

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session:2024-2028
1	CourseCode	BBSC- 19	
2	CourseTitle	Strategic Management	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	> Learn the concept of strategic management > Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Strategy:Concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.		15
II	Strategy Formulation: concept of environment, environmental sectors; environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.		15
III	Corporate Level Strategies: Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice		15
IV	Strategy Implementation: Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategic Implementation:Developing short-term objectives and policies, functional tactics, and rewards. Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Strategy Evaluation and Control: Mc Kinsey 7-SFramework: Establishing Strategic Control, Balanced Score Card;Strategic evaluation and control: Implementing andOperationalization.		15
Keywords	Strategy, Strategy Formulation, Corporate Level strategies, Strategy Implementation.		
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			
1. Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies – Nag, A. 2. Strategic Management – Analysis, Implementation and Control, VikasPublishing House 3. Kachru, U. (2005). Strategic Management – Excel Books 4. J.A. Pearce & R.B. Robinson; Strategic Management Formulation ImplementationControl; McGraw Hill 5. Business Policy and Strategic Management - L.M. Prasad, Sultan Chand & Sons, NewDelhi 6. Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House,2010 7. Business Policy and Strategic Management – P.K. Ghosh, Sultan Chand& Sons,NewDelhi, 1999			



Online Resources–

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved>

<https://usin-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved>

PART-D:AssessmentandEvaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100Marks

ContinuousInternalAssesment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (By CourseTeacher)	Internal Test/Quiz-(2): 20&20	Bettermarks out of the two Test/ Quiz *obtained marks in Assignment shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

EndSemester Exam (ESE):	Two section- A & B
	Section A: Q1.Objective-10x1=10Mark; Q2.Short answer type-5x4=20Marks
	Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40Marks

Name and Signature of Convenor & Members: (CBDS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session:2024-2028
1	CourseCode	BBSE -05	
2	CourseTitle	Elective A – Human Resource Management: People Management and Corporate Etiquettes	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	> Ability to examine the difference between People Management with Human Resource Management. > Ability to explain the need for and importance of People Management. > Ability to list modern methods of performance and task assessment. > Ability to analyses the factors influencing the work life balance of a working individual. > Demonstrating the various types of essential etiquettes in a corporate environment. > Construct effective presentations, group discussions and the professional pre requisites. > Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively	
6	Credit Value	4 Credits	Credit=151Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period) – 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. Getting Work Done and Building Peer Networks: Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;		15
II	Motivation: Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation Managing Self : Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of Peer networking and different types of people networking in the workplace:		15

III	Business And Corporate Etiquette: Business Etiquette – Meaning & characteristics – Essentials of Business Etiquette – Generally accepted Etiquette practice – Dimensions of Business Etiquettes: Telephone, Meeting, Interview (Before, After and During Interview), Workplace, Business party, letter, e-mail. Social Media Etiquettes. Presentation Skills: Importance, Basic Courtesies – Small talk, Greetings, Handshakes. PPT presentation – Essentials of good presentation – Spokes Person – Group Discussion: Introduction, Types, Do's and Don'ts, Elevator pitch, Body Language, Verbal communication, Resume preparation and Grooming.	15
IV	Corporate Culture: Corporate Culture & its components – values – Addressing Ethical issues – Cross cultural values and expectation – Etiquette techniques and styles under various corporate cultures. Corporate Expectations: Professionalism – Importance of Professional Behaviour – Dress Code. Meeting: Protocol – Agenda – Chairing. General Disability Etiquette – Attitude and Conflict Management, Indian Business Etiquette.	15
Keywords	People Management, Performance Management, Corporate Culture, Corporate Etiquette.	

PART-C: Learning Resources

Text Books, Reference Books and Others

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World, McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell, Human Resource Management: An Experiential Approach, McGraw-Hill, 6/e. ISBN: 0078029163.
3. Colquitt, J.A., LePine, J.A. & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in Conduct a survey of work life balance of working individuals the Workplace (International edition). New York: McGraw-Hill.
4. Lillian H. Chaney & Joannette S. Martin, The Essential Guide to Business Etiquette, Praeger Publishers: Raghu Palat, Indian Business Etiquette, Jaico Publishing House.
5. Sarvesh Gulati, Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.

Online Resources–

<https://emilypost.com/online-course-business-etiquette-essentials&ved>
<https://www.udemy.com/topic/business-etiquette/&ved>
<https://www.tesion.com/courses/tes-ion/business-etiquette/&ved>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective – 10x1=10 Mark; Q2. Short answer type – 5x4=20 Marks, Section B: Descriptive answer type qqs., 1 out of 2 from each unit – 4x10=40 Marks	

Name and Signature of Convenor & Members:






FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session:2024-2028
1	CourseCode	BBSE -06	
2	CourseTitle	Elective A -Human Resource Management: Corporate Governance & Corporate Social Responsibility	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ To know the concept of Corporate Governance. ➤ To learn the concept of Corporate Social Responsibility. ➤ To know about the challenges faced by MNCs in implementation of CSR. ➤ To compare the CSR with Corporate Sustainability.	
6	Credit Value	4Credits	Credit=15Hours-learning& Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr. per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Corporate Governance: Meaning, Significance, Functions and Objectives, Evolution and Development of Corporate Governance in India, Pillars and Components, Conceptual framework of Corporate Governance, Recent Development in Corporate Governance.		15
II	Corporate Governance Reforms: Major Corporate Scandals in India and Abroad, Common Governance Problems Noticed in various Corporate Failures, Codes & Standards on Corporate Governance, Standards in different Jurisdictions, Stakeholder Engagement Organizational Theories: Organizational Theories (including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory, Corporate Governance and Corporate Performance - guidelines in companies, Case Study.		15
III	Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Early roots of Corporate Social Responsibility. Does Corporate Social Responsibility improve Financial Performance? Sustainability and stakeholder perspective, Strategic Planning and Corporate Social Responsibility		15
IV	Relationship of CSR with Corporate Sustainability: CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee, CSR Models, Codes, and Standards on CSR, The Criticism of Corporate Social Responsibility, Sustainability reporting.		15
Keywords	Corporate Governance, Organisational Theories, Corporate Social Responsibility.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Monks, R., Minow, N.: Corporate Governance; 4th edition, Wiley-Blackwell publishing, 2008 2. Crowther, D., & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and CSR. Gower Publishing, Ltd.			

3. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi
4. CS Rajesh Lohia, Corporate Social Responsibility (CSR) Activities & Projects Under The Companies Act, 2013
5. A. C. Fernando, E. K. Sathesh, et al., Corporate Governance: Principles, Policies and Practices, Third Edition, Pearson

Online Resources-

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

<https://www.hifhullseve.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz (T): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B
	Section A: Q1 Objective- 10x1=10 Marks; Q2 Short answer type- 5x4=20 Marks
	Section B: Descriptive answer type qts.. 1 out of 2 from each unit- 4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -07	
2	Course Title	Elective A – Human Resource Management: Talent Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Students will be able to understand and articulate advanced concepts of Talent Management within organization. ➤ Apply talent positioning within the subsidiaries and business units. ➤ Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors. ➤ Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Talent Management: Introduction, Overview, History, Meaning and importance of talent management; Scope and Need of Talent Management, Key Processes of Talent Management, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.		15
II	Strategies of Talent Management: Talent Management Grid, Creating talent management system, Strategies of talent management: Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.		15
III	Talent Planning: Objectives, steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life-cycle, Innovative talent planning, Current Industry Practices for Talent Planning, Coaching and Mentoring as Career Development Tools.		15
IV	Knowledge Management: Elements of Knowledge Management; Advantages of Knowledge Management, Knowledge Management in Learning organisations, Types of Knowledge: Tacit and Explicit; Managing Knowledge workers, Talent vs. Knowledge People, Knowledge Management strategies: Aligning individual needs with organisation, Reward systems for Knowledge Management, Knowledge Audit, Benchmarking, Balance Score card, Gap Analysis.		15
Keywords:	Talent Management, Talent Planning, Knowledge Management.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15 th Edition. 2. Pureek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition. 3. Kavanagh MJ, T Mohan, Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.			

4. Badgi S M (2012), *Practical Guide to Human Resource Management Systems*, PHI publication.
5. Lance A. Berger, Dorothy Berger: *Talent management handbook*, McGraw Hill New York.
6. T.V Rao: *Humanomics for Talent Management: Making the HRD Missionary Business driven*, Pearson Education
7. Cappeli Peter: *Talent on Demand – Managing Talent in an age of uncertainty*, Harvard Business press.

Online Resources–

<https://www.udemy.com/topic/talent-management/&ved>

https://onlinecourses.nptel.ac.in/noc24_mg60/preview&ved

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section – A & B	
	Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks	
	Section B: Descriptive answers type qns., 10 x 10 = 100 Marks; 4 x 10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF COMMERCE & Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -08	
2	Course Title	Elective A – Human Resource Management: Customer Relationship Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Customer Relationship Management, helps business successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. ➤ To equip the students with a sound foundation of CRM concepts and best practices in Industry	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Fundamentals of Customer Relationship Management: Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management; Types, stages and issues in CRM.		15
II	Dimensions of Customer Relationship Management Customer Satisfaction: Meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty.		15
III	Information Technology in Customer Relationship Management: Technological Developments in CRM; Information Technology Implementation in CRM; Features, advantages and functional components of CRM. Important CRM Software. Customer Relationship Management through Information Technology Tools.		15
IV	Emerging Dimensions and Dynamics in Customer Relationship Management: Customer Recall, Retention and Experience Management; Service Failure and Service Recovery Management; Application of Customer Relationship Management in Different Sectors; Role of Social Media.		15
Keywords		Customer Relationship Management, Information Technology.	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Jagdish N Sheth, Parvatiyar Atul, G Shrinesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback ; McGraw Hill Education 2. Mukerjee; (2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback; Prentice Hall India 3. Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India 4. N Mullick; (2016), Customer Relationship Management Paperback.; Oxford University Press 5. William G. Zikmund, Raymond Mcleod, Faye W. Gilbert; (2003). Customer Relationship			



Management; Wiley Publication

6. Jill Dyche, (2001), Customer Relationship Management; Pearson Publication

Online Resources–

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

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

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End Semester Exam (ESE): 70 Marks

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	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B
	Section A: Q1. Objective- 10x1=10 Marks; Q2. Short answer type- 5x4=20 Marks
	Section B: Descriptive answer type qts. 1 out of 2 from each unit- 4x10=40 Marks

Name and Signature of Convener & Members: (CBQS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -05	
2	Course Title	Elective B – Finance: Micro Finance	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Explain the nature of Microfinance and specific terms used in Microfinance ➤ Learn about Microfinance products and Services. ➤ Choose appropriate model of Microfinance Institutions and develop Microfinance products. ➤ Know in detail about Microfinance Institutions. ➤ Identify the role of Microfinance Institutions in Social and Economic Development.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Microfinance: Concept and meaning of microfinance; history of microfinance; need of microfinance; Growth of micro-finance industry; key principles of microfinance; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; microfinance client; Difference between micro-finance and micro credit		15
II	Micro-finance Products and Services: Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services. Microfinance Credit Lending Models: Individual lending model; Grameen Bank solidarity lending model; village banking model; cooperative model; Self-help group model; and rotating savings and credit association.		15
III	Microfinance Institutions: Objectives of the Microfinance institutions; importance of Microfinance institutions; attributes of a good Micro finance Institutions; institutional types; formal financial institutions; semiformal financial institutions; and informal financial providers. Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBI); Commercial Banks (CBs);		15
IV	Microfinance and Development: Microfinance and women empowerment; Role of micro-finance in development; microfinance and health; Microfinance and Microenterprise development; Microfinance and education; Handicrafts and handloom and cottage industry development; Agri- industry and agriculture development; Microfinance and networking; and micro insurance policies and practices		15
PART-C: Learning Resources			

TextBooks,ReferenceBooksand Others		
1. Shah, R. K., Micro Finance in Nepal, New Delhi: Serials Publications		
2. Baral, S.K. and Bihari, S.C. Rural Marketing and Micro Finance: Text and Cases, New Delhi: A.I.T.B.S. Publishers, India		
3. The New Micro Finance Handbook: A Financial Market System Perspective, Washington D.C.: The World Bank		
Online Resources-		
https://www.findevgateway.org/training-resources&ved-		
https://hedera.online/training.html&ved-		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
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Name and Signature of Convenor & Members: (CBOS)

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session:2024-2028
1	Course Code	BBSE -06	
2	Course Title	Elective B – Finance: Security Analysis and Portfolio Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Learn the concept of basics of Investment. ➤ Evaluate the different types of alternatives. ➤ Evaluate the portfolio and portfolio management. ➤ Know the concept of risk and returns ➤ Gain the knowledge of fundamental and technical analysis.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Investments: Investment process, Criteria for Investment, Types of Investors, Investment, Speculation and Gambling; Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Risk Return Relationship: Meaning of risk, Types of risk, Measuring risk, Risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, Expected return, Investors attitude towards Risk and Return.		15
II	Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		15
III	Fundamental Analysis and Technical Analysis: Introduction- Investment Analysis; Fundamental Analysis; Macro Economic Analysis; Industry Analysis; Company Analysis; Trend Analysis; and Ratio Analysis; Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		15
IV	Portfolio Management: Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model – Assumptions – Specific model; Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe's Single Index model – Portfolio-evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.		15
Keywords: Investment, Security Market, Fundamental Analysis, Technical Analysis, Portfolio Management.			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH. 2. Singh Preeti, Investment Management, HPHG 3. Alexander Fundamental of Investments, Pearson Ed.			





4. *Hangen: Modern Investment theory. Pearson Ed.*
5. *Kahn: Technical Analysis – Plain and simple Pearson Ed.*
6. *Ranganathan: Investment Analysis and Portfolio Management.*
7. *Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.*
8. *Alexander, Shampine and Bailey – Fundamentals of Investments Prentice Hall of India*
9. *New York Institute of Finance – How the Bond Market work – PHI.*
10. *Mayo Investment Thomson learning*

Online Resources–

<https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&ved=>

<https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&ved=>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B
	Section A: Q1. Objective- 10x1=10 Marks Q2. Short answer type- 5x4=20 Marks
	Section B: Descriptive answer type questions, 1 out of 2 from each unit- 4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session:2024-2028
1	Course Code	BBSE -07	
2	Course Title	Elective B – Finance: Financial Literacy & Investment Awareness	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	> Provide the foundation for financial decision making. > List out various savings and investment alternatives for a common man. > Give a detailed overview of stock market and stock selection. > Orient the learners about mutual funds and the criteria for selection.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Foundation For Finance: Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and macro. Banking in India: Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models, Debit and Credit Cards, Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AFPS, UPI. Orientation to Financial Statements: financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.		15
II	Investment Management: Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools-Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal. Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants. Stock Selection: Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis, Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.		15
III	Mutual Funds And Financial Planning Essentials: Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan, Net Asset Value, Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.		15

	Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan.Giving and Supporting-Family Support-Charitable giving-crowd sourcing for needs.	
IV	Project Work: 1. Prepare a Spreadsheet modeling using financial functions. 2. Prepare a group presentation on investment alternatives (advantages, sustainability and limitations) 3. Prepare a exercise on calculation of net asset value of mutual fund scheme.	15
Keywords: Finance, Banking, Stock markets, Mutual Funds, Financial Planning.		

PART-C: Learning Resources

Text Books, Reference Books and Others

1. RBI Financial Education Handbook
2. Prasanna Chandra, Financial Management, Mc Graw Hill.
3. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.
4. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications.
5. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall.
6. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI
7. NSE Academy Certification in Financial Markets (NCFM) Modules:
 - o Macroeconomics for Financial Markets
 - o Financial Markets (Beginners Module)
 - o Mutual Funds (Beginners Module)
 - o Technical Analysis

Online Resources-

<http://www.amfiindia.in/?caf=1&query=Mutual+Funds&afidToken=>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – (10x) = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks Section B: Descriptive answer type qcts. 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)

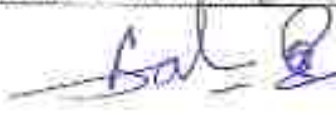
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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2025
1	Course Code	BBSE -08	
2	Course Title	Elective B – Finance: Insurance & Risk Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Familiarize With Fundamental Principles Of Insurance ➤ Regulations Relating To Life Insurance ➤ Laws Related With General Insurance ➤ Process And Techniques Of Risk Management ➤ Risk Identification And Risk Measurement	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Insurance: Historical perspective, Meaning, Nature and Scope of Insurance, Classification of Insurance Business - Life Insurance and General Insurance ; Fundamental principles of Insurance - Essentials of Insurance Contracts. Indian Insurance Industry - Insurance sector Reforms in India - Liberalisation of Insurance Markets - Major players of Insurance. Regulation of Insurance-IRDA. Risk Identification : Business Risk Exposures; Individual Exposures; Exposures of Physical Assets; Exposures of Financial Assets; Exposures of Human Assets; Exposures to Legal Liability; Exposure to Work Related Injury - Basic Concepts form Probability and Statistics		15
II	Life Insurance: Regulations relating to Life Insurance - General principles of Life Insurance contract proposals and policy; Assignment and Nomination; title and claims, concept of trusts in life policy; Growth of Actuarial Science - Features of Life Insurance - Life insurance contract - Life Insurance Documents - Insurance Premium calculations; Classification - classification on the basis of duration , premium payment, participation in profit, Number of persons Assured, Payment of Policy Amount - Money Back policies - Unit Linked Plans. Annuities – Need of Annuity Contracts – Classification of Annuities.		15
III	General Insurance: General Insurance – Laws related to General Insurance – General Insurance Contract – Health Insurance – Mediclaim Policy, Group Mediclaim Policy, Personal Accident Policy – Child Welfare Policy, Employee Group Insurance - Features of Group Health Insurance – Group Availability Plan. Fire Insurance – Essentials of Fire Insurance Contracts, Types of Fire Insurance Policies and Fire insurance coverage. Marine Insurance – Types of Marine Insurance – Marine Insurance Principles – Important Clauses in Marine Insurance – Marine Insurance Policies – Marine Risks – Clauses in Marine Policy Motor Vehicles insurance – Need for Motor Insurance, Types of Motor Insurance and Factors to be considered for Premium Fixing – Miscellaneous		15


	Insurance-Rural Insurance-Rural Policies-Obligations of Insurers to the Social Sector.	
IV	Risk Management: Introduction to Risk Management: Risk – Risk and Uncertainty, Types of Risk, Burden of Risk, Sources of Risk, Methods of handling Risk, Degree of Risk, Management of Risk. Risk Management, Risk Management Process, Identification of loss Exposures, Objectives of Risk Management, Select the Appropriate Risk Management technique, Implement and Monitor the Risk management Program, Risk management by individuals and Corporations, Risk Management Objectives, Need for a Rationale for Risk management in organisations, Understanding the cost of Risk, Individual Risk management and the Cost of Risk - Risk management and Societal Welfare. Risk Measurement: Evaluating the frequency and Severity of Losses; Risk Control; Risk Financing Techniques; Risk Management Decisions Methods; Pooling Arrangements and Diversification of Risk. Advanced issues in Risk Management; The Changing Scope of Risk Management; Insurance Market Dynamics; Loss Forecasting; Financial Analysis in Risk Management; Decision Making; Other Risk Management Tools.	15
Keywords	Risk Management Risk Control General Insurance	

PART-C: Learning Resources

Text Books, Reference Books and Others

- Gupta P.K., (2012). Insurance and Risk Management. Bengaluru, Himalayan Publications.
- Dr. Neelam C. Gulati (2011). Principles of Risk Management and Insurance. New Delhi Excel Publishing.
- Panda G.S. (2012). Principle and Practice of insurance, Bengaluru, Kalyani publishers.
- DR. G. Syamala Rao (2011). Growth and Performance of Insurance Sector with Special Reference to LIC of India. New Delhi, Excel Publishing

Online Resources-

<https://www.coursera.org/courses%3Fquery%3Drisk%2520management&ved>

<https://www.tcsion.com/courses/industry-honour-course/insurance-and-risk-management/&ved>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
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End Semester Exam (ESE):	Two section- A & B Section A: Q1 Objective-10x1=10 Marks; Q2 Short answer type-5x4=20 Marks Section B: Descriptive answer type qnts., 1 out of 2 from each unit-4x10=40 Marks
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Name and Signature of Convenor & Members (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honours)		Semester-VII	Session:2024-2028
1	CourseCode	BRSE -05	
2	CourseTitle	Elective C – Marketing: E Commerce	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Familiarise with different types of E - Commerce ➤ Differentiate between E - Commerce and E- Services ➤ Understanding Technology in E - Commerce. ➤ Facilitating Electronic Payment System. ➤ Knowledge about Security Issues in E - Commerce	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Introduction to E- Commerce: E - Commerce: Meaning, Nature, Concepts of E-Commerce; E - Commerce vs E - Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter's value chain model; Competitive Advantage and Competitive Strategy. Different Types of E-Commerce like Business - to - Business (B2B), Business - to - Customer (B2C), Customer - to - Customer (C2C), Customer - to -Business (C2B), Government - to - Consumers or Citizens (G2C); Business Models of E- commerce.		15
II	E-Commerce and E - Services: E - Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E - Retailing; Models of E - Retailing; and Characteristics of E - Retailing; E - Services: Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.		15
III	Technology in E-Commerce: Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website; choosing an Internet Service Provider[ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL's] ; and Hypertext Transfer Protocol [HTTP]; Cookies.		15
IV	Electronic Payment System: Methods of E - Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; Security Issues in E - Commerce: Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.		15
Keywords	E- Commerce, E- Services, Electronic Payment System.		

PART-C: Learning Resources**Text Books, Reference Books and Others**

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications
3. Wiley, Landon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage Publications
5. Bhaskar, B., E-Commerce, McGraw Hill
6. Dave Chaffey – E-Business and E-Commerce Management – Strategy, Implementation and Practice, Pearson Education.
7. Schneider Gray – Electronic Commerce – Cengage Learning

Online Resources-

<https://www.coursera.org/courses%3Fquery%3De-commerce&ved>

<https://www.edx.org/learn/ecommerce&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/Quiz *obtained marks in Assignment shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10x1=10 Marks; Q2. Short answer type – 5x4=20 Marks Section B: Descriptive answer type qqs., 1 out of 2 from each unit – 4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration		Semester-VII	Session: 2024-2028
(Certificate / Diploma / Degree/Honors)			
1	Course Code	BBSE -06	
2	Course Title	Elective C – Marketing: Retail Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Knowledge of the types and forms of Retail business. ➤ Ability to examine Consumer Behaviour in various environments. ➤ Ability to analyse various Retail operations and evaluate them. ➤ Ability to analyse various marketing mix elements in retail operations. ➤ Learning of Information Technology in Retail business.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	RETAIL BUSINESS: Definition – functions of retailing – types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors – present Indian retail scenario. CONSUMER BEHAVIOUR IN RETAIL BUSINESS: Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.	15
II	RETAIL OPERATIONS: Factors influencing location of Store – Market area analysis – Trade area analysis – Rating Plan method – Site evaluation. Retail Operations: Stores Layout and visual merchandising; Stores designing; Space planning; Inventory management; Merchandise Management; Category Management.	15
III	RETAIL MARKETING MIX: Introduction – Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity – Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects – promotional mix.	15
IV	INFORMATION TECHNOLOGY IN RETAILING: Non store retailing (e-retailing) – The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.	15

Keywords: Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. S Tiwari : Retail Management, HPH

Online Resources–

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

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<https://www.hitbullseye.com/grad->

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2)-20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1 Objective- (10 x 1) = 10 Marks; Q2 Short answer type- 5 x 4 = 20 Marks Section B: Descriptive answer type questions, 1 out of 2 from each unit- 4 x 10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session:2024-2028
1	CourseCode	BBSE -07	
2	CourseTitle	Elective C – Marketing: Consumer Behaviour	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	➤ To Know the need for studying consumer behavior. ➤ To analyze the factors that affect consumer behavior. ➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➤ Learning about the factors affecting the consumer in socio-cultural setting. ➤ Identifying the post purchase behavior and the technological impact on consumer.	
6	CreditValue	4Credits	Credit=15Hours-learning& Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Consumer Behavior: Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers; Consumer decision-making process; Organizational consumer; Organizational consumer decision-making process; Consumer research.		15
II	Consumer Motivation and Personality: Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; A triad of needs; Major aspects of motivation research; Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		15
III	Consumer Perception, Learning and Attitude: Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive Dissonance and Attribution theories.		15
IV	Consumer in Socio-Cultural settings: Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimension of Consumer Behavior; Cross-Cultural dimension of consumer analysis. Post Purchase Behaviour: Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		15
Keywords	Consumer Behaviour, Consumer Perception, Motivation, Personality.		

PART-C: Learning Resources**Text Books, Reference Books and Others**

1. Leon G. Schiffman & Leslie Lazar Kanuk, (2019), Consumer Behavior, Pearson Publication
2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill
3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior
4. Wayne D. Hoyer, Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior
5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication.
6. Loudon and Della, Consumer Behavior: Concepts and Applications.
7. Schiffman and Kanuk, Consumer Behavior.
8. Bennett, Consumer Behavior.
9. S.H. Britt, Consumer Behavior in Theory and Action.

Online Resources-

<https://iimbbs.iimb.ac.in/catalog/consumer-behaviour/&ved>

https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz → obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B
	Section A: Q1 Objective-10x1=10 Marks; Q2 Short answer type-5x4=20 Marks
	Section B: Descriptive answer type qts, 1 out of 2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBD5)

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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree / Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -08	
2	Course Title	Elective C – Marketing: Advertising & Media Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Know the nature, role, and importance of IMC (Integrated marketing Communications) in marketing strategy. ➤ Learn the effective design and implementation of advertising strategies ➤ Present a general understanding of content, structure, and appeal of advertisements ➤ Understand ethical challenges related to responsible management of advertising and brand strategy. ➤ Evaluate the effectiveness of advertising and agencies role.	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Integrated Marketing Communication [IMC]: Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		15
II	Consumer and Media: How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media: industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets.		15
III	Advertising Program: Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		15
IV	Other Elements of IMC: Sales Promotion, PR, Events and Experiences and Word of Mouth; Consumer and trade sales promotion; application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication. Measuring Effectiveness: Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies.		15
Keywords	Integrated Marketing Communication, Consumer, Media, Advertising		

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PART-C: Learning Resources

Text Books, Reference Books and Others

1. *Advertising Principles and Practice*, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
2. *Advertising and Promotion*, G. Belch, Michael Belch, Keyoor Purani, 9th edition, Tata McGraw Hill publication, ISBN: 978-1-25-902685-0.

Online Resources-

https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved<https://www.coursera.org/courses/%3Fquery%3De-commerce&ved>**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz: *obtained marks in Assignment shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B
	Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks
	Section B: Descriptive answer type qts-1 out of 2 from each unit-4x10=40 Marks

Name and Signature of Convener & Members: (CBOS)

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