b>Objection Handling</b>	<b>8</b>
	Analyzing the Reasons for Objections, Seeing What We Can Do, Listen - Probe - Advise (LP-A), Exercise: Objection Handling, Uncovering Objections, Seven Types of Objections, Turning Objections into Selling Opportunities. Selling Techniques: Cross Selling, Up Selling, Value Added (Suggestive) Selling, Advancing Opportunity, Exceeding Customer Expectations, Giving Recognition.	
<b>5</b>	<b>Sales Conversation, Negotiation and Closure</b>	<b>8</b>
	Starting a Quality Prospecting Conversation, Listeners Control Conversations, Trial Closing, Creating an Opportunity: Situation vs Problem Questions, Difficulty Questions, Negative and Positive Answer Questions, Directive Questions, Rhetorical Questions. Problems with Positional Bargaining, Opening Up the Negotiation, Approaches to Better Negotiation, You Have Alternatives, Reverse Psychology in Negotiation. Sales Proposals: How to Construct a Sales Proposal, Important Factors to Consider, Putting It All Together.	
<b>6</b>	<b>Fundamentals of Networking &amp; Networking Strategies</b>	<b>8</b>

	Seven Ps of effective networking; Understand your Existing Network; Importance of Networking Etiquettes; Identifying networking opportunities; understanding different networking objectives. Different network strategies, Rules of using Facebook, LinkedIn, Email, Telephone Calls; Methods of cultivating relationships both outside and inside the office	
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**Reference Books:**

1. Sales Management, Bill Donaldson, Palgrave Publications
2. You can negotiate anything, Herb Cohen
3. Managing Sales Leads, Crocker and Obermayer, American Marketing Association

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*Nagindas Khandwala College (Autonomous)*

## *at Semester IV*

### 7. Environmental Studies

#### Modules at a Glance

#### Course Objective

1. To create awareness among the students about the environment with respect to its processes, damages and effects of human intervention.

#### Course Outcome

After successful completion of the course the learner will be able to:

1. Undertake the practical work like making an environmental diary, visits to sanctuaries and tree counting.
2. Realize the problems around them and their contribution towards increasing or decreasing them.

#### Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Components of Environment</b>	12
	<ul style="list-style-type: none"><li>• Definition, nature and scope of environmental science</li><li>• Components of environment: atmosphere, biosphere, lithosphere, hydrosphere</li><li>• Man-environment relationship and concept of carrying capacity Biogeochemical cycle: carbon, nitrogen, phosphorus, water, energy flow</li></ul>	
2	<b>Energy , Resource Conservation and Pollution</b>	12
	<ul style="list-style-type: none"><li>• Energy: Definition, sources - Renewable and non-renewable, Sun as a source of energy</li><li>• Energy use patterns and future needs, Energy conservation policies</li><li>• Resources: Definition and types, conservation of resources with examples Pollution- definition, types, effects and management, plastic pollution</li></ul>	
3	<b>Climate Change and health management</b>	12
	<ul style="list-style-type: none"><li>• Climate Change: Meaning, impacts, examples</li><li>• Associated health risks and solutions, examples</li><li>• Climate Change and ecological imbalance, effects Policies related to climate change, health management in India.</li></ul>	

4	<b>Environmental Management</b>	12
	<ul style="list-style-type: none"> <li>• Concept of sustainable development and it's application</li> <li>• Meaning and process of Environmental impact assessment</li> <li>• ISO: standards related to environmental management: ISO 14000 and ISO 14001</li> </ul> <p>Waste management- Meaning, problems and case studies of Indian metro cities: Mumbai, Pune, Bangalore, Delhi, Chennai</p>	
5	<b>Practical Exercises</b>	12
	<ul style="list-style-type: none"> <li>• Project work</li> <li>• Environmental Diary: Based on observation</li> </ul> <p>Field survey report: Visits to NGOs, Sanctuaries/National Parks, ecotourism</p>	

### Reference Books

1. Singh, Y.K. (2006): Environmental Science, New Age International, New Delhi.
2. Kumar, A. (2008): A Textbook of Environmental Science, APH Publishing Corporation, New Delhi.
3. Chauhan, B. S. (2008): University Science Press, New Delhi.
4. Folio, W. (2016): Climate change and health: Improving resilience and reducing risks, Springer, Portugal.
5. Levy, B. (2015): Climate change and public health, Oxford University Press, London.
6. Mareddy, A. (2017): Environmental impact assessment: Theory and practice, BS Publications, United States.



***Syllabus of Course of  
B.B.A. (Hons.) in Marketing Management  
at Semester V***

**1. Media Planning and Buying**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Overview of Media and Media Planning	15
Module 2	Media Mix and Media Strategy	15
Module 3	Media Budgeting, Buying and Scheduling	15
Module 4	Developments in International Marketing	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand Media Planning, Strategy and Management with reference to current business scenario.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

**Course Outcome**

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

1. CO1: Identify the ideal combination of media outlets for marketing a product, service, or brand. (Cognitive Level: Remember)
2. CO2: Classify the factors affecting Selection of Print Media Decisions used in media strategy and planning. (Cognitive Level: Understand)
3. CO3: Discover the factors to be considered while framing a budget for Advertising Task, Competitive Framework, etc. in Media budget. (Cognitive Level: Apply)
4. CO4: Analyse various metrics that are helpful in conducting Programmatic buying & planning for Media Measurement. (Cognitive Level: Analyse)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Overview of Media and Media Planning</b>	<b>15</b>
	<p>1. Overview of Media and Media Planning:</p> <p>a) Meaning of Media &amp; Features of Media, Meaning of Media Planning, Scope of Media planning, Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning</p> <p>2. Media Research:</p> <p>a) Meaning, Role and Importance</p> <p>b) Sources of Media Research: Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey</p>	
<b>2</b>	<b>Media Mix and Media Strategy</b>	<b>15</b>
	<p>1. Media Mix:</p> <p>a) Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix</p> <p>2. Media Choices:</p> <p>a) Print Meaning- Factors Affecting Selection of Print Media Decisions, Types of Print Media, Advantages and Limitations</p> <p>b) Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations</p> <p>c) Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations</p> <p>d) Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations</p> <p>3. Emerging Media:</p> <p>a) Online, Mobile, Gaming, In flight, In Store, Interactive Media</p> <p>4. Media Strategy:</p> <p>c) Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components</p> <p>b) Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.</p>	
<b>3</b>	<b>Media Budgeting, Buying and Scheduling</b>	<b>15</b>
	<p>1. Media Budget</p> <ul style="list-style-type: none"> <li>· Meaning</li> <li>· Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage,</li> </ul>	

	<p>Media Cost, Market Task, Pricing, Frequency of Purchase</p> <ul style="list-style-type: none"> <li>· Importance of Media Budget.</li> <li>· Methods of Setting Media Budget – Status Quo, Inflation Adjusted, Advertising Sales, Case Rate &amp; Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency &amp; Reach Method &amp; Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning.</li> </ul> <p>2. Media Buying:</p> <ul style="list-style-type: none"> <li>· Meaning, Role of Media Buyer, Objectives of Media Buying,</li> <li>· Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy</li> <li>· Buying brief: Concept &amp; Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback</li> <li>· Criteria in Media Buying</li> </ul> <p>3. Media Scheduling</p> <ul style="list-style-type: none"> <li>· Meaning, Importance</li> <li>· Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group.</li> <li>· Scheduling Patterns – Continuity, Flighting, Pulsing</li> <li>· Scheduling Strategies for Creating Impact: Road Block, Day or Day part</li> <li>· Emphasis, Multiple Spotting, Teasers</li> </ul>	
<b>4</b>	<b>Developments in International Marketing</b>	<b>15</b>
	<p>Programmatic buying &amp; planning Media Measurement:</p> <p>1. Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete &amp; Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach</p> <p>a) Television Metrics: Dairy v/s People meter, TRP/TVR, Program Reach &amp; Time Spent, Stickiness Index, Ad Viewership</p> <p>b) Radio Metrics: Arbitron Radio Rating</p> <p>c) Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader.</p> <p>d) OOH Metrics: Traffic Audit Bureau (TAB)</p> <p>2. Benchmarking Metrics:</p> <p>a) Share, Profile, and Selectivity Index Plan Metrics:</p> <p>b) Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV). d) Evaluating Media Buys</p> <p>c) Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating</p>	

	<p>Point (CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships</p> <p>d) Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives, Combination Rate Incentives, Full Page Discounts and Size Upgrades, Discount for Colour Ads, Date Flexibility Incentives, Positioning, Innovations.</p> <p>e) Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet buys and mobile buys.</p>	
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### Reference Books:

1. Arpita Menon, Media Planning and Buying, Tata McGraw Hill Education Private Limited, Second Edition 2010
2. Jack Z Sissors and Roger B. Baron, Advertising Media 25 Planning, McGraw Hill Education India Pvt. Limited, Seventh Edition.
3. Larry Percy and Richard Elliott, Strategic Advertising Management, Oxford University Press, Second Edition
4. Larry d. Kelly and Donald W. Jugeneimer, Advertising Media Planning , PHI learning Private Limited,
5. Dennis .F.Herrick, Media Management in Age of Giants, Surjeet Publications
6. Charles Warner and Joseph Buchman, Media selling, Surjeet Publication, 3rd edition

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**2. Public Relations and Corporate Communication**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Foundation of Corporate Communication	15
Module 2	Understanding Public Relations	15
Module 3	Functions of Corporate Communication and Public Relations	15
Module 4	Emerging Technology in Corporate Communication and Public Relations	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To enable students, understand the foundations of corporate communication.
2. To help students interpret ethics and laws in corporate communication.
3. To understand the functions of corporate communication and public relations.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Recall and explain the planning of public relations activities, including the development of clear and measurable communication objectives. (Cognitive Level: Remember)
2. CO2: Identify the selection and implications of current and emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness. (Cognitive Level: Understand)
3. CO3: Demonstrate the strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development. (Cognitive Level: Apply)
4. CO4: Explain the use of Corporate Blogging and its role in making Corporate Blogs. (Cognitive Level: Analyse)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Foundation of Corporate Communication</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Corporate Communication: Scope and Relevance, Introduction, Meaning, Scope, Corporate Communication in India, Need/Relevance of Corporate Communication in Contemporary Scenario.</li> <li>● Keys Concept in Corporate Communication Corporate Identity: Meaning and Features.</li> <li>● Corporate Image: Meaning, Factors Influencing Corporate Image.</li> <li>● Corporate Reputation: Meaning, Advantages of Good Corporate Reputation.</li> <li>● Ethics and Law in Corporate Communication: Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics. Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI.</li> </ul>	
<b>2</b>	<b>Understanding Public Relations</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business.</li> <li>● Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations.</li> <li>● Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues. Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory.</li> </ul>	
<b>3</b>	<b>Functions of Corporate Communication and Public Relations</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations.</li> <li>● Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications Programme, Role of Management in Employee Communications.</li> <li>● Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building.</li> <li>● Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising.</li> </ul>	

<b>4</b>	<b>Emerging Technology in Corporate Communication and Public Relations</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Contribution of Technology to Corporate Communication: Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS).</li> <li>● Information Technology in Corporate Communication: Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation.</li> <li>● Corporate Blogging: Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog.</li> </ul>	

### **Reference Books:**

1. The Public Relations Handbook, 2nd ed. (2001) by Alison Theaker, Routledge.
2. Global Public Relations: Spanning Borders, Spanning Cultures by Alan R. Freitag.
3. Public Relations and Social Theory: Key Figures and Concepts (2007) by Oyvind Ihlen, Routledge Communication Series.
4. Broom, G., Casey, S., & Ritchey, J. (2000). Toward a concept and theory of organization–public relationships.
5. Public relations as relationship management: A relational approach to public relations (pp. 3–22). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

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**3. Business Ethics and Laws**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Indian Ethos and Values	12
Module 2	Indian Model of Management	12
Module 3	Business Ethics as Applied Ethics	12
Module 4	Ethical Decision Making in Business Matrix	12
Module 5	Applications of Ethical Principles to Contemporary, Moral and Ethical problems related to Business	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand and evaluate the ethical and its application in India.

**Course Outcome**

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

1. CO1: Describe major theories, concepts, terms, models and framework of Indian ethos and business ethics and discover the contemporary Issues in Business Ethics. (Cognitive Level: Remember)
2. CO2: Classify and recognize Karma, Karma Yoga and discover its relevance in business setting, Illustrate the business ethical decision rationale derived from Indian Heritage Scriptures. (Cognitive Level: Understand)
3. CO3: Demonstrate the use of Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and workplace. (Cognitive Level: Apply)
4. CO4: Illustrate the ethical business behaviour and promote sustainable business ecology to improve profitability, foster business relation and employee productivity. (Cognitive Level: Analyse)
5. CO5: Analyse the current ethical issues in bank scams, airlines and business and apply ethical principals to these problems. (Cognitive Level: Evaluate)



### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Indian Ethos and Values</b>	<b>12</b>
	Meaning, Features, Need, Evolution, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos meaning, dimensions of Work Ethos. Values - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, Ethics v/s Ethos, Eastern Management v/s Western Management.	
<b>2</b>	<b>Indian Model of Management</b>	<b>12</b>
	Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory (WestEast Theory)	
<b>3</b>	<b>Business Ethics as Applied Ethics</b>	<b>12</b>
	Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.) Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics. Categories of Ethics (Personal, Professional, Managerial) Business Code of Conduct), Approaches to Business Ethics: Consequentialist & Non- Consequentialist Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg's Six stage moral development.	
<b>4</b>	<b>Ethical Decision Making in Business Matrix</b>	<b>12</b>
	Framework of Ethical decision making, Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business), Intellectual Property Rights and Business Ethics, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model.	
<b>5</b>	<b>Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business</b>	<b>12</b>
	Contemporary cases on Corporate Strategy and Climate Change, Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc.	

#### Reference Books:

1. Indian Ethos & Values In Management, Nandagopal R, Ajith Sankar, Tata McGraw Hill Publishing Co. Ltd.
2. New Mantras in Corporate corridors From Ancient Routes to Global Roots, Subhas Sharma, New Age International Publishers
3. Business Ethics: Concepts and Cases, Velasquez, Pearson Education India.
4. Corporate Chanakya , Radhakrishnan Pillai , Jaico Publishing House

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## 4. Internship

During this semester the learner will have to undergo training outside the institute, in such offices / organizations which will give the learner the necessary opportunity to improve and consolidate his/her knowledge in the marketing profession. During the internship period the learner is expected to work in accordance with the discipline of the organization and will have to make progress which will be carefully monitored by the institution. The learner will have to submit the detailed report of the experience gained during the professional training.

### Goals:

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals

### Objectives:

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

### Duration:

Each student shall undergo an Internship of a few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

### Report:

After completion of the training they will have to submit a training report.

### Marks & Evaluation:

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

## *Syllabus of Course of B.B.A. (Hons.) in Marketing Management at Semester V*

### 5. Events & Experiential Marketing

## Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Establishing the Brand Playing Field	10
Module 2	Creating the Right Brand Message	10
Module 3	Understanding Event types	10
Module 4	ATL Activities	10
Module 5	BTL Activities	10
Module 6	TTL Activities	10
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To understand the concept of ATL, BTL and TTL activities.

### Course Outcome

After successfully completing this course, students will be able to:

1. CO1: Label and explain the role of Market Research in setting the marketing goals and strategies. (Cognitive Level: Remember)
2. CO2: Describe and identify the reason behind brand's sales seasonality in the marketplace. (Cognitive Level: Understand)
3. CO3: Prepare and circulate the right brand message that talks about the brand and customer promises. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Establishing the Brand Playing Field</b>	<b>10</b>
	Establishing the Brand Playing Field: Role of Market Research in setting the marketing goals and strategies. Identifying the sales channels and competitive supply gaps. Setting the entry-level pricing strategies. Sizing up competition and its field presence. Establishing the right distribution mix. Understanding a brand's sales seasonality in the marketplace.	
<b>2</b>	<b>Creating the Right Brand Message</b>	<b>10</b>
	Creating the Right Brand Message: Defining the brand and customer promise. Creating the right creative goals. Translating a promise in a creative way in either a soft or hard sell proposition.	
<b>3</b>	<b>Understanding Event Types</b>	<b>10</b>
	Need and Framework of Events; Typology of Events; Special Characteristics of Events; Size and Scope of Events Market; Event Objectives, Structure of Demand for Events; Nature of Event Business, Types of Events - Corporate Events, shopping Mall Events, Weddings and Personal Celebrations, Sports Events, Film Based Events, Televised Events, Rural market events, Reality Shows, Political Events, Exhibitions and Trade Fairs	
<b>3</b>	<b>ATL Activities</b>	<b>10</b>
	ATL Activities: ATL advertising, Implementing ATL activities- Television, Print Media, Radio	
<b>4</b>	<b>BTL Activities</b>	<b>10</b>
	BTL Activities: BTL advertising, Implementing BTL activities- Outdoor advertisements, Direct Marketing, Sponsorship, Public Relations, In-store Promotion	
<b>5</b>	<b>TTL Activities</b>	<b>10</b>
	TTL Activities: TTL advertising, Implementing TTL activities- 360 marketing, digital marketing	

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**5. Event Management Planning**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Event planning – Introduction	12
Module 2	Planning for Event Expenses	12
Module 3	Planning components required to execute an Event	12
Module 4	Managing Audience & Guests	12
Module 5	Finalising Event Arrangements	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To identify the various roles and responsibilities of players in event management
2. To understand the concept of Corporate Social Responsibility.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Outline the job of an event planner and explain how is the planning executed for the upcoming events. (Cognitive Level: Remember)
2. CO2: Identify the various accounting styles for event management (Cognitive Level: Understand)
3. CO3: Demonstrate the various aspects of audience and guest management during events. (Cognitive Level: Apply)
4. CO4: Analyse the arrangements for various audience, speaker and guest going to participate in the event. (Cognitive Level: Analyse)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Event planning -INTRODUCTION</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Common Planning for most of the Events, Job of an Event Planner, Defining Goals &amp; Objectives,</li> <li>● Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship</li> </ul>	
<b>2</b>	<b>Planning of Event Expenses</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Fixed Cost, Variable Cost, Additional Expenses, Indirect Costs, Break Even Points, Accounting Styles,</li> <li>● Great Event Planning,</li> <li>● Corporate Social Responsibility</li> <li>● Beyond Recycling,</li> <li>● Green Venues &amp; Locations,</li> <li>● Participants as Green Travelers,</li> <li>● Planning for a Cause,</li> <li>● Creating Partnership</li> </ul>	
<b>3</b>	<b>Planning components required to execute an Event</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Planning Logistics, Selecting Dates &amp; Time, Selecting Destination, Choosing Site, Detailed list of the Requirements of Potential Site, Site Inspection, Outdoor Site, Choosing Talent - Speaker, Lecturer, Instructor, Entertainer, Signing a Contract, Room Design, Registration &amp; Ticket Sales area, Internet access &amp; Wi-Fi, Technical Support</li> </ul>	
<b>4</b>	<b>Managing Audience &amp; Guests</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Gifts Planning, know your Audience, Planning Food and Beverages, Dealing with the Caterer, Alcohol Liability, Marketing &amp; Promotion Planning, Invitations, Website designing, Online Registrations, Role of Social Media, Contracts, Covering your Assets, High Profile Guest Security, Crowd Control, Data Security, Network Protection</li> </ul>	
<b>5</b>	<b>Finalising Event Arrangements</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Finalizing: Registration Confirmations, Speakers &amp; Entertainers Confirmations, Pre-Event Meetings, Transportation Needs, Contact Vendors &amp; Suppliers, Schedule Volunteers, Making Badges; On the Day: Arrival, Rehearsal, Check-In Areas, On-Site Management, Contingency Plans, Wrap-Up Planning</li> </ul>	

### Reference Books:

*B.B.A. (Hons.) in Marketing Management AY 2021-22*  
*Nagindas Khandwala College (Autonomous)*

1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
2. Start Your Own Event Planning Business: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication
4. The Complete Guide to Successful Event Planning by Shennon Kilkenny



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**6. Digital Business**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Electronic Commerce	15
Module 2	Mobile Commerce, Social Commerce and IoT	15
Module 3	Digital Business Ecosystem	15
Module 4	Digital Business Application	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To get an insight into the new age business models.

**Course Outcome**

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

1. Describe the conceptual framework of e commerce, mobile commerce and social commerce. (Cognitive Level: Remember)
2. Summarize the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce. (Cognitive Level: Understand)
3. Discover the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world. (Cognitive Level: Apply)
4. Analyse the various types of digital business models and categorize their benefits and limitations. (Cognitive Level: Analyse)
5. Explain the various applications of Digital Business in today's world. (Cognitive Level: Evaluate)

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Electronic Commerce</b>	<b>15</b>
	The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, E-Commerce Business Models, Integrating the Marketplace with the Marketplace, Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society.	
<b>2</b>	<b>Mobile Commerce, Social Commerce and IoT</b>	<b>15</b>
	Mobile Commerce, Attributes Applications and Benefits of MCommerce, Mobile Marketing - Shopping and Advertising. Social Commerce: Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media, Platforms for Social Networking; Social Media Marketing, Enterprise 2.0, Improved Business Models. Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models. Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets	
<b>3</b>	<b>Digital Business Ecosystem</b>	<b>15</b>
	Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals. Intermediaries: Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, Dynamic Pricing. Digital Payments: Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues	
<b>4</b>	<b>Digital Business Application</b>	<b>15</b>
	B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel, Referring Directories, Malls with Shared Services. Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. Digital Government: Government-to-Citizens, Government-to-Business, Government-to-	

	Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government. E-Learning, E-Training, and E-Books: Basics of ELearning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books.	
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**Reference Books:**

1. Introduction to E Commerce & Social Commerce, Turban E , Whiteside J , King D, Outland J Springer
2. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
3. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.

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## 6. Ecommerce & Digital Marketing

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Ecommerce	15
Module 2	E-Business	15
Module 3	Issues Relating to Privacy and Security in E-Business	15
Module 4	Introduction to Digital Marketing	15
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To understand the basic concepts of Ecommerce & Digital Marketing.

### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Identify the features, advantages and disadvantages of Ecommerce. (Cognitive Level: Remember)
2. CO2: Describe the advantages of Bricks & Clicks Business Model. (Cognitive Level: Understand)
3. CO3: Prepare the different methods of building a website. Develop and launch a digital campaign. (Cognitive Level: Apply)
4. CO4: Explain the latest developments and Strategies in Digital Marketing. (Cognitive Level: Analyse)
5. CO5: Plan and develop the campaign theme for launching the campaign. (Cognitive Level: Create)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Ecommerce</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages &amp; Limitations of E-Commerce, Traditional Commerce &amp; E-Commerce - E-commerce Environmental Factors: Economic, Technological, Legal , Cultural &amp; Social - Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Myths of E- Commerce - Impact of E-Commerce on Business, Ecommerce in India -Trends in E- Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education - Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce</li> </ul>	
<b>2</b>	<b>E-Business</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness - Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning - Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks &amp; Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E- Communication, E-Delivery, E-Auction, E-Trading. - Electronic Data Interchange (EDI) in E- Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. - Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website</li> </ul>	
<b>3</b>	<b>Introduction to Digital Marketing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. - Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing &amp; Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts &amp; Vodcasts. - Digital Marketing on various Social Media platforms. - Online Advertisement, Online Marketing Research, Online PR - Web Analytics - Promoting Web Traffic - Latest developments and Strategies in Digital Marketing.</li> </ul>	
<b>4</b>	<b>Digital Brand Activations</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Brand awareness</li> <li>● Integrated omnichannel strategy,</li> <li>● Intent-based strategy</li> <li>● Audience microtargeting</li> <li>● Developing the campaign theme creatively</li> </ul>	

	<ul style="list-style-type: none"> <li>• Launching the campaign</li> </ul>	
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**Reference Books:**

1. D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd
2. Bajaj Kamlesh K,E-Commerce- The cutting edge of Business
3. Whiteley David, E-Commerce Technologies and Applications-2013
4. E-Business & E-Commerce Management 3rd Ed, Pearson Education
5. Kalokota & Robinson,E-Business 2.0 Road map for Success, Pearson Education
6. Elias M. Awad ,Electronic Commerce, 3rd Edition, Pearson Education
7. Erfan Turban et.al ,Electronic Commerce - A Managerial Perspective, Pearson Education
8. R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education
9. Tripathi, E-Commerce, Jaico Publishing House, MuMAi, Edn. 2010

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## *at Semester V*

### **7. Sanskrit**

#### **Module at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
Module 1	Vedic Sukta of concord Samjnanasukta	4
Module 2	Ten verses describing rainy season from Ramayana	3
Module 3	Selected verses from the second chapter of Bhagavadgeeta	4
Module 4	Twenty verses from Raghuvamsha by Kalidasa	3
Module 5	Ashtapadi by Jayadev	4
Module 6	Ten chitrashlok verses	4
Module 7	Ten verses related to health from Ayurveda	4
Module 8	Fifteen verses from modern Sanskrit literature – Vainayakam	4
	<b>Total</b>	

#### **Course Objective**

- To give holistic and comprehensive understanding of the subject.

#### **Course Outcome**

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

- CO1: Explain the basic skills of understanding Sanskrit literature. (Level: Understand)

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**6. Effective Presentation Skills**

**Module at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
Module 1	Planning Presentations	7
Module 2	Preparing Presentations	8
Module 3	Enhance to Engage and prepare for Q & A	7
Module 4	Craft to impact	8
	<b>Total</b>	<b>30</b>

**Course Objective**

- To provide comprehensive understanding for delivering effective presentations.

**Course Outcome**

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

**CO1:** Explain the key elements of impactful presentations. (Level: Remember)

**CO2:** Prepare the audience research to create targeted presentations. (Level: Understand)

**CO3:** Demonstrate the best practices for designing visuals. (Level: Apply)

**CO4:** Prepare a report through effective question and answer sessions with the audience. (Level: Apply)

**CO5:** Develop a visual narrative. (Level: Create)



## Detailed Syllabus

Modules	Topics	No. of Lectures
<b>Module 1</b>	<b>Planning Presentations</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Apply tools to analyze the audience and customize our delivery</li> <li>● Understand the challenges associates with not knowing the audience</li> <li>● List the 4 basic purposes of a presentation</li> </ul> <p>Introduce ourselves with confidence and credibility</p> <ul style="list-style-type: none"> <li>● Identify strengths and opportunities for self-development</li> </ul>	
<b>Module 2</b>	<b>Preparing for presentations</b>	<b>8</b>
	<p>Increase effectiveness through appropriate voice techniques</p> <ul style="list-style-type: none"> <li>● Leverage gestures and expressions to emphasize our message</li> <li>● Capture and retain audience attention through the use of storytelling</li> </ul> <p>Understand the fundamental elements of impactful presentations</p> <ul style="list-style-type: none"> <li>● Plan and prepare a roadmap for the presentation</li> <li>● Structure presentations for logical, productive outcomes</li> <li>● Prepare evidence to give presentations more impact</li> </ul>	
<b>Module 3</b>	<b>Enhance to Engage and prepare for Q &amp; A</b>	<b>7</b>
	<p>Reinforce our information using visual impact</p> <ul style="list-style-type: none"> <li>● Open and close sessions with impact</li> <li>● Understand the variety of support tools that strengthen a Message</li> </ul> <p>Establish credibility with our audience through Q&amp;A</p> <ul style="list-style-type: none"> <li>● Handling and maintaining control of Q&amp;A sessions</li> <li>● Learn how to confidently facilitate Q&amp;A sessions</li> </ul>	
<b>Module 4</b>	<b>Craft to impact</b>	<b>8</b>
	<p>Small groups to apply the learnings of the workshop and craft one presentation basis</p> <ul style="list-style-type: none"> <li>● Audience</li> <li>● Purpose</li> <li>● Tools and Techniques</li> </ul> <p>Set Individual Action plans</p> <ul style="list-style-type: none"> <li>● Feedback using recording of presentations</li> </ul>	

### Reference Books:

- Effective Presentation Skills – Robert Dilts, Meta Publication 2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,

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**1. New Dimensions in Marketing**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Marketing 4.0	12
Module 2	Marketing 4.0 in the Digital Economy	12
Module 3	Marketing Productivity Metrics	12
Module 4	Human-Centric Marketing for Brand Attraction	12
Module 5	Omni Channel Marketing for Brand Commitment	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To acquaint students with new aspects in marketing

**Course Outcome**

After the completion of the course, the learner will be able to:

1. CO1: Describe the various concepts associated with Marketing 4.0. (Cognitive Level: Remember)
2. CO2: Explain the importance of 5A's in Marketing 4.0. (Cognitive Level: Understand)
3. CO3: Demonstrate the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy. (Cognitive Level: Apply)
4. CO4: Explain the behaviour of brand commitment with Gamification including Mobile Apps, Social CRM, etc. (Cognitive Level: Evaluate)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Marketing 4.0</b>	<b>12</b>
	Power Shifts to the Connected Customers, Shift from Exclusive to Inclusive, social communities, Reverse innovation, Frugality change in focus From Vertical to Horizontal, Transition from Individual to Social approach, Online go-to-market option-factor (friends, families, Facebook, Fans, twitter followers) The Paradoxes of Marketing to Connected Customers Breaking the Myths of Connectivity -connectivity as a game changer, lowering entry barriers, disruption, collaboration, co creation, Informed customers vs Distracted customers, brand conversion, Negative Advocacy vs Positive Advocacy, prompted Advocacy The Influential Digital Subcultures Youth: Acquiring the Mind Share, Fast changing Pop culture, Youth as a primary market, early adopters, Women: Growing the Market Share, Women's role in decision-making, Researched decision process, Women's role as a gatekeeper, Netizens: Expanding the Heart Share, well informed, smart and High influence of Netizens.	
<b>2</b>	<b>Marketing 4.0 in the Digital Economy</b>	<b>12</b>
	Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, technologies that drive digital economy, digitally empowered entrants, combining online and offline interaction, Blending style with substance, The New Customer Path Brand clarification of characters and codes-Brand positioning, consistency in Brand characters, Brand differentiation based on Human-to Human touch, Four Ps to 4Cs, Commercializing 4C's Understanding How People Buy: From Four A's to Five A's, Aware, Appeal, Ask, Act, and Advocate. Driving from Awareness to Advocacy: The O Zone (O3)	
<b>3</b>	<b>Marketing Productivity Metrics</b>	<b>12</b>
	Introducing PAR and BAR, Decomposing PAR and BAR Driving Up Productivity, Purchase Action Ratio and Brand Advocacy Ratio Industry Archetypes and Best Practices Four Major Industry Archetypes, Four Marketing Best Practices.	
<b>4</b>	<b>Human-Centric Marketing for Brand Attraction</b>	<b>12</b>
	Understanding Humans Using Digital Anthropology, Building the Six Attributes of Human-Centric Brands, When Brands Become Humans Content Marketing for Brand Curiosity Content Is the New Ad, #Hashtag Is the New Tagline, Step-by-Step Content Marketing, Creating Conversations with Content	
<b>5</b>	<b>Omni Channel Marketing for Brand Commitment</b>	<b>12</b>
	The Rise of Omnichannel Marketing. Step-by-Step Omni channel Marketing, Integrating the Best of Online and Offline Channels Engagement Marketing for Brand Affinity Enhancing Digital Experiences with Mobile Apps, Providing Solutions with Social CRM, Driving Desired Behaviour with Gamification. Mobile Apps, Social CRM, and Gamification, Epilogue: Getting to WOW! What Is a "WOW"? Enjoy, Experience, Engage.	

**Reference Books:**

1. The Art of Digital Marketing: The definitive guide to creating strategic, Targeted and Measurable online campaigns-Ian Dodson
2. Permission Marketing, turning strangers into friends and friends into customers by Seth Godin,
3. Collaboration and Co-creation-New platforms for marketing and innovation-Bhalla, Gurav
4. Customer Relationship Management: -Concepts and technologies-Fancis Butle, Routledge Taylor and Francis Group, London and New York

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## 2. Marketing Research

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Marketing Research	12
Module 2	Marketing Research Proposal	12
Module 3	Advanced Analytical Tools	12
Module 4	Marketing Research Application Part 1	12
Module 5	Marketing Research Application Part 2	12
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To understand the key concepts of marketing research and its application.

### Course Outcome

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

1. CO1: Identify and describe the key steps involved in the marketing research process. (Cognitive Level: Remember)
2. CO2: Contrast the various research designs, data sources, data collection instruments, sampling methods and analytical tools and list down strengths & weaknesses of market research. (Cognitive Level: Understand)
3. CO3: Demonstrate an understanding of the ethical framework that needs to be operated within market research. (Cognitive Level: Apply)
4. CO4: Explain the various analytical tools used to interpret output, put in applications to study trade off patterns of consumers and is also related to different levels of marketing mix elements. (Cognitive Level: Analyse)
5. CO5: Evaluate and assess a design market research proposal for a real-life marketing problem. (Cognitive Level: Evaluate)
6. CO6: Plan and create a qualitative or quantitative Market Research and demonstrate the ability to analyse data to resolve a real-life marketing issue. (Cognitive Level: Create)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Marketing Research</b>	<b>12</b>
	Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing Information System and Marketing Research, Marketing Decision Support System, Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function, Evaluating utility of Marketing Research, Online Marketing Research, Recent Trends in Marketing Research, Marketing Research Industry in India.	
<b>2</b>	<b>Marketing Research Proposal</b>	<b>12</b>
	The marketing research brief, The Marketing decision problem and marketing research problem, Defining the marketing research problem, developing the research approach, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action, Translating decision problem to research problem, The marketing research proposal (Background - basic problem/opportunity , Objectives , Research Design – Qualitative & Quantitative approaches, Data Requirements, Data collection methods, Data collection instruments, Population definition, Sample Plan, Sample size, Sampling Methodology, Statistical analysis, Cost Estimates, Timeline, Appendices), Report Writing, Ethical Issues in Marketing Research – participant issues, sponsor issues, corporate espionage, code of ethics	
<b>3</b>	<b>Advanced Analytical Tools</b>	<b>12</b>
	(a) Conjoint Analysis: Conceptual basis, procedure, type of data required, key decision, how to interpret output, applications to study trade off patterns of consumers as related to different levels of marketing mix elements (Question on interpretation of output is expected) (b) Factor Analysis: Conceptual basis, type of data required, procedure, PCA, Interpreting factor matrix (factor loadings, communalities, Eigenvalue), determining number of factors using latent root criterion & scree test, interpreting & naming factors, applications in consumer behavior studies (interpretation of output is expected) (c) Cluster Analysis: Conceptual basis, type of data required, procedure, clustering methods – single linkage rule, how to interpret output, applications related to psychographic & lifestyle market segmentation (interpretation of output is expected) (d) Multi- dimensional Scaling & Perceptual Mapping: Conceptual basis, type of data required, key decision attribute based versus non-attribute based approaches, procedure, how to interpret output, applications related to target market selection & positioning (interpretation of output is expected) (e) Discriminant Analysis (Two Group Case): Conceptual basis, type of data required, determining the coefficients, interpreting	

	discriminant function & classifying subjects using discriminant function, applications in marketing (interpretation of output is expected)	
<b>4</b>	<b>Marketing Research Application Part 1:</b>	<b>12</b>
	<p>(a) Sales Analysis and Forecasting: Mining internal customer and sales data, In-store shopper marketing research and Retail shop audits, margin trend data, targeting best customers, identifying most efficient and effective advertising and promotion methods to reach existing consumers, Consumer panels, Customer satisfaction research, Concept of Market demand and Market potential, Forecasting, Forecasting methods, Choosing a forecast model, forecast errors. Moving Average and Exponential Methods, Decomposition Methods, Regression Models.</p> <p>(b) New Product Development and Test Marketing: marketing information for new markets, new product categories, new product concepts, new product design and market validation research, test marketing – uses, types, methods, limitations. Conjoint analysis for understanding consumer preferences and application to product design.</p> <p>(c) Market Segmentation and Positioning: researching traditional market segments, defining meaningful segments, assessing existing product strength and line extension potential, creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets. Use of Factor analysis and perceptual maps.</p> <p>(d) Pricing research: Pricing research and pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities.</p>	
<b>5</b>	<b>Marketing Research Application Part 2:</b>	<b>12</b>
	<p>(a) Brand Research: brand concepts, brand names, brand power research, brand equity survey measurements, Brand tracking studies.</p> <p>(b) Advertising Research: Concept testing research – evaluating advertising concepts, ad theme concepts and appeals, ad recall surveys, message and theme salience, impact measures, buying motivation and association measures, media research like readership surveys, Media audience tracking studies, TRP, Limitations of advertising research.</p> <p>(c) International Marketing Research: Marketing research in international context - importance, complexities and issues, International secondary data sources, Primary data collection methods and complexities of data collection in international marketing research, Online data sources and research, Issues in multi-country data analysis - Data comparability and validity problems, major sources of errors, Report preparation and presentation.</p>	

## Reference Books:

*B.B.A. (Hons.) in Marketing Management AY 2021-22*  
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1. Marketing Research, G C Beri, TMGH
2. Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.
3. Marketing Research, Churchill, Jr, G.A. and D. Iacobucci, South Western: Thomson.
4. Marketing Research, Zikmund, Babin, Cengage Learning
5. Marketing Research, Boyd, H.P., R. Westfall and S. F. Stasch, Delhi: A.I.T.B.S.
6. Marketing Research, Burns, G.A. and D. Bush, South Western: Thomson.
7. Marketing Research, Green, P.E., Tull, D.S. and G. Albaum, New Delhi: Prentice Hall of India.
8. Marketing Research, Suja Nair
9. Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.
10. Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.

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**3. Practical Training/Internship**



Students will be exposed to the practical ground requirements of the industry. Theoretical concepts shall be made more stronger by their involvement in the practical training. Student needs to document their key learning made and shall submit the same in the form of a report.

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**4. Capstone Project**

The capstone course is a method of summative evaluation in which the student is given an opportunity to demonstrate integrated knowledge and growth in Marketing Industry. The course will assess a student's cognitive and intellectual growth in their major and also the overall academic learning experience. The capstone provides an opportunity for students to integrate and apply knowledge from their academic studies. In this course students have the opportunity to conduct research and gather relevant data, to integrate and apply knowledge and skills learned in preceding courses, and to make presentations of their project.

The Capstone functions as a bridge between the university and the world of employment. Students are expected to treat the Capstone course therefore as a professional work engagement.

The course is a rigorous team-based and project-oriented course. This course requires a high level of independence, intellectual curiosity, time and information management as well as an impeccable level of professionalism and work ethics.

A student must complete the Capstone Project, which serves as the exit requirement for the degree. This project is the final step in the degree process and must be completed in the student's final semester.

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**5. Marketing Automation**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
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Module 1	Email marketing: An overview	15
Module 2	Elements of marketing emails	15
Module 3	Build your email list	15
Module 4	Measuring your email campaigns success	15
	<b>Total</b>	<b>60</b>

## Course Objectives

1. To learn about email marketing tools

## Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Identify the fundamentals of email marketing and outline the practice and myths in marketing context. (Cognitive Level: Remember)
2. CO2: Restate the advantages of the different elements of marketing in text formats like HTML. (Cognitive Level: Understand)
3. CO3: Create the ways to build email list through a website subscribe form. (Cognitive Level: Apply)
4. CO4: Analyse the methods to deal with Spam Filter, tracking Landing Pages, analysing Test Results and setting your Budget that helps to measure the success of email campaigns. (Cognitive Level: Analyse)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Email marketing: An overview</b>	<b>15</b>
	Introduction to Advanced Email Marketing • Fundamentals of Email Marketing • Email Best Practices and Myths • Bulk Email concept • Things you can do with Emails	
<b>2</b>	<b>Elements of marketing emails</b>	<b>15</b>
	Advantages of the different text formats (HTML or Plain Text) • Permissions & E-permissions • Frequency & Ethics of Newsletters • Defining your Goals • Email Marketing Strategies	
<b>3</b>	<b>Build your email list</b>	<b>15</b>
	Learn ways to build your email list • Build your email list through a website subscribe form • Segmentation • Active Users	
<b>4</b>	<b>Measuring your email campaigns success</b>	<b>15</b>
	Open rates, click-through-rates, unsubscribe rates, conversion rates, and bounce rates. • A/B Split Testing • How to deal with Spam Filter • Choosing your metrics • Tracking Landing Pages • Analyzing Test Results • Setting your Budget	

### Reference Books:

1. Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success by Chad. S. White

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**5. Marketing Channel**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Value Network and Marketing	12
Module 2	Channel – Design	12
Module 3	Channel – Management Decisions	12
Module 4	Channels Dynamics	12
Module 5	Case Study	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To provide know how to effectively select and manage marketing channels creating partnerships capable of generating value and trust and avoiding conflicts.

**Course Outcome**

After successful completion of the course the learner will be able to:

1. CO1: Recall the task performed by Marketing Channels, Channel Function and Flow, Channel Levels, Service Sector Channels and Information Highways Channels. (Cognitive Level: Remember)
2. CO2: Explain the Objectives and Constraints of channel and identify the major alternatives for channel. (Cognitive Level: Understand)
3. CO3: Discover the legal and ethical dynamics in use of channels Relations. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Value Network and Marketing</b>	<b>12</b>
	Channel System, Works Performed by Marketing Channels, Channel Function and Flow, Channel Levels, Service Sector Channels, Information Highways Channels.	
<b>2</b>	<b>Channel – Design</b>	<b>12</b>
	Analyse Customers derived service output Levels, Establish Objectives And Constraints, Identify Major Channel Alternatives, Evaluate the major Alternatives.	
<b>3</b>	<b>Channel – Management Decisions</b>	<b>12</b>
	Selecting Channel Members, Training Channels Members, Motivating Channel Members, Evaluating Channel Members, Modify Channel Approaches.	
<b>4</b>	<b>Channels Dynamics</b>	12
	Vertical Marketing Systems, Horizontal Marketing Systems, Multi-channel Marketing Systems, Conflict, Co-operation, and Competition, Legal and Ethical in use in channels Relations.	
<b>5</b>	<b>Case Study</b>	12

### Reference Books:

1. Marketing Management Planning, Implementation and Control By – V.S.Ramaswamy & S.Namakumari.
2. Marketing Management by – Philip Kotler
3. Modern Marketing by R.S.N.Pillai & Bagavathi
4. Services Marketing & Management by B.Balaji
5. Marketing & Sales Management by D.C.Kapoor.
6. Services Marketing by Valarie A. Zeithaml & Mary Jo Bitner.
7. Marketing Management by Rajan & Sanjith Nair. By Himalaya publication House.

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## *at Semester VI*

### **6. International Marketing & Business Stimulation**

#### **Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to International Marketing and Trade	12
Module 2	International Marketing Environment and Marketing Research	12
Module 3	International Marketing Mix	12
Module 4	Developments in International Marketing	12
Module 5	Business Simulation	12
	<b>Total</b>	<b>60</b>

#### **Course Objectives**

1. To understand International Marketing, its Advantages and Challenges.
2. To provide an insight on the dynamics of International Marketing Environment.
3. To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

#### **Course Outcome**

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

1. CO1: Define and explain the meaning, features of International Marketing. (Cognitive Level: Remember)
2. CO2: Examine various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective. (Cognitive Level: Understand)
3. CO3: Prepare the International Marketing Plan that depicts the need of International Service Marketing. (Cognitive Level: Apply)
4. CO4: Explain the advantages and disadvantages of Global Service Marketing and service Culture. (Cognitive Level: Analyse)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to International Marketing and Trade</b>	<b>12</b>
	Introduction of International Marketing: Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization Introduction to International Trade: Concept of International Trade, Barriers to Trade: Tariff and Non-Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC	
<b>2</b>	<b>International Marketing Environment and Marketing Research</b>	<b>12</b>
	International Marketing Environment: Economic Environment: International Economic Institution (World Bank, IMF, IFC), International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union) Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention. Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti-Dumping Law and Import License. Cultural Environment: Concept, Elements of Culture (Language, Religion, Values and Attitude, Manners and Customs, Aesthetics and Education), HOFSTEDE's Six Dimension of Culture, Cultural Values (Individualism v/s Collectivism) Marketing Research: Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research	
<b>3</b>	<b>International Marketing Mix</b>	<b>15</b>
	International Product Decision: International Product Line Decisions, Product Standardization v/s Adaptation Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning International Pricing Decision: Concept of International Pricing, Objectives of International Pricing, Factors Affecting International Pricing International Pricing Methods: Cost Based, Demand Based, Competition Based , Value Pricing, Target Return Pricing and Going Rate Pricing International Pricing Strategies : Skimming Pricing, Penetration Pricing , Predatory Pricing, International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing International Distribution Decisions Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel d)	



	International Promotion Decisions Concept of International Promotion Decision, Planning International Promotional Campaigns: Steps - Determine the Target Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness Standardization V/S Adaptation of International Promotional Strategies, International Promotional Tools/Elements	
<b>4</b>	<b>Developments in International Marketing</b>	<b>15</b>
	Introduction -Developing International Marketing Plan: Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan International strategies: Need for International Strategies, Types of International Strategies International Marketing of Services Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, Service Culture	
<b>5</b>	<b>Business Simulation</b>	
	The goal is to build models and analyze given ones. It is a highly hands-on course where students will be analyzing business scenarios and constructing working simulation models using a given simulation tool.	

### Reference Books:

1. Dr. Shakeel Ahmad Siddiqui, International Marketing, Dreamtech press, Edition 2011
2. Philip R.Cateora, John L. Graham, Prashanth Salwan, International Marketing , Tata Mcgraw hill Education Private limited, New Delhi, Thirteenth Edition .
3. RajGopal, International Marketing, Vikas Publishing House Pvt. Ltd., Edition 2007.
4. Sak Onkvisit, John J.Shaw, International Marketing Analysis and Strategy, Pearson Publication, Third Edition
5. Francis Cherunilam, International Business, PHI Learning Private Limited New Delhi, Fifth Edition.
6. Justin Paul and Ramneek Kapoor, International Marketing Text and Cases, Tata Mcgraw Hill Education Private Limited New Delhi, Second Edition.
7. Rakesh Mohan Joshi, International Marketing, Oxford University Press, Second Edition
8. Philip R. Cateora, John L. Graham, International Marketing, Tata Mcgraw Hill, Twelfth Edition
9. Rakesh Mohan Joshi, International Marketing Oxford University Press, First Edition
10. Michael R. Czinkota, Iikka A Ronkainen, International Marketing, Cengage Learning Edition 2007
11. Gerald Albaum, Edwin Duerr, Jesper Strandskov, International Marketing and Export Management, Pearson Publication, Fifth Edition.

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## 6. Internet Marketing

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Inbound Marketing	15
Module 3	Interaction & User Experience	15
Module 4	Relationship Building	15
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To provide students with a solid foundation in all aspects of internet marketing.
2. To introduce the most current tactics, applications, and trends in internet marketing.

### Course Outcome

After successful completion of the course the learner will be able to:

1. CO1: Describe how companies use internet as part of their marketing plans. (Cognitive Level: Remember)
2. CO2: Identify the specific skills necessary for carrying out internet as part of marketing plans or effectively evaluating the plans of others. (Cognitive Level: Understand)
3. CO3: Discover the Promises and realities of mobile marketing that includes use of SMS and web technologies in global context. (Cognitive Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Conceptual framework of Internet Marketing.</li> <li>● Overview of Internet-the major trends of the internet and how it is changing the ways companies are doing business, as well as the skills necessary to compete in an ever changing environment.</li> <li>● Mass Marketing vs. Customer Control</li> <li>● How the Web Works Overview of the essential technologies that enable the web and what it means for internet marketing.</li> <li>● Online Business Models Overview of the various business models used by companies on the internet.</li> <li>● Technology Know How for Marketers This lecture provides students with enough of a technical background to understand the essential elements of internet marketing and what is possible.</li> </ul>	
<b>2</b>	<b>Inbound Marketing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● The Nature of Search-writing for the internet, usability, and general customer experience.</li> <li>● Search Engine Optimization</li> <li>● Paid Search</li> </ul>	
<b>3</b>	<b>Interaction &amp; User Experience</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Social Media as Inbound Marketing</li> <li>● Online Advertising Current trends in online advertising will be discussed, as well as the different media types used in online advertising.</li> <li>● Word of Mouth Marketing The challenges facing new marketing companies (including internet)</li> <li>● Online User Experience Look and feel, information architecture, interactivity and part of the online user experience. In this session we examine these elements as part of the marketing effort.</li> <li>● Landing Pages, how they fit into the marketing effort, with a special emphasis on post-click marketing.</li> <li>● Web Analytics</li> </ul>	
<b>4</b>	<b>Relationship Building</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Email Marketing</li> <li>● The processes involved in an email marketing strategy, metrics, retention and spam filtering.</li> </ul>	

	<ul style="list-style-type: none"><li>● Mobile Marketing- Promises and realities of mobile marketing, the use of SMS and web technologies currently use for marketing messages to consumers.</li></ul>	
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### **Reference Books:**

1. Internet Marketing And E-Commerce, by Ward Hanson & Kirthi Kalyanam, Publisher: SouthWestern, 2006.

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## 7. Human Rights & Indian Constitution

### Modules at a Glance

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Indian Constitutional Philosophy and Union and State Executive, Legislature and Judiciary	15
Module 2	Concept and Development of Human Rights and Human Rights in India	15
	<b>Total</b>	<b>30</b>

### Course Objectives

1. To understand the concepts and fundamentals of Human Rights in India.

### Course Outcome

After successful completion of the course the learner will be able to:

1. Analyse the fundamental rights and duties.
2. Learn more about human rights.

### Detailed Syllabus

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Indian Constitutional Philosophy and Union and State Executive, Legislature and Judiciary</b>	<b>15</b>

	<ul style="list-style-type: none"> <li>● Feature of the Constitution and Preamble</li> <li>● Fundamental Rights and Fundamental Duties</li> <li>● Directive Principles of State Policy</li> <li>● Union Parliament and State Legislature: Power and Functions</li> <li>● President, Prime Minister, and Council of Ministers</li> <li>● State Governor, Chief Minister and Council of Ministers</li> <li>● The Supreme Court and High Court: Power and Functions</li> </ul>	
<b>2</b>	<b>Concept and Development of Human Rights and Human Rights in India</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Meaning Scope and Development of Human Rights</li> <li>● United Nations and Human Rights- UNHCR</li> <li>● UDHR 1948, ICCPR 1996 and ICESCR 1966</li> <li>● Protection of Human Rights Act, 1993 (NHRC and SHRC)</li> <li>● First, Second and Third Generation of Human Rights</li> <li>● Judicial Activism and Human Rights</li> </ul>	

### Reference Books:

1. Durga Das Basu, Introduction to the Constitution of India, Prentice—Hall of India Pvt. Ltd, New Delhi
2. Subash Kashyap, Indian Constitution, National Book Trust
3. J.A. Siwach, Dynamics of Indian Government and Politics
4. D.C. Gupta, Indian Government and Politics
5. H.M. Sreevai, Constitutional Law of India, 4<sup>th</sup> edition and 3 volumes (Universal Law Publication)
6. V.N. Shukla, Constitution of India (Eastern Books Co)
7. J.C. Johari, Indian Government and Politics
8. Hans. J. Raj, Indian Government and Politics
9. M.V. Pylee, Indian Constitution
10. Durga Das Basu, Human Rights in Constitutional Law, Prentice—Hall of India Pvt. Ltd, New Delhi