

Visvesvaraya Technological University, Belagavi

Jnana Sangama, Belagavi – 590018,
Karnataka.



Department of Management Studies
VTU Centre for Postgraduation Studies, Mysuru.
Program: MBA in Digital Marketing
(Effective from Academic year 2022-23)

2023

| MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOUR | | | |
|---|---------|-----------------------------------|-----------------|
| Course Code | 22MDM11 | CIE Marks | 50 |
| Teaching Hours/Week (L:T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none"> 1. The student will be able to recite the theories and models of Management and Organizational Behavior. 2. The student will be able to apply and solve the workplace problems. 3. The student will be able to classify in differentiating between the best methods to solve the problem 4. The student will be able to design model in dealing with the problems in the organization. | | | |
| Module-1 | | Introduction to Management | 10 hours |
| Management -Introduction, Meaning, objectives, Importance, Difference between Administration and Management, Levels of Management, Types of Managers, Functions of Management, Evolution of Management Thought, Scientific Management Theory, Administrative Theory, Hawthorne Studies in Management, Modern Management Theory, Recent Trends in Management, Contribution of Present management Guru's. | | | |
| Module-2 | | Functions of Management | 10 hours |
| <p>Planning- Definition, Importance, Types, Steps in Planning, Planning Tools and Techniques, Benefits of Planning.</p> <p>Organizing: Meaning, Importance, types of Organization structures, Span of Control, Centralization and Decentralization of Authority.</p> <p>Directing-Definitions, Importance, Principles of Directing, Characteristics of Directing, Elements of Directing: Leadership- Meaning, Definition, Styles and Theories, and Communication.</p> <p>Controlling-Meaning, Importance, Steps in the control process, Types of Control, Recent Trends in Controlling.</p> | | | |

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| Module-3 | Organizational Behaviour | 10 hours |
| <p>Organizational Behaviour: Introduction, Meaning, Importance, Approaches to Organizational Behaviour, Models.</p> <p>Personality- Definitions, Factors Influencing Personality, Theories of Personality, Big Five Personality Traits, and Myers–Briggs Type Indicator (MBTI).</p> <p>Perception- Perception, Perceptual Process, Factors Influencing Perception.</p> <p>Attitude- Meaning, Definition, Types, Components, Attitude and Behaviour, Changing Attitudes in the Workplace;</p> <p>Motivation- Definition, Importance, Motivation Theories.</p> | | |
| Module-4 | Managing Human at Work | 10 hours |
| <p>Group Dynamics- Meaning of Group, Group Characteristics, Classification of Groups, Models of Group Development, Meaning of Group Dynamics, Group Behaviour, Impact of Group on Individual's Behaviour, and Impact of External Factors on Group Behaviour.</p> <p>Teamwork- Nature of Teams, Team Characteristics, Teams Versus Groups, Teamwork, Processes of Teamwork, Types of Teams.</p> | | |
| Module-5 | Organizational Power, Politics and Culture | 10 hours |
| <p>Power and Politics- Nature of Power and Politics, Early Voices, Questioning Power and Authority, Sources of Power for Individuals, Managing Organizational Politics.</p> <p>Culture- Definitions of Organizational Culture, Strong Versus Weak Culture, Characteristics, Types, Levels, Dimensions, Creating Organizational Culture, Changing Organizational Culture.</p> | | |
| <p>Course Outcomes</p> <ol style="list-style-type: none"> 1. Gain practical experience in the field of Management and Organization Behaviour 2. Acquire the conceptual knowledge of Management, various functions of Management and Theories in Organizational Behaviour. 3. Apply managerial and Behaviour knowledge in real world situations. 4. Develop a greater understanding about Management and Behavioral aspects to analyze the concepts related to individual Behaviour, attitude, perception and personality. 5. Understand and demonstrate their exposure on recent trends in management. | | |
| <p>Practical Component</p> <ul style="list-style-type: none"> • Visit an organization and meet HR/Manager and note the Roles played in a Day. | | |

- Conduct an event and try understanding the dynamics that goes on group.
- Develop few questions, interact with people in the organization and try observing personality and reaction.
- Meet any Leader / HOD / Dean and observe the Management of Behaviour under the leader.
- **Note: Faculty can either identify the organizations/leaders/job profile or students can be allowed to choose the same.**

CO-PO Mapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | P01 | P02 | P03 | P04 | P05 |
| C01 | X | X | X | | X |
| C02 | X | | | X | |
| C03 | X | | | | X |
| C04 | X | X | X | | X |
| C05 | X | X | X | X | X |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulations, Experimentation, Mini projects, oral examinations, field work and class participation, etc., (for 25 Marks)

conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub-questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Principles and Practices of Management and Organizational Behaviour, Chandrani Singh and Aditi Khatri, Sage Publication, 2016.
2. Essentials of Management, Koontz, McGraw Hill, 8e, 2014.
3. Management, John R. Schermerhorn, Wiley India, 8e, 2010.
4. Organizational behavior, Stephen P Robbins, Timothy, Pearson, 14e, 2012.
5. Organizational Behaviour, Fred Luthans, McGraw Hill International, 12/e, 2011.

Reference Books

1. Principles of Management, Ramesh B. Rudani, Tata McGraw-Hill, 2013.
2. Masters of Management Thought, Mahanand Charati& M M Munshi, Swapna Book House, 2015.
3. Management, Richard L. Daft, Cengage Learning, 14th e, 2022

| ECONOMICS FOR DECISION MAKING | | | |
|--|--|-----------------|-----|
| Course Code | 22MDM12 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. To introduce the fundamentals, tools and theories of managerial economics.2. To provide an understanding of the application of Economics in Business3. To learn the basic Micro and Macroeconomic concepts.4. To have an understanding of Demand, Production, Cost, Profit and Market competitions with reference to a firm and industry. | | | |
| Module-1 | Managerial Economics | 9 hours | |
| Concept of Economy, Economics, Microeconomics, Macroeconomics.Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm:Profit Maximization Model, Economist Theory of the Firm, Cyert and March’s Behaviour Theory, Marris’ Growth Maximization Model, Baumol’s Static and Dynamic Models,Williamson’s Managerial Discretionary Theory. | | | |
| Module-2 | Utility & Demand Analysis | 10 hours | |
| Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer’s equilibrium- Budget line and Consumer surplus. Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity. Forecasting Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting. | | | |
| Module-3 | Supply & Market Equilibrium | 10 hours | |
| Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. | | | |

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|--|---|-----------------|
| Module-4 | Market Structure and Managerial Decisions | 12 hours |
| <p>Managerial Decisions in Competitive Markets - Characteristics of Perfect Competition – Demand curve facing the firm – Profit maximization in the short run – shut down price - Profit maximization in the long run.</p> <p>Managerial Decisions with market power - Monopoly – characteristics – Determinants of market power – Profit maximization under Monopoly; output and pricing decisions – monopoly regulation.</p> <p>Managerial Decisions under Monopolistic Competition - characteristics – short run equilibrium – Long run equilibrium</p> | | |
| Module-5 | Consumption Function and Investment Function | 9 hours |
| <p>Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Theories of Business Cycles, Business Cycles and Business Decisions</p> | | |
| <p>Course Outcomes</p> <p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> 1. Understand the application of Economic Principles in Management decision-making. 2. Learn the microeconomic concepts and apply them for the effective functioning of a Firm and Industry. 3. Understand, assess, and forecast Demand. 4. Apply the concepts of production and cost for optimization of production. 5. To design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure. | | |
| <p>Practical Component</p> <ul style="list-style-type: none"> • Assessment of Demand Elasticity – Price, Income, Cross, Advertising, Demand Forecasting. • Application of qualitative and quantitative methods of demand forecasting to various sectors (Automobile, Service, Pharmaceutical, Information Technology, FMCG, Hospitality etc.) in India. • Preparing a Project proposal for a Business Venture. (Compulsory). | | |

CO - PO Mapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | X | | X | | |
| CO2 | X | X | | X | |
| CO3 | X | | | | X |
| CO4 | X | | | | X |
| CO5 | X | | | X | |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.

- Each full question is for **20** marks with **3** sub-questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Managerial Economics, Homas and Maurice, Tata McGraw Hill
2. Managerial Economics - Analysis, Problems and Cases, P. L. Mehta, Sultan Chand Sons, New Delhi.
3. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
4. Managerial Economics, D. M. Methane, Himalaya Publishing House.
5. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.

Reference Books

1. Pindyck & Rubinfeld; **Micro economics**, Pearson 5th edition.
2. G. S Gupta, **Managerial Economics**, Tata Mc Graw Hill Latest Edition.
3. Hershey, Mark; Managerial Economics- An Integrative Approach Cengage Learning India Pvt. Ltd., Publications 2009.

| FINANCIAL ACCOUNTINGAND ANALYSIS | | | |
|--|---|-----------------|-----|
| Course Code | 22MDM13 | CIE Marks | 50 |
| Teaching Hours/Week (L:T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives | | | |
| <div>1. To explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.</div> <div>2. To explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements.</div> <div>3. To prepare basic entries for business transactions and present the data in an accurate and meaningful manner.</div> <div>4. Prepare basic financial statements and explain the articulation between the basic statements.</div> <div>5. To analyze a company’s financial statements and come to a reasoned conclusion about the financial situation of the company.</div> | | | |
| Module-1 | Introduction to Accounting | 8 hours | |
| Meaning and objectives, Need and Types of Accounting, Single Entry System, Double Entry System, Basics of Generally Accepted Accounting Principles (GAAP), IFRS, Indian Accounting Standards. Concepts and Conventions of Accounting. (Theory only) | | | |
| Module-2 | Accounting Cycle | 10 hours | |
| Journal, Ledgers, Trial balance, accounting equation, Users of Accountinginformation system, subsidiary books including cash book with two and three column cashbooks only. (Theory and Problems) | | | |
| Module-3 | Final Accounts of Companies | 12 hours | |
| Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Problems of Final Accounts with adjustments), Window dressing. Case Study problem on Final Accounts of Company-Appropriation accounts. (Theory and Problems). | | | |
| Module-4 | Analysis of Financial Statements | 12 hours | |
| Meaning and Purpose of Financial Statement Analysis, Trend Analysis, Comparative Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis. Preparation of Cash flow Statement | | | |

(indirect method). Lab compulsory for Financial Statement Analysis using Excel.

Module-5 Direct Taxation

8 hours

Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Basis of charge and scope of total income, Tax Planning, Tax Evasion and Tax Management, (Theory Only). Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Green Accounting, Sustainability Reporting. (Theory only).

Course Outcomes

At the end of the course the student will be able to:

1. Demonstrate theoretical knowledge and its application in real time accounting.
2. Demonstrate knowledge regarding accounting principles and its application.
3. Capable of preparing financial statement of companies.
4. Independently undertake financial statement analysis and take decisions.
5. Comprehend emerging trends in accounting and computerization of accounting systems.

Practical Components

- To collect Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class.
- To analyze the companies' cash flow statements and presenting the same in the class.
- To get exposed to use of accounting software's (preferably Tally ERP9).
- To identify the sustainability report of a company and study the contents.

CO - PO Mapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| C01 | X | | X | | X |
| C02 | X | X | X | | |
| C03 | X | X | X | | |
| C04 | X | X | | X | X |

Assessment Details (both CIE and SEE)

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education.
2. Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India.
3. Financial Accounting – Raman B.S, Vol I & Vol II, 1/e, United Publishers, 2009.
4. Accounting for Management-Text & Cases, S.K. Bhattacharya & John Dearden, Vikas Publishing House Pvt. Ltd., 3e, 2018.
5. Accounting and Finance for Non-finance Managers, Jai Kumar Batra, Sage Publications, 1e, 2018.

Reference Books

1. Financial Accounting, Jain S. Pand Narang KL, Kalyani Publishers.
2. Direct Taxes Law and practice, Vinod Singhania and Kapil Singhania, Taxman Publications
3. Computerized Accounting, Neeraj Goyal, Rohit Sachdeva, Kalyani Publisher. 1e, 2018.

| STATISTICS FOR MANAGERS | | | |
|---|-----------------------------------|-----------------|-----|
| Course Code | 22MDM14 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. To make the students learn about the applications of statistical tools and Techniques in decision making.2. To emphasize the need for statistics and decision models in solving business problems.3. To enhance the knowledge on descriptive and inferential statistics.4. To develop analytical skills in students in order to comprehend and practice data analysis at different levels. | | | |
| Module-1 | Introduction to Statistics | 10 hours | |
| Meaning and Definition, Importance, Types, Measures of CentralTendency- Arithmeticmean,Geometricmean,Harmonicmean,Median,Quartiles,Deciles,Percentiles, Mode. Measures of Dispersion -Range, Quartile deviation, Mean deviation, Standarddeviation, Variance, Coefficientof Variation.(TheoryandProblem). | | | |
| Module-2 | CorrelationandRegression | 10 hours | |
| Correlation - Significance, Types, and Methods, Scatter diagram, Karl Pearson correlation, Spearman’s Rank correlation, Regression, Significance, Linear Regression Analysis, Types of regression models, Lines of Regression. (Theory and Problem). | | | |
| Module-3 | Probability Distribution | 10 hours | |
| Concept of probability, counting rules for determining number of outcomes - Permutation and Combination, Rules of probability- Addition and Multiplication, Baye’s Theorem. Concept of Probability Distribution, Theoretical Probability Distributions - Binomial, Poisson, Normal (Problems only on Binomial, Poisson and Normal). (Theory and Problem). | | | |

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| Module-4 | Time Series Analysis | 10 hours |
| Objectives, Variations in Time Series. Measurement of Trend, Graphic Method, Moving Average Method, Semi-Average Method, Least Square Method. Measurement of Seasonal Variations- Method of Simple Averages, Ratio to Trend Method-Ratio to Moving Average Method, Link Relative Method.(Theory and Problem). | | |
| Module-5 | Hypotheses Testing | 10 hours |
| Definition, Types, Procedure for testing, Errors in hypotheses testing. Parametric and Non Parametric Tests -t-test, z-test, f-test, Chi-square test, u-test, K-W Test (problems on all tests). Analysis of Variance (Theory only). | | |
| Course Outcomes At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Facilitate objective solutions in business decision making under subjective conditions. 2. Demonstrate different statistical techniques in business/real-life situations. 3. Understand the importance of probability in decision making. 4. Understand the need and application of analytics. 5. Understand and apply various data analysis functions for business problems. | | |
| Practical Component <ul style="list-style-type: none"> • Students are expected to have a basic excel classes. • Students need to be encouraged to do small primary research inside the classroom in groups and to analyze the data using statistical tools like Mean, SD, Correlation (Ex: Motivation, Stress etc.) • Students can also be encouraged to go out for a live survey in Malls, Showrooms and in other Colleges to collect data's and to analyze it. Ex: Buying behavior, Brand aspects etc.) | | |

CO-PO MAPPING

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| C01 | X | X | | X | |
| C02 | X | X | X | | |
| C03 | X | X | X | | X |
| C04 | X | X | | | |
| C05 | X | X | X | | X |

Assessment Details (both CIE and SEE)

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- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub-questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. C Gupta (2018), Fundamentals of Statistics, 7 th edition Himalaya Publications.
2. J K Sharma (2020), Business Statistics 5 th edition Vikas Publishing House.
3. S P Gupta (2021), Statistical Methods 46th edition Sultan Chand Publications.
4. C R Kothari (2015), Research Methodology- Methods and Techniques, Viswa Prakasam Publications.
5. Deepak Chawla & Neena Sondhi, Research Methodology-Concepts and Techniques, Vikas Publishing House Pvt Ltd.

Reference Books

1. William E. Wagner, III (2015), Using IBM SPSS- Statistics for Research Methods and Social Science Statistics 5th edition Sage Publications.
2. Statistics for management Levin & Rubin.
3. Amir D Aczel & Jayavel, Sounder Pandian, "Complete Business Statistics", TMH

| MARKETING MANAGEMENT | | | |
|--|-------------------------------------|-----------------|-----|
| Course Code | 22MDM15 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.2. To analyze the motives influencing buying Behaviour & Describe major bases for segment marketing, target marketing, and market positioning.3. Identify a Conceptual framework, covering basic elements of the marketing mix.4. To understand fundamental premise underlying market driven strategies.5. Giving them hands on practical approach to subject study. | | | |
| Module-1 | Introduction to Marketing | 9hours | |
| Introduction to Marketing: Definitions of market and marketing, Marketing V/s Selling, Evolution of marketing and Marketing Concept, Functions of Marketing, 4P's of Marketing, Marketing Environment, Emerging areas- Neuro Marketing, Sensory Marketing, Marketing to the 21st century customer. | | | |
| Module-2 | Analyzing Consumer Behaviour | 12 hours | |
| Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behaviour, Models of consumer behavior: The black box model of consumer behaviour, Input process output model, Engel-Kollat-Blackwell (EKB) Model, Black Box Model, Hawkins Stern Model, Howard Sheth Model, Nicosia Model. | | | |
| Module-3 | Product &Price | 10hours | |
| Product - Meaning of product, product levels, product hierarchy, Classification of products, product mix, product mix strategies, Product Life Cycle, New product development process, Segmentation, Targeting and positioning. Price - Meaning, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, | | | |

| | | |
|---|-------------------------------------|----------------|
| Competitor based, Pricing Procedure. | | |
| Module-4 | Place & Promotion | 9hours |
| <p>Place - Meaning, Channel Members, Channel types factors to be considered while choosing right channel.</p> <p>Promotion -Meaning, Promotion Mix: Advertising, Personal selling, sales Promotion, Publicity & Public relation, Internet Marketing.</p> | | |
| Module-5 | Emerging Trends in Marketing | 10hours |
| <p>Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization.</p> | | |
| <p>Course outcomes</p> <p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Develop an ability to assess the impact of the environment on marketing function. 2. To formulate marketing strategies that in corporate psychological and sociological factors which influence buying. 3. Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning. 4. Identifying marketing channels and the concept of product distribution. 5. Identifying techniques of sales promotion, significance of marketing research. 6. Synthesize ideas into a viable marketing plan for various modes of marketing | | |
| <p>Practical Components</p> <ul style="list-style-type: none"> • Understanding Contemporary Indian Marketing Environment. • Understanding and demon starting their exposure on Consumer Behaviour. • Effectively using their skill in creating and enacting a commercial on brand communication | | |

CO – PO Mapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | X | | X | | |
| CO2 | X | X | X | | X |
| CO3 | X | X | X | | |
| CO4 | X | X | | | X |
| CO5 | X | | | X | |

Assessment Details (both CIE and SEE)

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub questions.

- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, Latest Edition.
2. Marketing Management- Indian Context, Global Perspective by Ramaswamy & Namakumari by SAGE publication, 6th Edition.
3. New Product Management by Merle Crawford and Anthony Di Benedetto by McGraw-Hill, Latest Edition.
4. Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.
5. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.

Reference Books

1. Marketing by Lamb, Hair, Mc Danniel by Cengage Learning, Latest edition.
2. Fundamentals of Marketing Management, Etzel M J BJ Walker & William J Stanton by Tata Mc Graw Hill, Latest edition.
3. Principles & Practices of marketing – David Jobber and Fiora Chad wick – M C Grew Hill.

| BUSINESS COMMUNICATION & MANAGEMENT INFORMATION SYSTEM | | | |
|---|---------|-----------------|-----|
| Course Code | 22MDM16 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.2. To enable learners with them enhance of writing and also help them to draft business letters in English precisely and effectively.3. To introduce the students to some of the practices in managerial communication those are in vogue4. To prepare students to develop the art of business communication with emphasis on analyzing business situations.5. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.6. To provide the theoretical models used in database management systems to answer business questions. | | | |
| Module-1 Introduction | | 13 hours | |
| Introduction: Meaning & Definition, Role, Classification, Purpose of communication, Communication Process, Characteristics of successful communication, Communication in crisis, Barriers to communication. Oral Communication: Principles of successful oral communication, Conversation control. Written communication: Principles of effective writing, Approaching the writing process systematically: The 3X3 writing process, Types of business letters. | | | |
| Module-2 Presentation and Negotiation Skills | | 12 hours | |
| Presentation: What is a presentation? Elements of presentation, Designing & Delivering Business Presentations, Advanced Visual Support for managers. Negotiation skills: Definition of negotiation, Nature and need for negotiation, Factors affecting negotiation, Stages of negotiation process, Negotiation strategies. Etiquette Advantage in Managerial Communication: Meaning, types and advantages of | | | |

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| Etiquette. | |
| Module-3 Introduction to MIS | 9 hours |
| Concepts, Roles, Impacts, MIS & its users, Components of an IS, Management as Control systems, MIS support to Organization Effectiveness, MIS for E-business, Digital Firms –E-Commerce, E – Communication, E-Collaborations, Real Time Enterprise, MIS: Strategic Business Planning, concept of corporate planning, Essentiality of strategic Planning, Balance Score card, Score Card & Dash Board, Security Challenges in E-Enterprises, Impacts of Information Technology on society. | |
| Module-4 Types of Information Systems | 7 hours |
| Transaction Processing System (TPS) - Office Automation System (OAS) –Management Information System (MIS) – Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS), Ethical Issues in Information systems. Knowledge work system (KWS). | |
| Module-5 Emerging Exponential Technologies in Business Decision Making | 9 hours |
| Introduction to Emerging Technologies and its types. Introduction to AI and its Applications in Agriculture, Health, Business, Education. Introduction to IOT and its Applications at Smart home; Smart grid; Smart city; Wearable devices; Smart farming. Introduction to AR, VR and MR, Application of AR systems (education, medical, entertainment). | |
| Course Outcomes At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Be aware of their communication skills and know their potential to become successful managers. 2. Get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively. 3. Get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analyzing business situations. 4. Relate the basic concepts and technologies used in the field of management information systems. 5. Compare the processes of developing and implementing information systems. | |

6. Outline the role of the ethical, social, and security issues of information systems.

Practical Component

- Make students enact and analyze the non-verbal cues.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Organize a mock press conference addressing to the launch of new product by an organization.
- Students should be given an assignment to draft a proposal to undertake research project.
- Video conferencing a cross stakeholders.
- Create a Blog.
- Business pitch with video recording using Power Point and feedback.

CO-PO MAPPING

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | P01 | P02 | P03 | P04 | P05 |
| C01 | X | X | | X | |
| C02 | X | X | X | | |
| C03 | X | X | X | | X |
| C04 | X | X | | | |
| C05 | X | X | X | | X |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of

the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Business Communication: Concepts, Cases and Applications- Chaturvedi P. D, & Mukesh Chaturvedi, 4/e, Pearson Education, 2020.
2. Communicating in Business: Ober and Newman, Cengage learning, 8th Edition, 2018.
3. Business Communication: Process and Product, Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
4. Management Information Systems - Hithesh Gupta- International Book House Ltd.
5. Management Information Systems - Dr. Sahil Raj- Pearson Publication.

Reference Books

1. BCOM A South-Asian Perspective Lehman, Dufrene, Sinha Cengage Learning 2nd Edition, 2012.
2. BusinessCommunication- Dr. T. P. Renuka Murty, Dr.MS YatheeshChandra & Dr. Santosha Shanbhag, Himalaya Publishing House. -2015.
3. Management Information Systems – M. Jaiswal & M. Mittal- Oxford Publications.

| LABORATORY FOR MS OFFICE | | | |
|---|---------|-------------|-----|
| Course Code | 22MDM17 | CIE Marks | 50 |
| Teaching Hours/Week (L:T:P) | 0:0:4 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 02 | Exam Hours | 03 |
| Course Objectives | | | |
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|---|----------------------------|-----------------|
| <ul style="list-style-type: none"> • Creating Professional Slide for Presentation. • Graphically representing data, Charts & Graphs | | |
| Module-4 | MS Access | 10 hours |
| <ul style="list-style-type: none"> • Overview • Data Types • Create Database • Create Tables, Adding Data into tables • One-To-One Relationship, One-To-Many Relationship and Many-To-Many Relationship | | |
| Module-5 | Microsoft Publisher | 9hours |
| <ul style="list-style-type: none"> • Getting Started with Microsoft Publisher • Formatting Text & Paragraphs in a Publication • Managing Text in a Publication • Adding Content to a Publication | | |
| Course Outcomes <ul style="list-style-type: none"> • To enable Students to demonstrate proficiency in utilizing Microsoft Office Suite applications (Word, Excel, PowerPoint, Access, and Publisher) seamlessly, ensuring efficient document creation, data analysis, presentation design, and publication development. | | |
| Assessment Details (both CIE and SEE) <p>The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 50% of the maximum marks. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each course. The student has to secure not less than 40% of maximum marks in the semester end examination (SEE). In total of CIE and SEE student has to secure 50% maximum marks of the course.</p> <p>Continuous Internal Evaluation (CIE): CIE marks for the practical course is 50 Marks.</p> <ul style="list-style-type: none"> • The split-up of CIE marks for record/ journal and test are in the ratio 60:40. • Each experiment to be evaluated for conduction with observation sheet and | | |

record write-up.

- Rubrics for the evaluation of the journal/write-up for hardware/software experiments designed by the faculty who is handling the laboratory session and is made known to Students at the beginning of the practical session.
- Record should contain all the specified experiments and Total marks scored by the students are **scaled down to 30 marks** (60% of maximum marks allocated to CIE).
- Weightage to be given for neatness and submission of record/write-up on time.
- Department shall conduct **02 tests for 100 marks**, the first test shall be conducted after the 8th week of the semester and the second test shall be conducted after the 14th week of the semester.
- In each test, test write-up, conduction of experiment, acceptable result, and procedural knowledge will carry a weightage of 60% and the rest 40% for viva-voce.
- The suitable rubrics can be designed to evaluate each student's performance and learning ability.
- **The average of 02 tests is scaled down to 20 marks** (40% of the maximum marks allocated to CIE).
- The Sum of **scaled-down** marks scored in the report write-up/journal and average marks of two tests is the total CIE marks scored by the student.

Semester End Evaluation (SEE):

SEE marks for the practical course is 50 Marks.

SEE shall be conducted jointly by two examiners – one from the same Institution (Internal) and other examiner appointed by the university (External).

- All laboratory experiments are to be included for practical examination.
- (Rubrics) Breakup of marks and the instructions printed on the cover page of the answer script to be strictly adhered to by the examiners **OR** based on the course requirement evaluation rubrics shall be decided jointly by examiners.
- Students can pick one question (experiment) from the questions lot prepared by

the internal/external examiners jointly.

- Evaluation of test write-up/ conduction procedure and result/viva will be conducted jointly by examiners.
- General rubrics suggested for SEE is mentioned here, writeup-20%, conduction procedure and result - 60%, Viva-voce 20% of maximum marks. SEE for practical shall be evaluated for 100 marks and scored marks shall be scaled down to 50 marks (however, based on course type, rubrics shall be decided by the examiners)
- Change of experiment is allowed only once and 10% Marks allotted to the procedure part to be made zero.
- The duration of SEE is 03 hours

Text Books

1. Accounting an Introduction 6th Edition-Eddie Mc Laney, Peter Atrill- Pearson Publishers.
2. Learn Microsoft Office 2019 by Linda Foulkes ISBN 978-1-83921-725-8.

Reference Books

1. Fundamental of computer by Reema Thareja, Publishers: Oxford University Press, India.
2. Fundamental of computer by V. Raja Raman, Publishers: PHI.

| COMMUNICATION LAB-1 | | | |
|--|---------|-------------|-----|
| Course Code | 22MDM18 | CIE Marks | 50 |
| Teaching Hours/Week(L: T:P) | 0:0:4 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 02 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none"> 1. To develop proficiency in verbal communication through structured exercises, discussions, and presentations. 2. To understand the impact of non-verbal cues on communication dynamics and interpersonal relationships. 3. To Hone written communication skills through various assignments, reports, and documentations. 4. To build confidence and competence in delivering professional presentations to diverse audiences. | | | |
| 1. Personality Profiling Exercise <ul style="list-style-type: none"> • Participants take a personality assessment test (e.g., Myers-Briggs, DISC) to understand their communication styles. • Discuss results in small groups to identify strengths and areas for improvement. | | | |
| 2. Group Discussion Simulation <ul style="list-style-type: none"> • Conduct a mock group discussion on a relevant topic. • Provide feedback on communication styles, teamwork, and effective participation. | | | |
| 3. Interview Skills Workshop <ul style="list-style-type: none"> • Share tips on preparing for interviews, including researching the company, common interview questions, and body language. • Conduct mock interviews with personalized feedback for improvement. | | | |
| 4. CV Building Activity <ul style="list-style-type: none"> • Guide participants in creating or refining their CVs. • Discuss essential components, formatting, and tailoring CVs. | | | |

5. Body Language and Grooming Session

- Conduct a workshop on professional body language and grooming.
- Discuss the impact of non-verbal cues on first impressions in interviews and professional settings.

6. Business Writing Skills

- Cover letter writing session with examples and templates.
- Memo and email writing tips, emphasizing clarity and professionalism.
- Briefly discuss the importance of effective email communication in professional settings.

7. Teleconferencing and Video conferencing Etiquette

- Discuss best practices for virtual meetings.
- Role-play scenarios for effective communication in teleconferencing and videoconferencing.

8. Effective Email Writing Workshop

- Highlight key components of a professional email (salutation, body, closing, etc.).
- Briefly discuss the importance of effective email communication in professional settings.
- Highlight key components of a professional email (salutation, body, closing, etc.).
- Show examples of poorly and well-written emails.
- Discuss the impact of tone, structure, and language on the effectiveness of the message.
- Pair students and have them exchange emails.
- Ask each pair to review and provide constructive feedback to their partner.

Course Outcomes

1. Develop and demonstrate proficiency in spoken communication, including clarity, articulation, and appropriate use of tone.
2. Gain an understanding of the significance of nonverbal cues in communication, including body language, facial expressions, and gestures.
3. Develop strong interpersonal communication skills, including active listening, empathy, and conflict resolution.

4. Hone written communication skills, including business correspondence, email etiquette, and formal reports.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (**CIE**) is 50% and for Semester End Exam (**SEE**) is 50%. The minimum passing mark for the **CIE** is 50% of the maximum marks. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each course. The student has to secure not less than 40% of maximum marks in the semester end examination (**SEE**). In total of **CIE** and **SEE** student has to secure 50% maximum marks of the course.

Continuous Internal Evaluation (CIE):

CIE marks for the practical course is **50 Marks**.

- The split-up of CIE marks for record/ journal and test are in the ratio **60:40**.
- Each experiment to be evaluated for conduction with observation sheet and record write-up.
- Rubrics for the evaluation of the journal/write-up for hardware/software experiments designed by the faculty who is handling the laboratory session and is made known to Students at the beginning of the practical session.
- Record should contain all the specified experiments and Total marks scored by the students are **scaled down to 30 marks** (60% of maximum marks allocated to CIE).
- Weightage to be given for neatness and submission of record/write-up on time.
- Department shall conduct **02** tests for **100 marks**, the first test shall be conducted after the 8th week of the semester and the second test shall be conducted after the 14th week of the semester.
- In each test, test write-up, conduction of experiment, acceptable result, and procedural knowledge will carry a weightage of 60% and the rest 40% for viva-voce.
- The suitable rubrics can be designed to evaluate each student's performance and learning ability.

- **The average of 02 tests is scaled down to 20 marks** (40% of the maximum marks allocated to CIE).
- The Sum of **scaled-down** marks scored in the report write-up/journal and average marks of two tests is the total CIE marks scored by the student.

Semester End Evaluation (SEE):

SEE marks for the practical course is 50 Marks.

SEE shall be conducted jointly by two examiners – one from the same Institution (Internal) and other examiner appointed by the university (External).

- All laboratory experiments are to be included for practical examination.
- (Rubrics) Breakup of marks and the instructions printed on the cover page of the answer script to be strictly adhered to by the examiners **OR** based on the course requirement evaluation rubrics shall be decided jointly by examiners.
- Students can pick one question (experiment) from the questions lot prepared by the internal/external examiners jointly.
- Evaluation of test write-up/ conduction procedure and result/viva will be conducted jointly by examiners.
- General rubrics suggested for SEE is mentioned here, writeup-20%, conduction procedure and result - 60%, Viva-voce 20% of maximum marks. SEE for practical shall be evaluated for 100 marks and scored marks shall be scaled down to 50 marks (however, based on course type, rubrics shall be decided by the examiners)
- Change of experiment is allowed only once and 10% Marks allotted to the procedure part to be made zero.
- The duration of SEE is 03 hours

Reference Books

1. Elizabeth Tebeaux and Sam Dragga, "The Essentials of Technical Communication", Oxford University Press
2. Meenakshi Raman and Sangeeta Sharma, "Technical Communication: Principles and Practice", Oxford University Press
3. Kitty O. Locker and Stephen Kyo Kaczmarek, "Business Communication: Building Critical Skills, McGraw-Hill Education
4. Richard Jones, Jr., Andrew K. Smith, and Jessie Roberts, "Communication in the Real World: An Introduction to Communication Studies", University of Minnesota Libraries Publishing.
5. Richard Johnson-Sheehan, "Technical Communication Today", Pearson.

II SEMESTER

| CYBER LAW AND SECURITY | | | |
|---|---------|-----------------|-----|
| Course Code | 22MDM21 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. To Define Cybercrime, trace its origins, and explore information security connections.2. To Classify common Cybercrimes, investigate modus-operandi, and explore reporting mechanisms.3. To Analyze the significance of Phishing and Identity Theft in Cybercrimes.4. Define E-Commerce, explore security components, and discuss digital payment modes.5. To Develop a Cyber Security Plan with policies, crises management, business continuity, and risk assessment. | | | |
| Module: 1 Introduction to Cybercrime | | 9hours | |
| Cybercrime- Definition and Origins of the Word Cybercrime and Information Security, who are Cybercriminals? Classifications of Cybercrimes, Global Perspective on Cybercrimes, Cybercrime Era: Survival Mantra for the Netizens. Social Engineering, Cyberstalking, Cybercafe and Cybercrimes, Botnets: The Fuel for Cybercrime, Attack Vector, Cloud Computing. | | | |
| Module: 2 Cybercrime and Cyber law | | 10 hours | |
| Classification of cybercrimes, Common cybercrimes- cybercrime targeting computers and mobiles, cybercrime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi , Reporting of cybercrimes, Remedial and mitigation measures, Legal perspective of cybercrime, IT Act 2000 and its amendments, Cybercrime and offences, Organizations dealing with Cybercrime and Cyber security in India, Case studies. | | | |
| Module: 3 Tools and Methods Used in Cybercrime | | 10 hours | |

| | | |
|---|--|-----------------|
| Introduction, Proxy Servers and Anonymizers, Phishing, Password Cracking, Key-loggers and Spywares, Virus and Worms, Trojan-horses and Backdoors, Steganography, DoS and DDoS Attacks, SQL Injection, Buffer Overflow, Attacks on Wireless Networks. Phishing and Identity Theft: Introduction to Phishing, Identity Theft (ID Theft). | | |
| Module: 4 | E - Commerce and Digital Payments | 11 hours |
| Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorized banking transactions. | | |
| Module: 5 | Cyber Security Management | 10 hours |
| Cyber security Plan- cyber security policy, cyber crises management plan. Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy. | | |
| Course Outcomes <ol style="list-style-type: none"> 1. To Understand the Cybercrime Fundamentals. 2. To enable the students with Proficient Classification and Analysis Skills. 3. To enhance the Competence in students with respect to Cybercrime Tools and Methods. 4. To develop the Legal and Remedial Proficiency in Cyber Law. 5. To hone Holistic Cyber security Management Skills. | | |

Practical Component

- **Scenario-Based Cybercrime Analysis (Module 1):** Students will engage in simulated scenarios to analyze and classify cybercrimes discussed in Module 1. Using case studies, they will apply survival strategies and propose preventive measures against social engineering, cybers talking, and other cyber threats.
- **Legal Response Simulation (Module 2):** Participants will simulate legal responses to cybercrimes, including the reporting process and collaboration with law enforcement. Mock trials and case studies will be employed to deepen understanding of the IT Act 2000, amendments, and the role of organizations in addressing cyber offenses.
- **Hands-On Tools and Methods Exploration (Module 3):** Students will gain practical experience with tools such as proxy servers, phishing kits, and malware samples. Lab exercises will involve password cracking, key-logger detection, and simulation of various attacks, providing a hands-on understanding of cybercrime tools and methods.
- **E-Commerce Security Assessment (Module 4):** Participants will conduct a practical assessment of E-Commerce security, identifying vulnerabilities and proposing security measures. Simulated digital payment transactions will be used to analyze common frauds, applying preventive measures outlined in the RBI guidelines.
- **Cybersecurity Plan Development (Module 5):** Teams will work on developing a comprehensive cybersecurity plan for a fictional organization, addressing policy formulation, crises management, risk assessment, and business continuity. A mock cyber incident will be introduced, requiring students to implement the developed cybersecurity plan in real-time, emphasizing the practical application of cybersecurity management skills.

CO-PO MAPPING

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| C01 | X | | | | |
| C02 | X | X | | | |
| C03 | X | | X | | |
| C04 | X | | X | X | |
| C05 | X | | X | | |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. SunitBelapure and Nina Godbole, "Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives", Wiley India Pvt Ltd, ISBN: 978-81-265-21791, Publish Date 2013.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by SumitBelapure and Nina Godbole, Wiley India Pvt. Ltd.
3. Dr. Surya PrakashTripathi, RitendraGoyal, Praveen Kumar Shukla, KLSI. "Introduction to information security and cyber laws". Dreamtech Press. ISBN: 9789351194736, 2015
4. Cyber security Essentials, James Graham Richard Howard & Ryan Otson, CRC Press.
5. Introduction to Cyber security, Chavan John Wu. J. David Irwin CRS Press T & F Group.

Reference Books

1. Information Security Governance, Guidance for Information Security Managers by W. KragBrothy, 1st Edition, Wiley Publication.
2. Cyber Crime Impact in the New Millennium, by R. C Mishra, Author Press. Edition 2010.
3. B B. Gupta, D P Agrwal, Haoxing wang, Computer and Cyber security; Principles, Algorithm, Application & Perspectives, CRS press, ISBN 9780815371335, 2018.

| OPTIMIZATION TECHNIQUES | | | |
|---|--|---------------|----------------|
| Course Code | 22MDM22 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. Understand the mathematical tools that are needed to solve optimization problems2. Solve linear programming problems using appropriate techniques to take informed Decision3. To understand and practice allocation problems, Assignments problems, Transportation problems and Network Analysis (PERT&CPM). | | | |
| Module-1Introduction | | 6hours | |
| Introduction: Evolution of OR, Definitions of OR, Scope of OR, Applications of OR, Phases in OR. Characteristics and limitations of OR, models used in OR. Quantitative approach to decision making models (Theory Only). | | | |
| Module-2LinearProgramming | | 8hours | |
| Linear programming: Linear Programming Problem (LPP), Generalized LPP- Formulation of LPP. Guidelines for formulation of linear programming model. Assumption, Advantages, Limitations, Linear Programming problem (LPP), optimal and feasible Solutions by graphical method (minimization and maximization).(Theory and Problems). | | | |
| Module-3 | Transportation and Assignment Problem | | 12hours |
| Transportation Problems: Formulation of transportation problem, types, initial basic feasible solution using North-West Corner Rule (NWCR), Least Cost Method (LCM) and Vogel's Approximation method (VAM). Optimality in Transportation problem by Modified Distribution (MODI) method. Unbalanced T.P. Maximization T.P. Degeneracy in transportation problems, application of transportation problem. | | | |
| Assignment Problem: Formulation, Solutions to assignment problems by Hungarian method, Special cases in assignment problems, unbalanced, Maximization assignment problems. Travelling Salesman Problem (T.S.P). Difference between assignment and T.S.P (Theory and Problems). | | | |

| | |
|--|--|
| Module-4 | Decision Theory and Theory of Games 12hours |
| <p>Decision Theory: Introduction, Decision under uncertainty- Maxmin & Minmax, Decision under Risk-Expected Value, Simple decision tree problems.</p> <p>Theory of Games: Definition, Pure Strategy problems, Saddle point, Max-Min and Min-Max criteria, Principle of Dominance, Solution of games with Saddle point. Mixed Strategy problems (Graphical and algebraic methods).</p> | |
| Module-5 | Project Management 9hours |
| <p>Project Management: Introduction, Construction of networks, (Theory only) Critical path method to find the expected completion time of a project, determination of floats in networks, PERT networks, determining the probability of completing a project, predicting the completion time of project; (Theory and Problems).</p> <p>Job Sequencing- 'n' jobson 2 machines, 'n' jobson 3 machines, 'n' jobson 'm' machines. Sequencing of 2 jobs on 'M' machines. (Theory and Problems).</p> | |
| <p>Course Outcomes</p> <ol style="list-style-type: none"> 1. Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases. 2. Use appropriate quantitative techniques to get feasible and optimal solutions. 3. Understand the usage of game theory, Queuing Theory and sequencing for Solving Business Problems. 4. Understand and apply the network diagram for project completion. | |
| <p>Practical Component</p> <ul style="list-style-type: none"> • Learn and use TORA Software for analysis of all the OR Techniques and Real-life Problems. • Student should demonstrate the application of the techniques covered in this course | |

CO - POMAPPING:

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | X | | X | | |
| CO2 | X | X | | X | |
| CO3 | X | | | | X |
| CO4 | X | | | | X |
| CO5 | X | | | X | |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.

- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Operation research. H.A. Taha, Person Publication 2012,10th Edition.
2. Operation research, J. K. Sharma, McMillan Publication 2014,6th Edition.
3. J.Operations Research – S. kalavathy, 4th edition, Vikas Publication.
4. Quantitative Techniques in management, N D Vohra, 6th Edition.
5. Quantitative Techniques: Theory and Problems, P.C. Tulsian and Vishal Pandey, Pearson India 2006, 4th Edition.

Reference Books

1. Operations Research Applications & Algorithms – Wayne L, Wintson, 4th edition, brooks/Cole publication.
2. Operations Research – Paneerselvam, 2nd edition, PHI Publication.
3. Operations Research- S. D Sharma, New edition, Kedarnath publication.

| FUNDAMENTALS OF DIGITAL MARKETING | | | |
|---|--|-----------------|-----|
| Course Code | 22MDM23 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. To develop and strengthen entrepreneurial quality and motivation in students.2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs.4. To make students understand the ways of starting a company of their own. | | | |
| Module-1 | Introduction to Digital Marketing | 10 hours | |
| Concept of Digital Marketing, Origin, traditional versus Digital Marketing. Digital Marketing Strategy- The P-O-E-M Framework, Segmenting and customizing Messages, Digital Landscape. Digital advertising Market in India. Skills required in Digital Marketing, Digital Marketing Plan, | | | |
| Module-2 | Display Advertising | 10 hours | |
| Concept of Display Advertising, types of display ads, buying models, display plan Targeting- contextual targeting placement targeting, remarketing, interest categories, geographic and language tagging, demographics, mobile, other targeting methods. Programmatic digital advertising, YouTube Advertising. | | | |
| Module-3 | Search Engine Advertising | 9 hours | |
| Understanding Ad Placement, Understanding Ad Ranks, Creating First Ad Campaign, Performance Reports. Social Media Marketing: Building a successful Strategy. Live Project: Create a digital marketing plan | | | |
| Module-4 | Social Media Marketing & Mobile Marketing | 12 hours | |
| Social Media Marketing- Introduction, Advantages, Face Book Marketing, Instagram & Snap chat, Linked in Marketing, Twitter Marketing. Mobile Marketing -Mobile Usage, Mobile Advertising- Mobile Advertising Models, advantages of Mobile advertising, Mobile Marketing Toolkit, Mobile Marketing features- | | | |

Location based services, social marketing on mobile, QR Codes, Augmented Reality, Gamification.

Tracking mobile campaigns - Mobile Analytics.

Live Project: Create a mobile advertising project.

Module- 5 Search Engine Optimization 9hours

Search Engine Optimization: How search engines work, concept of search engine optimization (SEO), On Page Optimization, Off Page Optimization, Social media Reach, Maintenance-SEO tactics, Google Search Engine, Web Analytics- Key Metrics- concepts only

Course Outcomes

At the end of the course the student will be able to:

1. Recognize appropriate-marketing objectives.
2. Appreciate thee-commerce frame work and technology.
3. Illustrate the use of search engine marketing, online advertising and marketing strategies.
4. Develop social media strategies to solve business problems.

Practical Component

- Students will learn to create a digital marketing plan.
- Students will learn to create a mobile advertising project.

CO - PO MAPPING

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | Po1 | P02 | P03 | P04 | P05 |
| C01 | X | | | | X |
| C02 | X | X | | | X |
| C03 | X | | X | X | |
| C04 | X | | X | | |
| C05 | X | | X | | X |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub-questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Digital Marketing, Seema Gupta, McGraw Hill Education, 2017
2. Marketing 4.0: Moving from Traditional to Digital, Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Wiley, 2017
3. Fundamentals of Digital Marketing, Puneet Bhatia, Pearson, 2/e,2014
4. Social Media Marketing, Tracy L Tuten, Michael R Solomon, Sage Publications, 3/e,2020
5. Understanding Digital marketing: Marketing strategies for engaging the Digital Generation – Damian Ryan & Calvin Jones.

Reference Books

1. Digital Marketing, Swaminathan T N, Karthik Kumar, Cengage Learning India Pvt. Ltd, 2019
2. Digital Marketing, Hanlon, Sage Publications, 2/e,2017
3. Digital Marketing, Ian Dodson, Wiley, 2016

| WEBSITE PLANNING AND STRUCTURE | | | |
|---|---------------------------------|----------------|-----|
| Course Code | 22MDM24 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none">1. To comprehend and analysis the basic concepts of web programming and internet protocols.2. To describe how the client-server model of internet programming works.3. To demonstrates the uses of scripting languages and their limitations. | | | |
| Module-1 | Introduction | 10hours | |
| World wide web and internet. The contemporary functioning of the world wide web, history of the world wide web. Domain and Hosting – Introduction to domain names, types of domain names, common mistakes committed while choosing a domain name, the importance of choosing the right domain name, and a list of service providers. Top-level domains and their importance. Definition of hosting, how to choose the right hosting plan, types of hosting, selection the domain, and hosting a platform. | | | |
| Module-2 | Websites & Languages | 10hours | |
| Types of websites, static websites, dynamic websites, personal websites, e-commerce websites, and the differences between a static and dynamic website. The website planning process, basic questions before designing a website. Navigation and its significance, sitemap definition, the role of sitemap in constructing a website, and the types of sitemaps in practice by web developers. Website languages in the development of websites. Backend technologies and Frontend technologies are the basic difference between frontend and backend technologies. | | | |
| Module-3 | Web Pages | 10hours | |

| | | |
|--|--------------------------------------|----------------|
| Definition of a Home page, key features of designing a home page, advantages of having an attractive home page, the common pages on a home page of a website, landing page difference between a landing page and a home page, Portfolio, meaning of portfolio, why create a portfolio page on a home page? How does a contact us page create a difference in a website, elements need to be considered while designing a contact us page for contemporary websites? | | |
| Module-4 | Customer Engagement & CMS | 11hours |
| Call to Action (Engagement-Engagement Process) What is a CTA button? Best practices to be followed while designing a CTA button, examples of a CTA button and its benefits from a business perspective, reasons to have a CTA button on a website, how to create a compelling call to action buttons, CTA and its role in conversion rate, Photo Gallery Page, Chatbots. Content Management System – reasons to have a CMS website over static sites. Introduction to various CMS tools. | | |
| Module-5 | Web Analytics & Web Audit | 9hours |
| Significance of analytics for digital platforms, tools used for analytics. Website Auditing, the benefits of conducting a website audit, reasons, and how to conduct a web audit. SSL Certificates and need for SSL. | | |
| Course Outcomes <ol style="list-style-type: none"> 1. Identify design, usability and accessibility issues involved in delivering websites. 2. Demonstrate knowledge and understanding of the website planning and design processes. 3. Understand web technologies, development environment and implementation methods. 4. Design, implement, test and document a website solution for a defined scenario. | | |

CO-POMapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | P01 | P02 | P03 | P04 | P05 |
| C01 | X | | | X | |
| C02 | X | | | X | |
| C03 | X | X | X | | X |
| C04 | X | | X | X | X |
| C05 | X | | X | X | X |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.

- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. The Principles of Beautiful Website Design, 2nd Edition – Jason Beaird / Site point.
2. Convert Designing Websites for Traffic and Conversions by Ben Hunt.
3. Brand Media Strategy: Integrating Communications Planning in the Digital Age – Antony Y.
4. Steve Krug, 2014, "Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability", New Riders, 3rd Edition
5. Louis Rosenfeld and Peter Morville, 2015, "Information Architecture: For the Web and Beyond", O'Reilly Media, 4th Edition

Reference Books

1. Ethan Marcotte, 2011, "Responsive Web Design", A Book Apart, 1st Edition
2. Stephen Anderson, 2011, "Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences", New Riders, 1st Edition
3. Jesse James Garrett, 2010, "The Elements of User Experience: User-Centred Design for the Web and Beyond", New Riders, 2nd Edition

| MARKETING RESEARCH | | | |
|--|---------|-------------|-----|
| Course Code | 22MDM25 | CIE Marks | 50 |
| Teaching Hours/Week (L: T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none"> 1. Develop a solid foundation in marketing research principles, covering key concepts, methodologies, and ethical considerations. 2. Equip students with in-depth knowledge of various research methodologies, emphasizing their application in diverse marketing contexts. 3. Foster analytical skills for interpreting and drawing meaningful insights from marketing data, utilizing statistical tools and technologies. 4. Enable students to apply research findings strategically, supporting informed decision-making in marketing and contributing to organizational success. | | | |
| Module 1 Foundations of Marketing Research 10hours | | | |
| Overview of Marketing Research: Definition and Scope of Marketing Research, Significance in Business Decision-Making. Ethical Considerations in Marketing Research: Importance of Ethics in Marketing Research, Ethical Issues in Data Collection, Analysis, and Reporting, Codes of Conduct and Professional Standards. Research Problem Formulation and Hypothesis Development: Understanding the Research Problem, Steps in Problem Formulation, Formulating Hypotheses: Null and Alternative Hypotheses, Practical Applications and Case Studies. Types of Research: Exploratory, Descriptive, and Causal: Exploring Exploratory Research, Describing Descriptive Research, Establishing Causal Research Relationships, Comparative Analysis of Research Types, Applications and Industry Examples. Research Design: Cross-sectional vs. Longitudinal: The Research Design Process. | | | |
| Module 2: ConsumerBehaviorandMarket Analysis10hours | | | |
| 1. UnderstandingConsumerBehavior Motivations and Needs: Maslow's Hierarchy of Needs, Consumer Motivation Theories, | | | |

Application in Marketing Strategies

Attitudes and Perception: Formation and Change of Attitudes, Perception and its Impact on Decision-Making, Consumer Attitude Measurement.

2. Market Segmentation and Targeting

Market Segmentation: Bases for Segmentation, Target Market Selection Criteria, Developing Consumer Personas.

Targeting Strategies: Undifferentiated, Differentiated, and Niche Targeting, Positioning in the Market, Challenges and Considerations.

Competitive Analysis and Industry Trends: Analyzing Competitive Forces, SWOT Analysis in Market Research, Identifying Industry Trends and Forecasts, Competitive Benchmarking and Best Practices.

3. External Environmental Analysis

PESTEL Framework: Understanding PESTEL Analysis, Political, Economic, Social, Technological, Environmental, and Legal Factors, Application in Market Research, Scanning External Environment for Opportunities and Threats.

Integration of Secondary Data in Market Research: Utilizing Secondary Data Sources, Government Reports, Industry Publications, and Academic Journals, Challenges and Validating Secondary Data, Integrating Secondary Data into Market Analysis.

Module3: Research Methodology

10hours

1. Quantitative Research Methods

Surveys: Definition, Purpose, and Types of Surveys.

Experiments: Experimental Design and Control, Applications in Marketing Research.

Focus Groups: Group Dynamics and Moderation, Applications in Marketing Research, Analysis and Interpretation of Focus Group Data.

In-depth Interviews: Interviewing Techniques and Approaches.

Case Studies: Understanding and Analyzing Case Studies.

2. Sampling Techniques and Sample Size Determination (2 hours)

Principles of Sampling in Marketing Research, Probability vs. Non-Probability Sampling, Determining Sample Size: Formulas and Considerations, Sampling Errors and Their Implications.

Data Collection Tools and Techniques: Types of Data Collection Tools.

Questionnaire Design: Crafting Effective Questionnaires, Type of Question, Type of Questionnaires.

Module 4: Data Analysis and Interpretation 10 hours

Introduction to Statistical Analysis

Descriptive Statistics: Measures of Central Tendency and Dispersion, Frequency Distributions and Percentiles, Interpretation of Descriptive Statistics.

Inferential Statistics: Introduction to Hypothesis Testing, Types of Tests: T-tests, ANOVA, Chi-Square, Understanding Confidence Intervals.

Data Coding and Entry: Principles of Data Coding, Data Entry Techniques and Best Practices, Data Validation and Cleaning Procedures, Ensuring Data Accuracy and Reliability.

Advanced Data Analysis Techniques: Regression Analysis, Factor Analysis, Data Visualization and Reporting and Practical Use of Data Analysis Software.

Module 5: Application in Marketing Strategy 10 hours

Linking Research to Marketing Strategy: Importance of Aligning Research with Marketing Goals, Translating Consumer Insights into Actionable Strategies, Crafting Marketing Objectives Based on Research Findings.

Strategic Planning and Implementation: Developing Effective Marketing Strategies, Tactical Planning and Implementation, Monitoring and Adapting Strategies Based on Market Dynamics.

Group Project: Developing and Presenting a Comprehensive Marketing Research Study: Working Collaboratively on a Practical Marketing Research Project, Applying Methodologies Learned Throughout the Course, Developing a Comprehensive Presentation for Evaluation.

Final Assessment: Examining Practical Application and Critical Thinking Skills: Evaluation of Group Projects, Individual Assessments Testing Practical Application, Reflection on the Integration of Marketing Research in Strategic Decision-Making.

Course Outcomes

1. Develop a comprehensive understanding of marketing research fundamentals, including key theories, methodologies, and ethical considerations.
2. Acquire proficiency in applying diverse research methodologies, enabling effective data collection and analysis in various marketing scenarios.
3. Analyze and interpret consumer behavior patterns, gaining insights into preferences, motivations, and decision-making processes.
4. Apply research findings strategically to develop and implement targeted marketing strategies, contributing to organizational success and market competitiveness.
5. Enhance critical thinking skills to evaluate marketing challenges, make informed decisions based on research insights, and adapt strategies in dynamic market environments.

Practical Component

1. Classroom Practical Activity 1: Case Studies of Successful Marketing Research Applications

- Analyzing Real-World Cases of Effective Marketing Research, Extracting Lessons and Best Practices, Identifying Common Challenges and Solutions.

2. Classroom Practical Activity 2: Research Simulation

- Engage in a simulated marketing research scenario within the classroom, applying theoretical concepts to develop research questions and design an effective research plan.

3. Classroom Practical Activity 3: Mock Survey Implementation

- Conduct a mock survey within the classroom setting, allowing students to practice survey design, administration, and data collection methods.

4. Classroom Practical Activity 4: Data Analysis Workshop

- Participate in a hands-on data analysis workshop using software tools, gaining practical skills in analyzing marketing data and interpreting results.

5. Classroom Practical Activity 5: Case Study Analysis

- Analyze and discuss real-world marketing research case studies in the classroom, applying learned concepts to dissect challenges, solutions, and strategic implications.

6. Classroom Practical Activity 6: Research Proposal Workshop

- Engage in a collaborative session to develop a research proposal, applying classroom concepts to articulate research objectives, methodologies, and expected outcomes.

CO-PO Mapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | P01 | P02 | P03 | P04 | P05 |
| C01 | X | | | X | |
| C02 | X | | | X | |
| C03 | X | X | X | | X |
| C04 | X | | X | X | X |
| C05 | X | | X | X | X |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Malhotra, N. K., & Birks, D. F. (2022). Marketing Research: An Applied Orientation. Pearson.
2. Hair, J. F., Wolfinbarger, M., Ortinau, D. J., & Bush, R. P. (2021). Essentials of Marketing Research. McGraw-Hill Education.
3. Cooper, D. R., & Schindler, P. S. (2019). Business Research Methods. McGraw-Hill Education.
4. Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2021). Consumer Behavior: Buying, Having, and Being. Pearson.
5. Churchill, G. A., Brown, T. J., & Suter, T. A. (2019). Basic Marketing Research. Cengage Learning.

References Books

1. Marketingresearch V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, 13th Edition.
2. Marketing Research: Rajendra Nargundkar Text And Cases |4th Edition.
3. The Marketing Research , By Robert E Stevens, David L Loudon, Morris E Ruddick, Bruce Wrenn, Philip K Sherwood , Copyright 2006, 2nd Edition.

| INTEGRATED MARKETING COMMUNICATION | | | |
|--|---|-----------------|-----|
| Course Code | 22MDM26 | CIE Marks | 50 |
| Teaching Hours/Week (L:T:P) | 4:0:0 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 04 | Exam Hours | 03 |
| Course Objectives | | | |
| <div>1. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme.</div> <div>2. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.</div> | | | |
| Module-1 | Introduction to Integrated Marketing | 8 hours | |
| Role of IMC in marketing process , IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC. | | | |
| Module-2 | Advertising Agency | 16 hours | |
| Advertising Agency : Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation. | | | |
| Advertising objectives and Budgeting : Goal setting – DAGMAR approach, various budgeting methods used. Planning for Marketing Communication (Marcom) and Developing the Integrated Marketing Communication Programme. | | | |
| Module-3 | Media planning, Personal Selling & Sales Promotion | 10 hours | |
| Media planning : Developing Media plan, Problems encountered, Media Evaluation- Print, Broadcast media, Support media in advertising. | | | |
| Media strategy : Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy. | | | |
| Personal Selling : Meaning & Definition, Importance of personal selling, Objectives of personal selling Elements of personal selling, sales process or steps in personal selling, Types of personal selling, & Advantages & disadvantages of personal selling. | | | |

| | | |
|---|---|----------------|
| Sales promotion: Meaning & Definition & Types of sales promotion. | | |
| Module-4 | Direct Marketing | 8 hours |
| Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies. Promotion: Meaning, Importance, tools used, Conventional/unconventional, drawbacks, push pull strategies, Co-operative advertising, Integration with advertising and publicity. Public relation/ Publicity: - Meaning, Objectives, tools of public relations, public relation strategies, Goals of publicity, Corporate Advertising – Role, Types, Limitations, PR Vs Publicity. | | |
| Module-5 | Monitoring, Evaluation and Control | 8 hours |
| Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Posttesting. | | |
| Assignment: <i>Identifying an International luxury product and relate it to either pricing or promotion or distribution</i> | | |
| Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Describe the IMC mix and the IMC planning process. 2. Examine the role of integrated marketing communications in building brand identity, brand equity. 3. Construct a marketing communication mix to achieve the communications and behavioral objectives of a campaign. 4. Evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. 5. Design a sales promotion campaign. 6. Select the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product. | | |
| Practical Components: <ul style="list-style-type: none"> • Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Module 2 and justifying why such structures are chosen by those organizations. • Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviors with respects to the trait, behavioral and contingency theories studied. • Identifying any five job profiles and listing the various types, abilities required for | | |

those jobs and also the personality traits/attributes required for the jobs identified.

CO – PO Mapping

| CO | PO | | | | |
|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | X | | X | | |
| CO2 | X | X | | X | |
| CO3 | X | | | | X |
| CO4 | X | | | | X |
| CO5 | X | | | X | |

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25Marks) and
- Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be

proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20** marks with **3** sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from question Number **one to seven** in the pattern of 3, 7& 10 Marks and question number **eight** is compulsory.

Recommended Books

1. Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill, 12th Edition.
2. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press.
3. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill.
4. Advertising Management, Aakar, Batra and Myers, Prentice
5. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel, 3rd Edition.

Reference Books

1. Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson.
2. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning.
3. Marketing Management by Dr. Karunakarn, Himalaya Publishing House.

| CONTENT MANAGEMENT SYSTEM | | | |
|---|---------|-------------|-----|
| Course Code | 22MDM27 | CIE Marks | 50 |
| Teaching Hours/Week (L:T:P) | 0:0:4 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 02 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none"> 1. Create, modify, maintain and publicize a CMS website. 2. Manage an online community, media assets, and content. 3. Compare and contrast open-source content management systems. 4. Install and track Google Analytics to measure and enhance site performance. | | | |
| Contents: <ul style="list-style-type: none"> • Hosting your CMS • Types of WordPress • Setting up local server • Downloading XAMPP • Installing XAMPP to create local server • Creating database and downloading WordPress • Install WordPress • Extracting WordPress files and installing WordPress • Logging into WordPress Dashboard • Navigate to the WordPress dashboard; know what everything does and how to use it • Install WordPress Themes • Understand themes and how to find/install them • Customizing WordPress Themes • Customization of WordPress Widgets • Installing WordPress Premium Theme Demo Content • Install WordPress Plugins • Installing plugin for SEO on WordPress website • Increasing Speed of WordPress websites • Security of WordPress websites | | | |

- Contact Form for WordPress websites
- Setup Contact us page for WordPress websites
- Creating Post and Basics of One Page Optimization (SEO)
- Creating Page
- Settings
- Domain
- Choosing the right domain name
- Registering your domain
- Choosing your hosting services
- Comparing various service providers
- Choosing your hosting provider
- Pointing your domain to hosting provider
- Setting up your Web server
- Installing your WordPress to your Web server
- Transferring Content to Web server
- Introduce Wix, GoDaddy, WordPress and Google Sites
- Vulnerability scanning for the deployable bundle
- Analysis of surface attack area

Course Outcomes

1. Understand different CMS platforms and its applications.
2. Apply themes and customize design for the websites.
3. Demonstrate knowledge of advanced plugins.
4. Develop Blogs & Websites as per the real-time requirement.
5. Build an E-commerce website for real-time business.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (**CIE**) is 50% and for Semester End Exam (**SEE**) is 50%. The minimum passing mark for the **CIE** is 50% of the maximum marks. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each course. The student has to secure not less than 40% of maximum marks in the semester end examination (**SEE**). In total of **CIE** and **SEE** student has to secure 50% maximum marks of the course.

Continuous Internal Evaluation (CIE):

CIE marks for the practical course is **50 Marks**.

- The split-up of CIE marks for record/ journal and test are in the ratio **60:40**.
- Each experiment to be evaluated for conduction with observation sheet and record write-up.
- Rubrics for the evaluation of the journal/write-up for hardware/software experiments designed by the faculty who is handling the laboratory session and is made known to Students at the beginning of the practical session.
- Record should contain all the specified experiments and Total marks scored by the students are **scaled down to 30 marks** (60% of maximum marks allocated to CIE).
- Weightage to be given for neatness and submission of record/write-up on time.
- Department shall conduct **02 tests for 100 marks**, the first test shall be conducted after the 8th week of the semester and the second test shall be conducted after the 14th week of the semester.
- In each test, test write-up, conduction of experiment, acceptable result, and procedural knowledge will carry a weightage of 60% and the rest 40% for viva-voce.
- The suitable rubrics can be designed to evaluate each student's performance and learning ability.
- **The average of 02 tests is scaled down to 20 marks** (40% of the maximum marks allocated to CIE).
- The Sum of **scaled-down** marks scored in the report write-up/journal and average marks of two tests is the total CIE marks scored by the student.

Semester End Evaluation (SEE):

SEE marks for the practical course is 50 Marks.

SEE shall be conducted jointly by two examiners – one from the same Institution (Internal) and other examiner appointed by the university (External).

- All laboratory experiments are to be included for practical examination.
- (Rubrics) Breakup of marks and the instructions printed on the cover page of the answer script to be strictly adhered to by the examiners **OR** based on the course requirement evaluation rubrics shall be decided jointly by examiners.
- Students can pick one question (experiment) from the questions lot prepared by the internal/external examiners jointly.
- Evaluation of test write-up/ conduction procedure and result/viva will be conducted jointly by examiners.
- General rubrics suggested for SEE is mentioned here, writeup-20%, conduction procedure and result - 60%, Viva-voce 20% of maximum marks. SEE for practical shall be evaluated for 100 marks and scored marks shall be scaled down to 50 marks (however, based on course type, rubrics shall be decided by the examiners)
- Change of experiment is allowed only once and 10% Marks allotted to the procedure part to be made zero.
- The duration of SEE is 03 hours

Reference Books

1. Dr. Andy Williams, WordPress for Beginners 2020: A Visual Step-by-Step Guide to Mastering WordPress.
2. Lisa Sabin-Wilson, C WordPress All-in-One for Dummies.
3. Brad Williams, David Damstra, Ham Stern Professional WordPress Design and Development.

| SPSS LABORATORY | | | |
|---|---------|-------------|-----|
| Course Code | 22MDM28 | CIE Marks | 50 |
| Teaching Hours/Week (L:T:P) | 0:0:4 | SEE Marks | 50 |
| Total Hours of Pedagogy | 50 | Total Marks | 100 |
| Credits | 02 | Exam Hours | 03 |
| Course Objectives <ol style="list-style-type: none"> 1. To familiarize participants with the basic features and functionalities of SPSS, including data entry, variable manipulation, and navigating the SPSS interface. 2. To enable Students to apply inferential statistical techniques in SPSS, such as hypothesis testing, analysis of variance (ANOVA), and regression analysis. 3. To develop skills in interpreting and presenting statistical findings in a clear and concise manner, emphasizing effective communication of results. 4. To foster the ability to apply advanced SPSS techniques to address complex research questions and scenarios. | | | |
| Contents: <ol style="list-style-type: none"> 1. Data Preparation & Handling: Data input, file creation, creating the variables. 2. Descriptive Statistics: Mean, median, mode, minimum, maximum, kurtosis, skewness, standard deviation. 3. Checking of reliability and Normality. 4. Hypothesis testing: <ul style="list-style-type: none"> Parametric test: t-test, z-test, Anova (One way), one sample, paired t-test, independent t-test. Non-Parametric test: Chi square, Mann-Whitney, U test, k-w test. 5. Multivariate Data Analysis: Correlation, Regression Factor Analysis. | | | |
| Course Outcomes <ol style="list-style-type: none"> 1. To develop a foundational understanding of SPSS, including its interface, functionalities, and basic statistical operations. 2. To explore and apply advanced statistical techniques available in SPSS for data analysis. 3. To acquire skills in creating effective data visualizations using SPSS charts and graphs. 4. To develop the ability to generate professional and comprehensive reports, | | | |

incorporating statistical findings and interpretations using SPSS outputs.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (**CIE**) is 50% and for Semester End Exam (**SEE**) is 50%. The minimum passing mark for the **CIE** is 50% of the maximum marks. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each course. The student has to secure not less than 40% of maximum marks in the semester end examination (**SEE**). In total of **CIE** and **SEE** student has to secure 50% maximum marks of the course.

Continuous Internal Evaluation (CIE):

CIE marks for the practical course is **50 Marks**.

- The split-up of CIE marks for record/ journal and test are in the ratio **60:40**.
- Each experiment to be evaluated for conduction with observation sheet and record write-up.
- Rubrics for the evaluation of the journal/write-up for hardware/software experiments designed by the faculty who is handling the laboratory session and is made known to Students at the beginning of the practical session.
- Record should contain all the specified experiments and Total marks scored by the students are **scaled down to 30 marks** (60% of maximum marks allocated to CIE).
- Weightage to be given for neatness and submission of record/write-up on time.
- Department shall conduct **02 tests for 100 marks**, the first test shall be conducted after the 8th week of the semester and the second test shall be conducted after the 14th week of the semester.
- In each test, test write-up, conduction of experiment, acceptable result, and procedural knowledge will carry a weightage of 60% and the rest 40% for viva-voce.
- The suitable rubrics can be designed to evaluate each student's performance and learning ability.
- **The average of 02 tests is scaled down to 20 marks** (40% of the maximum marks allocated to CIE).

- The Sum of **scaled-down** marks scored in the report write-up/journal and average marks of two tests is the total CIE marks scored by the student.

Semester End Evaluation (SEE):

SEE marks for the practical course is 50 Marks.

SEE shall be conducted jointly by two examiners – one from the same Institution (Internal) and other examiner appointed by the university (External).

- All laboratory experiments are to be included for practical examination.
- (Rubrics) Breakup of marks and the instructions printed on the cover page of the answer script to be strictly adhered to by the examiners **OR** based on the course requirement evaluation rubrics shall be decided jointly by examiners.
- Students can pick one question (experiment) from the questions lot prepared by the internal/external examiners jointly.
- Evaluation of test write-up/ conduction procedure and result/viva will be conducted jointly by examiners.
- General rubrics suggested for SEE is mentioned here, writeup-20%, conduction procedure and result - 60%, Viva-voce 20% of maximum marks. SEE for practical shall be evaluated for 100 marks and scored marks shall be scaled down to 50 marks (however, based on course type, rubrics shall be decided by the examiners)
- Change of experiment is allowed only once and 10% Marks allotted to the procedure part to be made zero.
- The duration of SEE is 03 hours

Reference Books

1. George A. Morgan, Nancy L. Leech, and Gene W. Gloeckner, 2018, SPSS for Introductory and Intermediate Statistics: Use and Interpretation, Routledge, 7th Edition.
2. Paul D. Allison, 2019, IBM SPSS Statistics 26 Step by Step: A Simple Guide and Reference, Routledge, 14th Edition.
3. Julie Pallant, 2020, SPSS Survival Manual, Open University Press, 7th Edition.
4. Andy Field, 2013, Discovering Statistics Using IBM SPSS Statistics, SAGE Publications, 4th Edition.
5. Robert Ho, 2018, SPSS for Social Scientists, SAGE Publications, 11edition.