

BIKANER TECHNICAL UNIVERSITY, BIKANER
बीकानेर तकनीकी विश्वविद्यालय, बीकानेर



PROGRAMME SYLLABUS
MBA [DIGITAL MARKETING]

DM-101 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

1. COURSE OBJECTIVES:

To provide basic understandings of management processes

To help the students understand the concepts of organizational behavior

To apply the concepts of management and organizational behaviors in real world situations

Familiarizing the students with the contemporary issues in management.

Developing managerial and leadership skills among students

2. COURSE CONTENT

UNIT I

Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies.

Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies

UNIT-II

Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development.

Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies

UNIT III

Fundamentals of individual behavior, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behavior, Interpersonal skills, Transactional Analysis, Johari Window.

UNIT IV

Motivation: Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioral applications of perception. Case Studies.

UNIT V

Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development. Organizational Change: Meaning of organizational change approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change. Case Studies

COURSE OUTCOME

CO 1: Developing understanding of managerial practices and their perspectives.

CO2: Understanding and Applying the concepts of organizational behavior

CO3: Applying the concepts of management and analyze organizational behaviors in real world situations

CO 4: Comprehend and practice contemporary issues in management.

CO 5: Applying managerial and leadership skills among students

SUGGESTED READINGS

Koontz Harold & Wehrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008)

L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.

Stephen P. Robbins, —Organizational Behaviour, 12th Edition, Prentice Hall

Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi

Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)

Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.

N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing

Fred Luthans, —Organizational Behaviour, 12th Edition, McGraw Hill International Edition

Aswathappa K, —Organizational Behaviour (Text, Cases and Games), Himalaya Publication

Udai Pareek, —Organizational Behavior, Oxford University Press

DM -102 FINANCIAL ACCOUNTING FOR MANAGERS

1. COURSE OBJECTIVES

The Syllabus aims to develop the student's ability to:

1. Understand and explain the conceptual framework of Accounting.
2. Prepare Accounts for various entities under different situations.
3. to enable students to understand information contained in the published financial statements of companies and other organizations.

2. COURSE CONTENT

UNIT I -Meaning and Scope of Accounting : Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation , Overview to Deprecation (straight line and diminishing method) .

UNIT II- Events and Transaction: Voucher, The Concepts of Account, Debit and Credit, Types of Accounts, The Accounting Process: Journals, Ledgers and Trial Balance, Accounting Equation, Accrual Basis & Cash Basis of Accounting, Capital & Revenue Transaction.

Preparation of Final Accounts: Trading Account, Profit and loss Account with adjustments, Balance Sheet.

UNIT III- Preparation of Cash Flow Statement: (Accounting Standard – 3 Revised), Analysis of Financial Statements: Comparative, Common size, Trend Analysis, Inferences and Interpretations from Published Financial Statement.

UNIT IV- Analysis of financial statement: Ratio Analysis- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations

UNIT V- Contemporary Issues in Financial Accounting: Global financial reporting, GAAPs and IFRSs, IAS, Indian GAAP and US GAAP, Foreign currency accounting, Inflation Accounting, Human Resource Accounting, Environment accounting, Responsibility Accounting (theory only).

3. COURSE OUTCOMES

1. Explain the role of accounting in organizations;
2. Analyze, evaluate business transactions and communicate financial information to a range of stakeholders;
3. Apply basic analysis of financial statement for business planning and control;
4. Apply key types of financial performance measurement tools to analyze financial statements.

4. Text Books :

- 1) Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
- 2) Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI, 3rd Ed)
- 3) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 4) PC Tulsian- Financial Accounting (Pearson, 2016)
- 5) Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).

5. Reference Books

- 1) Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed)
- 2) Dhaneshk Khatri- Financial Accounting (TMH, 2015)
- 3) Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- 4) Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
- 5) Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

DM - 103: MANAGERIAL ECONOMICS

1. COURSE OBJECTIVES

1. To familiarize the students with the fundamental economic concepts & principles.
2. To make students understand about the factors affecting managerial decision making.
3. To make students aware about Macroeconomic principles & stabilization policies

2. CONTENTS

UNIT I- Introduction to Business economics and Demand Analysis: Managerial Economics- Nature, Scope & significance, Fundamental Principles of Managerial Economics: Opportunity Costs, Incremental, Time perspective, Discounting and Equimarginal principles

UNIT II-Theory of Consumer Behavior: rationality, revealed preferences and utility, indifference curves, utility maximization, demand functions, substitution and income effects, substitutes and complements, demand elasticity.

UNIT III- Production analysis: Production function with one variable input and two variable inputs – Law of diminishing of returns – iso-quants and iso-cost analysis – Producer Equilibrium – Law of substitution – Production functions and managerial decision making – Equilibrium of a multiproduct business firm – Expansion path.

Cost & Revenue analysis: Kinds of costs – costs in the short run and in the long run and their behavior – Applications of cost analysis in managerial decision making – The relationship between product and cost curves, business planning or envelope curve, economies and Diseconomies of scale. Break Even Analysis- Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics. (Problems on BEP)

UNIT IV Market structure: Perfect Competition: Features, Determination of Price under Perfect Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination. Oligopoly: Features, Kinked Demand Curve, Cartel, Price Leadership – Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation; Pricing strategies and practices: Multi product pricing, price discrimination, transfer pricing, cost plus pricing, incremental / marginal pricing, transfer pricing, peak load pricing etc.

UNIT V -Macro Economics measures: Introduction, Basic Concepts, Macroeconomic Ratios, Index Numbers, National Income Deflators; Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator Stabilization Policies: Introduction, Economic Stability, Instruments of economic Stability, Monetary Policy, Fiscal Policy, Business Cycle- Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions; Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation.

3. COURSE OUTCOMES

At the end of the Course, the Student will be able to:

CO1 Understand the relative importance of Managerial Economics and basic concepts of Managerial economics.

CO2 Analyze to find firm's equilibrium.

CO3 Understand the modern managerial decision rules and optimization techniques.

CO4 Evaluate features of different kinds of markets and analyzing pricing strategies

CO5 Be equipped with the various measures of Macro economics

CO6 Understand the stabilization Policies, business cycles and inflation

4. TEXT BOOKS

1. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications.

2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer & Harris,

3. Managerial Economics, D.N Dwivedi, 8th ed., Vikas Publication.

4. Managerial Economics, H. L Ahuja, S. Chand, 2011

5. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.

6. Business Environment Text and Cases by Justin Paul, 3rd Edition, McGraw-Hill Companies.

5. REFERENCE BOOKS

1. Managerial Economics, YogeshMaheshwari, PHI, 2/e, 2011
2. Managerial Economics, Atmanand, Excel BOOKS, 2/e, 2015
3. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, Oxford Publication, 6e, 2016

DM – 104 MARKETING MANAGEMENT

1. COURSE OBJECTIVES

1. To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.
2. To familiarize students with theories, concepts, contexts and practical application of Marketing in real life business environment
3. To develop an understanding of Marketing as central and strategic function in a firm's business strategy.

2. COURSE CONTENTS

UNIT I Introduction to Marketing: Concept, nature, scope, importance and functions of marketing; Process of Marketing; Basic Concepts - needs, wants, value and satisfaction; Marketing mix; Strategic marketing planning – an overview.

UNIT II- Understanding Marketing Environment: Introduction and Factors affecting Marketing Environment, Competition, Porter's Five Force Model; Marketing Information System; Introduction to Marketing Research, Market Research and Forecasting.

UNIT III- Consumer Behaviour: Introduction, Factors influencing Consumer Behaviour, Consumer buying decision process, Models of Consumer Behaviour, Organizational Buying Behaviour. **Segmentation, Targeting and Positioning:** Market Segmentation: Introduction, Criteria for Effective Segmentation, Evaluating and Selecting Market Segmentation, Targeting Selected Markets, Targeting Strategies, Theories of Positioning, Effective Positioning Strategies.

UNIT IV -Product Management: Concept of a product, Classification of products, Major product decisions, Product line and product mix, Product life cycle – strategic implications, New product development and consumer adoption process; Branding, Packaging and Labeling.

Pricing Decisions: Factors affecting Price Determination, Pricing Policies and Strategies.

Channels of Distribution: Nature, Functions, and Types of Distribution Channels; Designing Distribution Channels, Managing Conflicts and Controls in Channels, Retailing, Wholesaling and Logistics

UNIT V -Marketing Communication: Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion, Publicity and Public Relations, Personal Selling and Sales Management.

Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Holistic Marketing, Social Marketing, Global Marketing; Relationship marketing and other emerging developments of marketing.

3. COURSE OUTCOMES

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

1. Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.
2. Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
3. Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.

4. TEXT BOOKS

1. Kotler, P., Keller, K L., Koshy, A.and Jha, M., "Marketing Management", 13th Edition, Pearson Education.
2. Arun .K Meenakshi. Marketing Management. Vikas Publications,Delhi
3. Nargundkar Rajendra, Marketing Research-Text and cases,McGraw Hill ,3rd Edition
4. Kurtz, D. L. and Boone, L.E., "Principles of Marketing", 12th Edition, Thomson
5. Winer, R., "Marketing Management", 3th Edition, PHI.

5. REFERENCE BOOKS

1. Perrault. W.D (Jr.), Cannon, J.P., & McCarthy, E.J. Basic Marketing. New Delhi: Tata McGraw-Hill
2. Ramaswamy, V. S., & Namakumari, S. Marketing management: global perspective Indian context (4th ed.). New Delhi: Macmillan.
3. Saxena, R. Marketing management (4th ed.). New Delhi: Tata McGrawHill.

DM – 105 E-COMMERCE

1. Course Objectives:

The course should enable the students to:

- I. Describe e-commerce framework.
- II. Explain electronic system for payment.
- III. Describe the use of e-commerce
- IV. Understand business documents and digital library.
- V. Understand the usage of multimedia systems for e-commerce

2. COURSE CONTENTS

UNIT I -An overview of E-Business, Models, Types

Definitions, History and Developments. Characteristics, advantages and disadvantages, adoption and impact of E- Business , The scope of E commerce, Benefits and limitations of E-Commerce

E-commerce and its Technological Aspects Overview of developments in Information Technology: Electronic Market, Electronic Data Interchange, Internet Commerce, , Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

UNIT II- Types of e-Transactions – B2B, B2C, C2C, C2B etc., Electronic Storefronts, E-Marketplace , Electronic Storefronts, e-Marketplace, Affiliate and Hybrid Models

Consumer Oriented E Commerce E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

UNIT III - Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

UNIT IV- Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

UNIT V -Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

3.Course Outcomes:

After Completion of the subject student should able to

- Understand the basic concepts and technologies used in the field of management information systems;
- Have the knowledge of the different types of management information systems;
- Understand the processes of developing and implementing information systems;
- Be aware of the ethical, social, and security issues of information systems;

4.TEXT BOOKS

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.

5.References:

1. E-Commerce: Strategy, Technologies and Applications Paperback – 2001 by David Whiteley
2. E-Commerce: An Indian Perspective Paperback – Import, 30 Nov 2015-by P. T. Joseph
3. One Click: Jeff Bezos and the Rise of Amazon.com Kindle Edition- by Richard L. Brandt

DM – 106 Fundamentals of digital marketing

1. COURSE OBJECTIVES

- Identify impact of digital space and digital marketing in reaching out to customers.
- Find out the opportunities for marketers on digital platform.
- Use digital media for the creation of products and services.

2. COURSE CONTENTS

UNIT I -Basics : Definition of digital marketing; Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Benefits of Digital marketing e.g. reach, scope, immediacy, interactivity Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

UNIT II -Use the internet for promotion using digital marketing Communications

Search engine marketing (*SEM*): definition of SEM, definition of search engine Optimization (SEO); advantages and disadvantages of SEO; best practice in SEO , Paid search engine marketing, pay per click advertising (PPC); landing pages; long Tail concept; geo-targeting e.g. Google Ad Words; opt in email and email Marketing

UNIT III -Market research, Customer relationship Marketing, Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising. **The internet marketing mix:** product and branding; place e.g. channels, virtual Organizations; price e.g. auctions; promotions; people; processes; physical evidence, Digital marketing tools/e-tools; the online marketing matrix including business and Consumer markets; the online customer

UNIT IV -Interactive order processing: choosing a supplier; selecting a product; check stock Availability; placing order; authorization of payment; input of data; data transfer; Order processing; online confirmation and delivery information; tracking of order; Delivery; data integrity and security

UNIT V -Design a Digital Marketing plan

Design digital marketing plan, SWOT, situational analysis, key performance Indicators in internet marketing, Digital Landscape, P-O-E-M Framework. Segmenting and Customizing Messages, Digital Advertising Market in India

3. Course Outcomes:

After Completion of the subject student should able to –

- Develop a digital marketing plan that will address common marketing challenges
- Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.
- Recognize Key Performance Indicators tied to any digital marketing program
- Improve Return on Investment for any digital marketing program
- Launch a new, or evolve an existing, career path in Digital Marketing.

4. TEXT BOOKS

1. Digital Marketing by Seema Gupta (IIM-B)
2. Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis-Chadwick
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan and Calvin Jones

5. Reference Books

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

DM-107 LAB FOR MICROSOFT OFFICE

COURSE OBJECTIVE

This Lab work is designed to make the students of management familiar with the basic concept of working various applications on computer.

2. COURSE CONTENT

Microsoft Excel

Microsoft Excel 2007 Fundamentals

Viewing Navigating and Managing Worksheets and Workbooks

Editing Worksheets

Using Functions in Formulas

Formatting Worksheets

Preparing and Printing Worksheets

Microsoft Word

Microsoft Word Fundamentals

Viewing Navigating and Managing Documents

Editing and Formatting Text

Controlling Page and Text Layout

Working with Tables

Finalizing and Printing a Document

Microsoft Power Point

Introduction

Creating a presentation

Formatting a presentation

Adding Graphics to the presentation

INTERNET BASICS

Types of Connection, Internet Protocol, IP Address, Connectivity to Internet, WI-Fi Connectivity.

Google Search Tricks and Techniques.

WORKING WITH GOOGLE SERVICES

Docs, Spreadsheet, presenter, sites, etc.

3. COURSE OUTCOME

CO1 To impart students a broad outline of the basic management software such as MS Office, and internet basics.

CO2 The students will learn the important analytical tools used for practicing computer in management stream.

References:

Word for Beginners (Word Essentials Book 1) Kindle Edition -by M.L. Humphrey (Author)

Excel for Beginners (Excel Essentials Book 1) Kindle Edition -by M.L. Humphrey (Author)

DM-108 – BUSINESS COMMUNICATION & TECHNICAL WRITING LAB

1. COURSE OBJECTIVES

To enable the students to become aware of their communication skills and sensitise them to their potential to become successful managers

1. To introduce them to some of the practices in business communication that are in vogue
2. To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as
 - making speeches,
 - controlling one-to-one communication,
 - enriching group activities and processes,
 - giving effective presentations,
 - writing letters, memos, minutes, reports and advertising and
 - maintaining one's poise in private and in public
3. To build their confidence and to install competitiveness by projecting a positive image of themselves and of their future.

2. COURSE CONTENT

UNIT I -OVERVIEW OF BUSINESS COMMUNICATION

Understanding Business Communication: Concept of Business Communication concept, Models of Communication, Process of Communication, Principles of Communication, Characteristics of effective business communication, Barriers to communication environment and ways to overcome them, Communication and Ethics, Cross Cultural Communication

UNIT II - CHANNELS OF COMMUNICATION AND LISTENING

Channels of communication, Types of communication: Verbal, Non-Verbal, Formal, Informal communication. Body Language, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills

UNIT III- Business Writing: Fundamental of Business writing, Principles of Written Communication: 7 C.s of written communication. Types of Business letter: Inquiries, Claims, Invitations, Reservations and Orders, Refusal & Collection Letters, Sales Letters; Inter-office Memos; Circulars, Notices & Recommendation Letters.

UNIT IV -BUSINESS REPORTS

Business Reports and Proposals: Introduction, What is a Report, Steps in Writing a Routine Business Report, Parts of a Report, Corporate Reports, Business Proposals.

UNIT V- RESUME WRITING

Careers and Resumes : Introduction, Career Building, Understanding yourself, setting a career goal, job search / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, online recruitment process.

VI -SPOKEN ENGLISH AND INTERVIEWS

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Mastering the art of giving interviews in selection or placement interviews, discipline interviews, appraisal interviews and exit interviews

3. COURSE OUTCOME

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

1. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization and to draft effective business correspondence with brevity and clarity.
2. To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
3. To demonstrate his verbal and non-verbal communication ability through presentations.

4. TEXT BOOKS

1. Mishra. B, Sharma. S, Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M., Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

5. REFERENCE BOOKS

1. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha, Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. 3. Murphy, R., Essential English Grammar, CUP. ISBN: 8175960299.
4. 4. C. Muralikrishna and S. Mishra, Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.

DM-109 – PRACTICE SCHOOL

1. COURSE OBJECTIVE

A management graduate needs to have exposure of the industrial working and understanding of application part of management concepts and also know his responsibility towards the society. Therefore, a new concept of practice school has been introduced in the curriculum.

2. COURSE CONTENT

This practice school in first semester will have two parts -

I -Industry Interaction

In this, students will start his industry interaction in the very first semester of the MBA program. He/ She has to visit an organization for 3 hours /week in any industry finalized/selected by competent authority. This interaction will give him feel and insight to the real time working.

A. This 3 hours /workwill be after the classroom studies

B. Selection criteria of organisation-

1. Have turnover more than 20 lakhs
2. Have more than 20 employees

C. During these hours, student will observe following points in the organisation:

1. Organisational structure and hierarchy
2. Different kind of jobs/works done by the employees at all levels in the company
3. Working of different departments
4. Types of skills require to work in an organisation
5. Ways of internal and external communication
6. Formal dressing and attitude
7. Coordination and team work

II. Social Responsibility

To make students understand his role and responsibility in society & nature and co-existence as whole, student has to take an initiative towards contribution in any relevant social and environmental issue.

A. This work will be performed after the time of regular classes

B. Student will perform one or more of the following activities after the approval of mentor and HOD:

1. Making contribution in increasing the income of any street vender or any needy person from under privileged section
2. Cleanliness Campaign
3. Donation of his/her belongings which is of no use to him/her to needy ones
4. Plantation and care for nature (soil, natural resources, plants and animals)
5. Girl child and women safety, education and empowerment.
6. Blood donations and help of needy people at hospitals
7. Helping the under – privileged section of the society
8. Educating the street children or in schools when and where needed.
9. NukkadNatak on any topic of social or environmental concern.
10. Any other relevant activities.

3. COURSE OUTCOME

CO1 To impart students a real time work experience.

CO2 To make students aware about their role & Responsibility in society.

DM-201 HUMAN RESOURCE MANAGEMENT

1. COURSE OBJECTIVES

- Develop the knowledge, skills and concepts needed to resolve human resource management problems or issues.
- Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Identify the human resources needs of an organization or department.
- Evaluate the procedures and practices used for recruiting and selecting suitable employees. Assess training requirements and design a successful orientation and training program

2. COURSE CONTENTS

UNIT I -Essentials of HRM: Nature of HRM, Scope, functions and importance of HRM, HRM vs.HRD, SHRM: Introduction, characteristics and scope of SHRM, SHRM vs. Conventional HRM, Barriers to strategic HRM, Linking HR strategy with business strategy, HRM linkage with TQM & productivity.

UNIT II -Human Resource Planning and Employee Hiring : Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

UNIT III - Employee Training & Development: Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

UNIT IV-Compensation Management and Employee Relations: Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

Employee Safety/ Health and International Human Resource Management: Basics of ethics and fair treatment at work, measures and policies for employee safety at work, basic principles governing International Human Resource Management and the role of culture.

UNIT V -Emerging Trends in HRM: Workers Participation in Management, Ethical Issues in HRM, Role of Technology in Training & E-Learning, Succession Planning, Talent Acquisition and Management, Employee Turnover, Employee Retention Strategies.

3. COURSE OUTCOMES

1. To have an understanding of the basic concepts, functions and processes of human resource management.
2. To be aware of the role, functions and functioning of human resource department of the organizations.
3. To design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems and develop human resources management which facilitate the internal change necessary to accomplish the business strategy.

4. REFERENCE BOOKS

5. K Aswathappa, Human Resource Management-Text & Cases, Publisher : McGraw Hill Education
6. Pravin Durai, Human Resource Management, Publisher : Pearson
7. Stephen P Robbins, Fundamentals of Human Resource Management, Publisher : John Wiley & Sons
8. Julie Beardwell, Human Resource Management, Publisher : Pearson
9. Gary Dessler, Human Resource Management, Publisher : Pearson

5. TEXT BOOKS

1. Raymond A. Noe, Human Resource Management, Publisher : McGraw Hill Education
2. Derek Torrington, Human Resource Management, Publisher : Pearson
3. B.B Mahapatro, Human Resource Management, Publisher : New Age International
4. P. Subba Rao, Essentials of Human Resource Management, Publisher : Himalaya Publishing House
5. Robert L Mathis, Human Resource Management, Publisher : Cengage Learning

DM-202 FINANCIAL MANAGEMENT

1. COURSE OBJECTIVES

- To obtain an understanding and ability to use basic business financial management concepts and tools of analysis such as valuation, capital budgeting, cost of capital, Ratio, Fund Flow, capital structure and working capital management, and to become familiar with the various types of financing available to a firm.
- To equip the students with the understanding time value of money & use it for decision making.
- To evaluate projects and investments and to demonstrate proficiency in valuation techniques, both DCF (discounted cash flow) and non-DCF
- To understand theories of dividend policy and emerging issues in financial management.

2. COURSE CONTENTS

UNIT I -Financial management – Introduction to financial management, objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Interface of Financial Management with other functional areas.

Indian financial system – Primary market, Secondary market – stocks & commodities market, Money market, Forex markets. (Theory Only)

UNIT II -Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only) **Time value of money** –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization.

UNIT III -Cost of Capital Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM)

model). Cost of retained earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

UNIT IV -Investment decisions — Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return. Estimation of cash flow for new project, replacement projects. **Working capital management** – factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management)

UNIT V -Capital structure and dividend decisions – Planning the capital structure. (No capital structure theories to be covered) Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy – Factors affecting the dividend policy - dividend policies- stable dividend, stable payout. (No dividend theories to be covered).

Emerging Issues in Financial management: Derivatives, Mergers and Acquisitions, Behavioural Finance, Financial Modelling, Financial engineering, risk management. (Theory Only).

3. COURSE OUTCOMES

At the end of this course students should be able to:

1. Develop the basics of financial management
2. Create and interpret Ratio and Fund flow statements.
3. Determine discount/hurdle rates.
4. Evaluate the Time Value of Money and cost of capital which will lead to sound financial decision making
5. Evaluate investments in working capital and long-term assets.
6. Demonstrate proficiency in valuation techniques, both DCF (discounted cash flow) and non-DCF.
7. Understand the emerging issues in financial management

4. RECOMMENDED BOOKS:

1. Prasanna Chandra ,Financial Management -, 8/e, TMH
2. R K Sharma and Shashi K Gupta, Financial Management, Kalyani Publications
3. Khan M. Y.& Jain P. K Financial Management, 6/e, TMH,
4. Rajiv Srivastava and Anil Misra, Financial Management, Second edition, Oxford University Press
5. Vanhorne, James C, Financial Management & Policy-., 12/e, Pearson,

5. REFERENCE BOOKS:

1. I M Pandey, Financial Management , Vikas Publications
2. Brigham & Houston, Fundamentals of Financial Management, 10/e, Cengage Learning.
3. Damodaran, Corporate Finance, , 2/e, Wiley India (P) Ltd.
4. Paresh P., Shah Financial Management, 2/e, Biztantra.
5. Sheeba Kapil, Fundamentals of Financial Management,Pearson

6. SPECIAL NOTES

1. Two case studies must be given on emerging trends from each module.
2. Assignments on various topics related to subject matter.

DM-203 BUSINESS RESEARCH METHODOLOGY

1. COURSE OBJECTIVES

1. To familiarize students with basic of research and the research process.
2. To enable the students in conducting research work and formulating research synopsis and report.
3. To familiarize Students with Statistical packages such as SPSS/EXCEL.
4. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

2. COURSE CONTENTS

UNIT I - Introduction to Research: Meaning of Research and Significance of Research in Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

UNIT II -Process of Research: Define the research problem. Steps Involved in Research Process. Research Design: Various Methods of Research Design. Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member.

UNIT III Collection of Data: Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

UNIT IV Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Nonparametric & parametric tests

UNIT V - Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test. Application and Analysis of Variance (ANOVA). Non parametric tests. **Research Report Preparation:** Types and Layout of Research Report, Precautions in Preparing the Research Report. Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned

3. COURSE OUTCOMES

The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to:

CO 1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

CO 2: Have basic knowledge on qualitative research techniques

CO 3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

CO 4: Have basic awareness of data analysis-and hypothesis testing procedures

4. REFERENCE BOOKS

1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th Edition
2. Research Methodology ,Panneerselvam, R. ,Edition: Second Edition
3. Research Methodology : A Guide for Researchers In Management and Social Sciences, Taylor, Bill, Sinha, Gautam, Ghoshal, Taposh
4. Research Methods: A Process of Inquiry, Book by Anthony M. Graziano And Michael L. Raulin

5. TEXT BOOKS

1. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
2. Research Methodology: Methods and Techniques (Multi Colour Edition) by C.R. Kothari (Author), Gaurav Garg (Author), New Age International Publication

DM- 204 - QUANTITATIVE TECHNIQUES & OPERATION RESEARCH

1. COURSE OBJECTIVES

1. To impart knowledge in concepts and methods of Quantitative Techniques
2. To understand the concepts & mathematical models used in Operations Research
3. To apply these techniques constructively to make effective business decisions

2. COURSE CONTENTS

UNIT I -Role and uses of quantitative techniques in business decision making; Frequency Distribution, Measures of Central Tendency; Measures of Variation, Skewness and Kurtosis; Correlation – types, Coefficient of correlation, Coefficient of determination; Regression- types, linear regression model, construction of regression lines, Coefficient of regression

UNIT II -Matrix -Definition, algebra & types, determinant and elementary operations on matrix, Inverse of Matrix, methods of solving linear equations by matrices, Application of matrices for solution to simple business and economic problems.

UNIT III -Probability- concepts, approaches, conditional probability, marginal probability, Bayes' theorem and applications of Probability; Probability Distributions- Concept, types and application of Binomial, Poisson, Exponential and Normal distributions

UNIT IV- Role and uses of Operations Research-Definition & scope; Linear Programming- Linear programming, formulation of linear programming model, basics of graphical method, simplex method and Duality in linear programming.

UNIT V -Game Theory – characteristics & formulation of game models, Two person Zero sum games, pure game with saddle point, Mixed strategies, dominance in games, $2 \times N$ and $M \times 2$ games - Graphical and algebraic methods **Decision Theory** - decision under uncertainty, decision under Risk, Expected Value of perfect information, decision tree analysis.

3. COURSE OUTCOMES

At the end of the Course, the Student will be able to:

CO1 Understand the relative importance and basic concepts of Quantitative Techniques & Operation Research

CO2 Understand the matrix and its uses in solving the business problems

CO3 Understand the matrix and its uses in solving the business problems

CO4 Understand the probability & probability distributions and their application in business decision

4. TEXT BOOKS:

1. Vohra N.D., 2017. Quantitative Techniques in Management. McGraw Hill Education.
2. Khandelwal & Gupta, "Quantitative Techniques for Management", 2008-09, Ajmera Book Company
3. Rathindra P. S., 2010. Operations Research: Algorithms and Applications. 1st Edition, PHI Learning.
4. Sharma J.K., 2012. Operations Research: Theory and Application. 5th Edition, Laxmi Publications.

5. REFERENCE BOOKS:

1. Prabhakar P. and Pai P. P., 2012. Operations Research. OUP India.
2. Cook TM & Russell RA., 1989. Introduction to Management Science. Prentice Hall.
3. Taha H. A., 2014. Operations Research - An Introduction. 9th Edition, Prentice Hall.
4. Wagner H.M., 2005. Principles of Operation Research. Prentice Hall.
5. Kapoor V.K., 2011. Operation Research: Quantitative Techniques for Management. Sultan Chand & Sons.

DM-205 HUMAN VALUES

1. COURSE OBJECTIVES

1. Recognize the need and importance of value education & learn how to implement these values in their real life and engineering
2. Understand harmony in human being (with body & self), family, society and Nature
3. Implications of the above Holistic Understanding of Harmony on Professional Ethics

2. COURSE CONTENT

UNIT I- Need, Basic Guidelines, Content and Process for Value Education: Understanding the need, basic guidelines, Self-Exploration - its content and process; 'Natural Acceptance' and Experiential Validation, Continuous Happiness and Prosperity- Human Aspirations, Right understanding, Relationship and Physical Facilities, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

UNIT II- Understanding Harmony in The Human Being - Harmony In Myself: Understanding human being as a co-existence of the sentient 'I' and the material 'Body' Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha Understanding the Body as an instrument of 'I', Understanding the characteristics and activities of 'I' and harmony in 'I' Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

UNIT III -Understanding Harmony in The Family And Society- Harmony in Human-Human Relationship: Understanding harmony in the Family, Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) , meaning of Vishwas; Difference between intention and competence, meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, harmony in the society, Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals ,Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (SarvabhaumVyawastha)- from family to world family.

UNIT IV- Understanding Harmony in The Nature and Existence: Whole Existence as Coexistence: Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all pervasive Space. Holistic perception of harmony at all levels of existence

UNIT V - Implications of The Above Holistic Understanding of Harmony on Professional Ethics. Natural Acceptance of Human Values: Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in Professional Ethics: **a)** Ability to utilize the professional competence for augmenting universal human order, **b)** Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models. Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and managers. Case studies related to values in professional life and individual life.

3. TEXT AND REFERENCE BOOKS

1. R. R. Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, Excel Books, 2009. ISBN: 978-9-350-62091-5
2. R. Subramanian, Professional Ethics includes Human Values, Oxford Univ. Press.
3. A. N. Tripathy, 2003, Human Values, New Age International Publishers.
4. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
5. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
6. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

4. COURSE OUTCOMES

- CO1 Recognize the need and importance of value education
- CO2 Understand harmony in human being (with body & self)
- CO3 Understand harmony in family and society
- CO4 Understand harmony in nature & learn how to implement these values in their real life and engineering
- CO5 Implications of the above Holistic Understanding of Harmony on Professional Ethics

DM-206 Social media and Web analytics

1. Course Objectives:

- a. To provide basic understanding of the use and deployment of Digital marketing tools and web/social/mobile analytics platforms
- b. Gaining a grounded understanding of web analytics and business implication.
- c. To prepare the students with growth potentials for Web Analysts professionals

2. Course Contents

UNIT I -Social Media & Analytics: Introduction to Social Media, Social media landscape, Social Media, Analytics & its need. SMA in Small and large organizations; Application of SMA in different social media platforms.

Introduction to Web Analytics: Definition, Process, Key terms: Site references, Keywords and Key phrases; building block terms: Visit characterization terms, Content characterization terms, Conversion metrics; Categories: Offsite web, on site web; Web analytics platform, Web analytics evolution, Need of web analytics, Advantages & Limitations.

UNIT II- Network fundamentals: The social networks perspective - nodes, ties and influencers, Social network, web data and methods. **Data Collection and Web Analytics Fundamentals:** Capturing Data: Web logs, web Beacons, java script tags, packet sniffing; Outcome data: E-commerce, Lead generation, Brand/ Advocacy and support; Competitive Data: Panel Based measurement, ISP based measurement, Search Engine Data; Organizational Structure. Type and size of data, identifying unique page definition, cookies, Link Coding Issues

UNIT III -Web Metrics & Analytics: Common metrics: Hits, Page views, visits, unique page views, Bounce, Bounce rate & its improvement, Average time on site, Real time report, traffic source report, custom campaigns, content report, Google analytics; Key Performance Indicator: Need, characteristics, perspective and uses.

Graphs and Matrices- Basic measures for individuals and networks. Random graphs & network evolution, Social Context: Affiliation & Identity

UNIT IV -Web analytics tools: A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis.

Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience: Reach and engagement analysis. Post-Performance on FB; Social Campaigns: Goals and evaluating outcomes, Measuring and analyzing social campaigns, Social Network Analysis like Instagram, twitter, LinkedIn, YouTube etc. AdWords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic;

UNIT V -Google Analytics: Brief introduction and working, Google website optimizer, Implementation technology, Limitations, Performance concerns, Privacy issues.

Qualitative Analysis: Heuristic evaluations: Conducting a heuristic evaluation, Benefits of heuristic evaluations; Site Visits: Conducting a site visit, Benefits of site visits; Surveys: Website surveys, Post-visit surveys, creating and running a survey, Benefits of surveys.

Web analytics 2.0: Web analytics 1.0 & its limitations, Introduction to WA 2.0, competitive intelligence analysis and data sources; website traffic analysis: traffic trends, site overlap and opportunities.

3. Course Outcome

1. Students will develop knowledge, understanding and skills in analysis of Social Media
2. Acquainted with better understanding of implementation Web Analytics tool
3. Develop analytical skills for effective decision alternatives in social media problems
4. Develop the knowledge, understanding and skills in Facebook and google analytics.

Suggested Readings

1. Rob Stokes, (2014), e marketing: The Essential Guide to Digital Marketing, Quirk Education.
2. Tuten & Bikramjit Rishi, Social Media Marketing, 3rd Ed. 2020, SAGE Publishing India
3. Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer, Kevin Johnston, (2012), Internet Marketing: Strategy, Implementation and Practice, Prentice Hall.
4. Liana Evans, Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Que Publishing.
5. Vandana Ahuja, (Digital Marketing, 1st edition, Oxford University Press.
6. Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity,
7. Clifton B., Advanced Web Metrics with Google Analytics, Wiley Publishing, Inc. 2nd ed.
8. Kaushik A., Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. 1st ed.

DM -207 Content Management System Lab

Course Objective

This course is designed keeping digital marketing students in mind. Students will experience, knowledge of website designing and WordPress blog, WordPress Websites, SEO, WordPress dashboard, WordPress Widgets, etc. Students can learn the most from it. Even if some students are experienced, they will still get to know certain new things. This course is not for people trying to learn to code a custom Website. In this course, students will learn how to use the thousands of themes and plugins already out there to design their own customized websites.

Requirements:

A working computer, either Windows or Mac

A modern browser like Chrome, Firefox, or Safari

You don't need any experience with WordPress or with building a website and No Coding Skills required.

Usefulness of this course/Lab:

If you want to build a website for blogging, your business, hobby or your personal life.

You don't know coding and still want to make websites

All level of people who would like to learn from basics of WordPress

Learners who want to build their own WordPress using themes, then this course is for you.
Course

Contents:

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

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

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

DM-208: SEMINAR ON CONTEMPORARY ISSUES

1. COURSE OBJECTIVES

1. Describe, discuss and critically reflect upon selected contemporary issues in different disciplines of business management.
2. Identify and summarize the major practical implications of the selected issues for organizations as well as for society at large.
3. Independently identify relevant contemporary issues in management as well as gathering scientific knowledge and present the report.

2. COURSE CONTENTS

The exact themes for emphasis will alter as contemporary issues change. Some of the themes that might be focused upon are:

- Talent management
- Organizational learning and knowledge management
- Cross-cultural management
- Managing unity in diversity
- Creative processes and innovation
- Mergers and Acquisitions
- Recent trends in Digital Business
- Current Economic Issues
- Other related and relevant themes may be chosen by the student in consultation with the faculty member
- Skill Gap

Subject Instructions

The course consists of several different forms of learning opportunities, including lectures, seminars and presentations. The composition of the learning environment is naturally used as an important asset in the discussion of the contemporary issues in management from a global perspective.

The faculty members will assign contemporary issues concerning with Business World. The student will prepare seminar under guidance of faculty members to be allotted by the Director/ Head/ Principal of the institute. The student will submit written report and make an oral presentation before a panel of internal examiner (Director/ Head/ Principal of the institute or his or her nominee) and External examiner (to be appointed by Director/ Head/ Principal of the institute from a panel proposed by the Board of Studies and approved by the Vice Chancellor of Bikaner Technical University (BTU). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

3. COURSE OUTCOMES

1. Identify and critically evaluate contemporary issues in business world.
2. Express qualified opinions and question traditional approaches of the business and industry.
3. Synthesis new ideas and evaluate implications on the approaches of business and industry.

DM-209 – PRACTICE SCHOOL LAB -II

In this semester, the practice school theme will remain same as earlier. Students need to do both the activities after the classroom study and these activities will be selected by competent authority. The details need to be submitted online on university portal.

I. Industry Interaction

Students need to work 3 hours/week in an organisation, preferably having turnover more than 20 lakhs and have more than 20 employees

Along with the points mentioned in practice school in first semester, students will also assist in any one department to get exposure of the work carried out there. This will help him in understanding the theoretical concepts learnt in classroom.

II. Social Responsibility

Being a responsible citizen, student has to work for any relevant social& environmental issue.

- a. Contribution to increasing the income of any street vendor or any needy person from underprivileged section of the society.
- b. Cleanliness Campaign, plantation and care of plants.
- c. Donation of his/her belongings which is of no use to him/her to needy ones
- d. Conservation of natural resources (soil, natural resources, plants and animals)
- e. Girl child and women safety and empowerment.
- f. Blood donations and help of needy people at hospitals
- g. Educating the street children or in schools when and where needed
- h. Skits/ Nukkad-Natak on any topic of social or environmental concern
- i. Any other activity related to society welfare and environment.

DM 301 STRATEGIC MANAGEMENT

1. Course Objectives

1. To have a clear understanding of the key concepts and principles of strategic management
2. To have skills and understanding of tools and techniques for analyzing a company strategically
3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
4. To encourage students to think critically and strategically.
5. The ability to identify strategic issues and design appropriate courses of action.

2. Course Contents

UNIT-I-Introduction: meaning nature, scope, and importance of strategy; Model of strategic management, Strategic Decision-Making Process.

Corporate Governance: Composition of the board, Role and Responsibilities of the board of directors, Trends in corporate governance, Corporate Social Responsibility.

Environmental Scanning: Understanding the Macro Environment: PESTEL Analysis, Industrial Organization (IO) & the Structure Conduct Performance (SCP) approach, Porter's Five Forces Model, Understanding the Micro Environment: Resource Based View (RBV) Analysis, VRIO Framework, using resources to gain Competitive advantage & its sustainability, Value Chain Analysis

UNIT-II -Strategy Formulation: Situational Analysis using SWOT approach **Business Strategies:** Competitive Strategy: - Cost Leadership, Differentiation & Focus, Cooperative Strategy: - Collusion & Strategic Alliances

Corporate Strategies: Directional Strategy: Growth strategies, Stability Strategies & Retrenchment Strategies. Corporate Parenting

UNIT-III Functional Strategies: Marketing, Financial, R&D, Operations, Purchasing, Logistics, HRM & IT. The sourcing decision: Outsourcing & off shoring , **Strategy Choice and Analysis:** Scenario Analysis Process, Tools & Techniques of strategic Analysis: BCG Matrix, Ans off Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework.

UNIT-IV Strategy implementation: Developing Programs, Budget and Procedures, Stages of Corporate Development, Organizational Life cycle, Organizational Structures: Matrix, Network & Modular/Cellular; Reengineering and Strategy implementation, Leadership and corporate culture,

UNIT-V Strategy Evaluation & Control: Evaluation & Control process, Measuring performance: types of controls, activity based costing, enterprise risk management, primary measures of corporate performance, balance scorecard approach to measure key Performance, responsibility centers, Benchmarking, Problems in measuring Performance & Guidelines for proper control. Strategic Audit of a Corporation.

3. Course Outcomes

- 1: Formulate organizational vision, mission, goals, and values
2. Develop strategies and action plans to achieve an organization's vision, mission, and goals.
3. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.
4. Evaluate and revise programs and procedures in order to achieve organizational goals;
5. Consider the ethical dimensions of the strategic management process;

4. Suggested Readings:

1. Wheelen, L. Thomas and Hunger, David J.; Concepts in Strategic Management and Business Policy, Pearson Education,
2. Stewart Clegg, Chris Carter, Martin Kornberger & Jochen Schweitzer : Strategy - Theory and Practice.(SAGE Publishing India)
3. Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education.
- David, Fred; Strategic Management: Concepts and Cases; PHI Learning.
4. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGraw Hill Education,
5. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGraw-Hill Education,

DM-302 CONSUMER BEHAVIOR & MARKETING COMMUNICATION

1. COURSE OBJECTIVES

1. To understand consumer behavior and explain the consumer decision making process
2. To define external and internal influences on buying behavior
3. To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
4. Help to understand what advertising is and its role in advertising and brand promotion.
5. Understand the importance of message design and the creativity involved in message designing.

2. COURSE CONTENTS

UNIT-I -Introduction: Consumer Behavior & the Marketing Mix, Consumer Goals, **Consumer Decision Making Process:** Need Recognition, Search for information, Pre purchase evaluation of alternatives, Purchase, Consumption, Post consumption Evaluation & Divestment, Interrupts in buying process & their effects, Customer involvement, **Consumer Journey through the World of Technology -Consumers as individuals and in the social context:** Consumer Perception, Consumer Learning & Knowledge, Consumer Attitude Formation & Change, Reference Groups, Family Gender & Age Influences, Culture and Social Mobility.

UNIT-II - Marketing Communication: The Role of Marketing Communication Developing Effective Communication: Target Audience, Communication Objectives Design the Communication, Select the Communication Channels & Total Marketing Communication Budget. Communication Mix & Managing the IMC Process

UNIT-III- Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising, Fundamentals of Advertising Campaigns, The Creative Brief, and Advertising Appeal. Advertising Agencies – their role, functions. Global vs local advertising

UNIT-IV- Developing the Advertising Campaign: Message Strategies, Executional Framework of messages, Sources and Spokespersons, Source Characteristics, Advertising Effectiveness & its measurement Media Planning and Strategy: Steps involved in media planning, Media Types and their characteristics; Setting Media objectives, Media Selection & Media Strategy

UNIT-V Interactive Marketing: Its advantage and disadvantages, Placing Ads and Promotions online, Buzz Marketing, Viral Marketing, and Mobile marketing

3. COURSE OUTCOME

- Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.
- Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities
- Be able to demonstrate how concepts may be applied to marketing strategy.
- Apply an IMC approach in the development of an overall advertising and promotional plan.
- Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

Suggested Readings

1. Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson.
2. Consumer Behaviour : Sethna Zubin & Blythe Jim, SAGE Publishing India
3. Integrated Advertising, Promotion and Marketing Communications: Clow, Kenneth E. & Baack Donald E., Pearson
4. Advertising & promotions an IMC perspective: Kruti Shah & Alan D' Souza, McGraw Hill education
- 5 Advertising and promotion- An integrated Marketing Communication Perspective, George E Belch & Michael A Belch, McGraw Hill Education
- 6 Advertising, Brand and Consumer Behaviour, 2020, S. Ramesh Kumar, SAGE Publishing India

DM-303 MARKETING ANALYTICS

COURSE OBJECTIVES

- a. To understand the basic concepts of Marketing Analytics
- b. To study various tools to have marketing insights in various marketing areas through empirical data
- c. To interpret the marketing data for effective marketing decision making
- d. To draw inferences from data in order to answer descriptive, predictive, and
- e. prescriptive questions relevant to marketing managers

2. COURSE CONTENTS

UNIT-I -Introduction to Marketing Analysis: Objective, Need, Scope and Significance of Marketing Analysis; Decision Making; Business Analytics- Descriptive, Predictive and Prescriptive Analysis; Overview of Using data and Types of Data.

Fundamentals of Statistics: Use of Data in Decision Making; Identification of Statistical Techniques-Population Vs Sample; Variables/Data, Different Visualization Techniques for Data, Descriptive Measures.

UNIT-II- Normal Distribution & Linear Regression: Normal Distribution-Its Significance; Exploring Relation Between Variables; Linear Regression Models, Application of Linear Regression.

UNIT-III- Revenue Management and Pricing: Point-of-Scale data; how to arrive at the Right Pricing Approach; Managing Pricing to meet Topline and Bottom Line Goals; Pricing Plans.

UNIT-IV-Consumer Decision Making and Analytics: Market Segmentation Using Analytics; Consumer Perception Mapping; Push Vs Pull Strategy; Assortment and Demand; Bundling of Product and Services.

UNIT-V -Customer Lifetime Value: Loyalty-The Concept, Customer Lifetime Concept; Calculation of Customer Lifetime Value (CLV), Using CLV to Make Decisions; Net Promoter Score; Advertising, Sale and Sales Analytics.

3. COURSE OUTCOMES

At the end of the course students will be proficient in:

CO1 Understand the importance of Marketing Analysis.

CO2 Understand the Fundamentals of Statistics.

CO3 Understand the Normal Distribution & Linear Regression.

CO4 Understand the Revenue Management and Pricing.

CO5 Evaluate Consumer Decision making and Analytics.

CO6 Analyze the concept of Customer Lifetime Value.

4. REFERENCE BOOKS

1. Introduction to Inbound Marketing Analytics, Pamela Vaughan, Hubspot Publication.

2. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Avinash Kaushik.

3. Marketing Analytics: Strategic Models and Metrics, Stephan Sorger.

5. SUGGESTED READINGS

1. Berger, P.D., Nasr, N.I., 1998. Customer lifetime value: Marketing models and applications. Journal of InteractiveMarketing 12, 17–30.

2. Winston, W.L., 2014. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. 1 ed., Wiley, Indianapolis.

3. Wedel, M., Kannan, P.K., 2016. Marketing analytics for data-rich environments. Journal of Marketing 80, 97–121.

6. SPECIAL NOTES

1. A Practical Session of How to Run Regression Analysis should be Conducted by Using SPSS.

2. Assignment Related to Use of various Tools to Measure Brand and customer Assets should be given to Students.

3. Numerical Problems Related to CLV Should Be Taught to the Students and various other Problems Related to the Same Should Be Given to the Students so as to Develop Their Numerical Ability.

DM-304 – LAWS AND LEGAL ENVIRONMENT FOR BUSINESS

1. COURSE OBJECTIVES

1. To improve student's ability to recognize and manage legal risks in business decision making.

2. To assist in making more ethical decisions, individually and as an organization.

3. To introduce students to legal processes and substantive legal topics affecting business, including business formation, various related laws, contracts, etc.

2. COURSE CONTENTS

UNIT-I -The Indian Contract Act, 1872: Definition of contract, Formation of valid Contract : Agreement - Offer - Acceptance - Consideration, Capacity to Contract, Free Consent, Legality of Object, Discharge of a Contract by Performance, Impossibility and Frustration, Breach, Damages for Breach of a Contract, Quasi Contracts. Special Contracts, Contract of Indemnity and Guarantee, Contract

of Bailment and Pledge, Contract of Agency. **Partnership Act, 1932:** Definition and essentials of Partnership, Rights and Duties of Partners, Types of Partners, Minor as a Partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms, Limited Liability Partnership Act 2000, Relationship of Members, Members as Agents, Insolvency and Winding up.

UNIT-II -Sale of Goods Act, 1930 and Negotiable Instrument Act, 1881 : Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

The Negotiable Instrument Act, 1881: Definition & Characteristics, Kinds of Negotiable Instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Crossing of Cheques, Bouncing of Cheques.

UNIT-III -Companies Act, 1956 and Consumer Protection Act, 1986

The Companies Act, 1956: Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Powers and Duties, Meetings, Winding up, New amendments of Companies Act 2013. **The Consumer Protection Act, 1986:** Aims and Objectives, Redressal Machinery under the Act, Procedure for Complaints under the Act, Remedies and Appeals, Enforcement of Orders and Penalties.

UNIT-IV -Right to Information Act, 2005

The Right to Information Act, 2005 : Right to Know, Salient features of the Act, Obligation of Public Authority, Duties of a PIO, Exemption from Disclosure of Information, Powers of Information Commissions, Appellate Authorities, Penalties, Jurisdiction of Courts.

UNIT-V -The IT Act, 2000 and Other Relevant Laws : Definition, Digital Signature, Electronic Governance, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences. **Environmental Protection Act 1986:** Protection and Improvement of Environment, Carbon Credit, Prevention and Waste Management. Basics of Indian Patent Act 1970, GST Act 2017: Categories & Basic Rates.

3. COURSE OUTCOMES

1. Demonstrate an understanding of the Legal Environment of Business.
2. Apply basic legal knowledge to business transactions.
3. Communicate effectively using standard business and legal terminology.

4. REFERENCE BOOKS

1. Tejpal Sheth, Business Law, Publisher : Pearson
2. S.S. Gulshan & G.K. Kapoor, Business Laws, Publisher : New Age International
3. Kuchhal M.C, Business Law, Publisher : Vikas Publication

5. TEXT BOOKS

1. Prasad, Business & Corporate Law, Publisher : Jai Bharat Publishers
2. A.K. Majumdar, Company Law & Practice, Publisher : Taxman Publications
3. K.R. Bulchandani, Business Law, Publisher : Himalaya Publishing House

DM -305 DIGITAL ENTREPRENEURSHIP & INNOVATION MANAGEMENT

1. COURSE OBJECTIVES

1. Understanding basic concepts in the area of entrepreneurship and Innovation Management
2. Understanding the role and importance of entrepreneurship for economic development, developing personal creativity and entrepreneurial initiative,
3. Adopting of the key steps in the elaboration of digital entrepreneurship,

2. COURSE CONTENTS

UNIT-I -Innovation Management: Meaning of Innovations, Introduction to innovation management, Developing new products and services, Introducing new products and services, Entrepreneurial Innovation Process. **Types of Innovations in Business:** Product Innovation Process Innovation, Business Innovation, Organizational Innovation, Technology Innovation, Marketing Innovation, Strategy Innovation.

UNIT-II Introduction to Entrepreneurship

Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship from a global perspective, The Role of Entrepreneurs in the economic developments and myths about entrepreneurs.

Qualities, Nature, Types, Traits, of Entrepreneur , differences between Entrepreneur and Intreprenuer.

UNIT-III- Entrepreneurship and Start up Entrepreneurship in the twenty-first century, social and civic –entrepreneurship, Innovation and entrepreneurship

Developing creativity, business idea and evaluation, Developing the business plan and launching the business, Financing the business, Growing the business, Exit: Failure and success

The Digital landscape for Digital Start-ups, Accelerators and Incubators in the 21st century

The Entrepreneurial Decision Process, Skill Gap Analysis, and Role Models, Mentors and Support system, Entrepreneurial Success stories. (With special reference to Digital and Technology Entrepreneurs)

UNIT-IV- Digital Entrepreneurship

Meaning, Definition of Digital Entrepreneurship and Digital Entrepreneurs. New Opportunities and Challenges. Reasons for entrepreneurs to turn into Digital Entrepreneurs. Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era., Definition of Digital Transformation and interrelationship between Digital Transformation and Digital Entrepreneurship, characteristics of Digital Transformation.

UNIT-V- Digital Business Design and Value Proposition

Definition of Digital Business Design, types of Digital Business and the importance of Digital Business Design for Digital Entrepreneurs. Preparing for the Digital Revolution. 4 Hours

Value Proposition, Describing the purpose of Digital Business and Competitive advantage versus alternatives. The ABC's of Digital Business Design (The Acquisition, Behavior- Conversion Process)

3. COURSE OUTCOMES

On successful completion of this course, student should be able to:

1. Define basic terms,
2. Identify the elements of success of entrepreneurial ventures,
3. Consider the legal and financial conditions for starting a business venture,
4. Evaluate the effectiveness of different entrepreneurial strategies,
5. Specify the basic performance indicators of digital entrepreneurial activity,

4. BOOK RECOMMENDED

1. Entrepreneurship: New Venture Creation - David H. Holt
2. Entrepreneurship - Hisrich Peters
3. The Culture of Entrepreneurship - Brigitte Berger
4. Entrepreneurship Development - Dr. P.C.Shejwalkar

5. References:

1. Entrepreneurship –Successfully launching new ventures –third edition – Bruce R. Bar ringer, R. Duane Ireland – Pearson
2. Entrepreneurship & Small Business- Start –Up, Growth & Maturity, - Third Edition, Paul Burns – Palgrave Macmillan

DM-306 SOCIAL MEDIA MARKETING

UNIT-I -Introduction to social media marketing: Introduction to the concept of social Media- Definition, Characteristics and Scope, History. Social media marketing- Definition, Uses and Scope, Social media platforms - Facebook, YouTube, LinkedIn, Instagram, Twitter, Pinterest, Blogs. Importance of Social Media Marketing. Social Media Marketing advantages and limitations. Introduction to social media marketing strategies.

UNIT-II Content designing for social media platforms: Terminologies-basics of content creation, process, Identification of target audience and social media platform, defining content mix using sales posts, interactive posts and informative posts, Impact of colors, images on the customer, tools used for content creation like canva, GIFs, Instagram stories, pin templates, tall pins, image cut outs, YouTube video Thumbnail, etc

UNIT-III Facebook and Instagram advertising and marketing Introduction to Facebook and Instagram platform as advertising and marketing media, characteristics of Facebook and Instagram marketing. Target audience, page set up, Post types and its dimensions, competitor analysis, **Twitter, LinkedIn, YouTube, Pinterest advertising and marketing:** Introduction and overview of platforms, Characteristics, how to use these platforms, target audience, profile / account building, how to pin. Crafting summary for marketing, creating and uploading videos, use of hashtags

UNIT-IV-E-mail marketing, mobile marketing and affiliate marketing - Email marketing Meaning, Basics, Types and benefits. Mobile Marketing-Definition & Types. Introduction to Affiliate Marketing- Need & Skills required. **VIDEO MARKETING and BLOGGING:** Introduction to Video Marketing, Types, Strategy, Need, Benefits and Challenges. Blogs- Meaning, Importance, Issues and Challenges. Case studies on digital marketing.

UNIT-V- Metrics of social media marketing: What is to be measured- Parameters to measure impact volume, reach and Engagement (engagement rates, engagement metrics). Influence, share of voice (volume and sentiment), referrals and conversions, response rate and time.

3. COURSE OUTCOMES

1. DEFINE the key concepts in Social Media Marketing
2. DISCUSS and DIFFERENTIATE between various social media platforms and content designing Marketing strategies used for those
3. CHOOSE the appropriate tools for content designing as per the requirement of social media platform and target audience
4. EXPLAIN the factors to be considered for designing social media strategy or designing social media marketing campaign.
5. COMPARE various social media platforms and measure the impact of advertising or marketing through those.

4.Suggested Text Books

1. Internet age - Marketing with social media, Dr Apoorva Palkar, Amit Jadhav, Himalaya publication
2. Social Media Marketing – Tracy Tuten, Sage Publications
3. Social Media Marketing 1st Edition, Michael R. Solomon, Tracy Tuten - Pearson Education.
4. Social Media Marketing - A Strategic Approach 1st Edition, Nicholas Bormann, Donald Barker, Krista Neher, Melissa Barker - Cengage.
5. Social Media Marketing All-in-One for Dummies, Zimmerman Jan - John Wiley and Sons Inc.
6. Fundamentals of Digital Marketing – Puneet Bhatia
8. Digital Marketing: From Fundamentals to Future Swamithan T N, Karthik Kumar

5.Suggested reference Books

1. Advance Social Media Marketing--Tom Funk.
2. Social media marketing for dummies-- Shiv Singh
3. Marketing and Social Media – A guide for libraries, museums and archives – Christie Koontz and Lorrie Mon, Rowman and Littlefield.
4. Social Media & Mobile Marketing: (Includes Online Worksheets), Puneet Singh Bhatia – Wiley.
5. Social Media Marketing, Kristina Lane - Lap Lambert Publishing.

DM- 307 SPSS Lab

Statistics in the social sciences involves the collection, analysis, interpretation, and presentation of data to answer questions about the social world. The specific topics covered in this course include data description, statistical inference, hypothesis testing, analysis of association and variance, an introduction to regression analysis, and a basic understanding of computer-based statistical software. Students will learn how statistics can help them to answer questions about the social world and enhance their ability to think through problems.

Upon completing this course student will be able to:

1. Describe the structure and characteristics of statistical data;
2. Calculate and interpret measures of central tendency and variability in statistical data;
3. Assess the strength of association between sociological variables;
4. Determine whether observed statistical patterns and associations are generalizable to the larger social world;
5. Achieve a basic understanding of statistical and database computer software;

6. Identify and carryout basic statistical analyses used in sociological inquiry;
7. Become a critical consumer who can assess the validity of the data, graphs, charts, and statistics.
8. Undertake basic exploratory data analysis and interpret the results
9. Carry out simple significance testing
10. Control the operation of SPSS and manage their files and output
11. Use SPSS syntax to automate routines.

- Introduction, Basics, Starting SPSS, Navigating, Data Editor, SPSS Viewer, Getting your data in Opening an Excel file, Manually entering data, Opening an existing SPSS file, Saving your work
- Cutting and pasting, Exporting, Describing data, Frequency distributions, Parametric vs. Non-parametric statistics, Normality, Homogeneity of Variance
- Frequency Distributions and Descriptive Statistics, Graphing, Z-Scores, T-Tests, ANOVA, Correlation and Regression, Data Analysis, Analyzing Frequencies: Chi-square, Comparing two groups
- T-tests, Paired T-tests, comparing two groups – Non-parametric, Two independent groups: Mann-Whitney U, Paired groups: Wilcoxon Signed Rank Test, Testing associations between continuous variables, Correlation.
- Parametric: Pearson correlation coefficient, Nonparametric: Spearman's rho, Getting Started with SPSS, Describing Data I, Describing Data II

A First Look at Some Sociological Data, Exploring Relationships, Regression, More on Relationships, A First Look at Experimental Design, Central Limit Theorem, Building Confidence In Confidence Intervals

Concepts in Hypothesis Testing, Two Group Inference, Population Means, Comparing two Population Means, Comparing Multiple, Groups – Parametric, One-Way Analysis of Variance (ANOVA), and Additional Topics: Post-hoc tests (Multiple comparison test)

DM – 308 PRACTICE SCHOOL LAB – III

In this semester, the practice school theme will remain same as earlier. Students need to do both the activities after the classroom study and these activities will be selected by competent authority. The details need to be submitted online on university portal.

I. Industry Interaction

Students need to work 3 hours/week in an organisation, preferably having turnover more than 20 lakhs and have more than 20 employees

Along with the points mentioned in practice school in second semester, students will work on the topic as per the elective chosen for specialization to understand the practical aspect related with it.

II. Social Responsibility

Being a responsible citizen, student has to work for any relevant social & environmental issue.

- a. Contribution to increasing the income of any street vendor or any needy person from underprivileged section of the society.
- b. Cleanliness Campaign, plantation and care of plants.
- c. Donation of his/her belongings which is of no use to him/her to needy ones
- d. Conservation of natural resources (soil, natural resources, plants and animals)
- e. Girl child and women safety and empowerment.
- f. Blood donations and help of needy people at hospitals
- g. Educating the street children or in schools when and where needed
- h. Skits/Nukkad-Natak on any topic of social or environmental concern
- i. Any other activity related to society welfare and environment.

DM-309 SUMMER INTERNSHIP PROJECT REPORT & VIVA VOCE

1. COURSE OBJECTIVES

1. To provide an opportunity for students to apply theoretical concepts in real life situations at the work place;
2. To familiarize students about corporate culture and enable them to learn resilience, goal orientation and resource management.

2. COURSE CONTENTS

Students are required to join 8 weeks Summer Internship work in field/industry after second semester and shall submit a report of the same at the end of third semester. The important points to be considered are:

1. Summer Internship shall be related to his/her subjects/specialization of MBA or to any other functional area. An internal mentor/guide shall be appointed for each student. It is mandatory for the student to seek advance written approval from the internal mentor and Head of Department about the topic and organization before commencing the Summer Internship. Internal mentor/guide needs to take regular update during the period to evaluate the actual working of the student.
2. The students need to submit the report within 2 weeks' time after completion of summer training period. And this report will be evaluated via internal and external Viva-Voce.
3. The report shall be handwritten and should not exceed 40 pages along with daily diary (works accomplished with date)
4. Summer Internship can be carried out in any Company, Voluntary Organization, NGO, MSME, Public Sector Units, Society, and Cooperative etc. on any research project.
5. The work may be based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry.

3. STRUCTURE OF THE REPORT

A. Cover Page

B. Two certificates

1. Certified by the Respective Faculty Guide & Head of the Department(Certificate I)
2. Certificate from the Industry (on company's letter head) (Certificate II)

C. Chapterization -

1. Executive Summary

2. Introduction – Introduction of the Project

3. Organization Profile - Organization where the student has undergone training including the brief history of the organization, its structure, performance products/services and problems faced.

4. Research Methodology - Outline of the problem/task undertaken

5. Research Analysis - with relevant activity charts, tables, graphs, diagrams, etc.

6. Conclusion - including Suggestion, Recommendations (if any), Student Learning and Acknowledgement to the Concerns

7. References - in appropriate Referencing Styles. (APA, MLA, Harvard, Chicago Style etc.)

CERTIFICATE -I

This is to certify that (Name of the Student), bearing Roll No (xxxx), is a bonafide student of Master of Business Administration Course of the Institute (Batch), affiliated to Bikaner Technical University, Bikaner, Rajasthan.

Summer Internship on “(Title of Report)” is prepared by him/her under the guidance of (Name of the Guide), in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Bikaner Technical University, Bikaner, Rajasthan.

Signature of Internal Guide

Signature of HOD

CERTIFICATE -II

Certificate from the Industry (on company's letter head)

DM-401 EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT

1.Course Objectives

1. To give students an exposure to the VUCA environment of International Business
2. To provide in-depth understanding of digital transformation on business processes
3. To understand the impact of Industry 4.0 has on the context of International Business
4. To understand in detail, the shifts taking place in the Political, Economic, Social and Technological environments that are shaping business realities
5. To understand the changing role of International Organizations and changing dynamics in Geo Politics.

2. Course Content

Industry 4.0 and Digital Transformation

UNIT-I -Meaning and Nature of Industry 4.0 and Latest Trends. Realignment in Political, Economic, Socio- Cultural, Technological Factors that are driving change in International Business Management, the changing nature of Globalization, The changing nature of regulatory environment, natural environment, new age ethics. Overview of Digital Transformation.

UNIT-II -Emerging Technologies as Drivers of Global Business

Artificial Intelligence- Machine Learning, Deep Learning Singularity – Time Lines and Implication. Augmented Reality, Virtual Reality and Mixed Reality and Applications. Block chain – Concepts and Industrial Applications, Challenges in adopting Block chain. Additive Manufacturing: Advantages and Disadvantages, new applications of additive manufacturing, impact of additive manufacturing on supply chain management, mass customization and the customer experience. Introduction of Neuroscience in Business. Internet of Things (IoT).

UNIT-III -New Age Economies

Circular Economy- Concept of Circular Economy, difference between Linear and Circular Economy, Role of Circular Economy in Sustainable Business and Innovation. Behavioral Economics- Core Concepts of Behavioral Economics, Nudging and Choice Architecture, Ethical Concerns of Behavioral Economics. Economic Nationalism -Nature of Economic Nationalism, Contemporary Cases in Economic Nationalism, Future of Economic Integration. Sharing Economy– New Business Models , Characteristics , Difference Between Platforms and Traditional Business Models, Different Types of Platforms , implications on future of work.

UNIT-IV- Changing Natures of Global Politics

Identity Politics – Issues & Challenges, The Rise of Authoritarianism and what that means for geo politics, Reviving Democratic Ideals, The Rise of China and its impact on global trade.

UNIT-V- Social, Cultural and Global Challenges

Diversity of different generations in the workplace, issue of inter-generational equity. Migration– Political, Economic and Human Rights Perspective, the Migrant Crisis in the EU. Climate Change – Political Dimensions of Climate Change, Plight and Issue of Climate Refugees, Sustainable Development Goals. **Rising Inequality:** Historical Context of Inequality and Social Unrest, Global Inequality, Social and Economic Reforms. Privacy in the Digital World – Complexity of Privacy Issues, Basics of GDPR (General Data Protection Regulation), Importance of Personal Data, Existential Threats – Five Types of Risks associated with AI , Need for New Age Ethics .

3.COURSE OUTCOMES

CO1: To get an overview of the changing context of International Business in the wake of Industry 4.0

CO2: Conceptual understanding of the new technologies that are driving change in business operations and strategy

CO3: Understand shifts in economic thought and its impact on business decisions.

CO4: Understand changing geo politics and analyses its impact on international Business

CO5: Critically think about issues and challenges in the Global World and find sustainable solutions

4. Suggested Readings

1.Kapoor, Mansi – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE Publishing India

2.Narendra Jadhav, New Age technology an Industrial Revolution 4.0(Konark Publisher)

3.Pranjal Sharma, India Automated (McMillan)

4.Kapoor, M – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE India

5.Arun Sundararajan, The Sharing Economy: The End of Employment and the Rise of Crowd- Based Capitalism (MIT Press)

6.Mark Van Rijmenam, The Organisation of Tomorrow: How AI, blockchain and analytics turn your business into a data organisation (Routledge)

7.Nitin Seth, Winning in Digital Age (Penguin)

DM-402 - BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND INDIAN ETHOS

1. COURSE OBJECTIVES

1. This course has been designed to create a mindset of value system among the students who are the future managers.

2. The course aims to sensitize the students on ethical standards.

3. The students will also be exposed to ethical problems and issues in various situations.

2. COURSE CONTENTS

UNIT-I Business Ethics: Meaning, Ethical Principles, Classification of Ethics-Descriptive, Analytic, Normative, Scope and Purpose of Ethics, Business Ethics and Management, Business Ethics and Moral Obligations, Importance of Ethics & Moral Standards.

Gandhian approach in Management & Trusteeship: Introduction to the Concept of Satya and Ahinsa, The Uniqueness of Gandhiji's Interpretation of Satya and Ahinsa, Gandhian Trusteeship as an Instrument of Human Dignity, Relevance of Trusteeship Principle in Modern Business.

UNIT-II- Ethical Issues: Ethics in Management, Marketing, Advertisements, Finance, Investments, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama. **Indian Values-** Relevance of values, Values at the Indian Work Place, Indian Perspective of Values for Managers, Universality of Values, Secular Values and Rationality.

UNIT-III- Corporate Social Responsibility and Corporate Governance: Nature, Scope & Importance of Corporate Social Responsibility for Business, Meaning and Definition of Corporate Governance, Need for Corporate Governance, Excellence Through Corporate Governance.

UNIT-IV- Indian Ethos: Relevance of Indian Ethos, Salient features of Indian Ethos, Evolution of Indian Management Thought, Difference between Western Management Thought and Indian Management Thought. **Module Relevance of Bhagvad Gita:** An Overview of Bhagvad Gita, Selective Extracts from Gita Relevant for Modern Day Managers, Modern Management Concept- A Relook from Gita's Point of View.

UNIT-V- Ethical Decision Making: Theory of Guna Dynamics, The Doctrine of Karma, The Theory of Sanskaras, Ethical Elements of Group Decision Making, Ethics and the Indian Manager, Rational Brain Vs Holistic Spiritual Brain.

3. COURSE OUTCOMES

On successful completion of this course, student should be able to:

1. Understand Business ethics and Gandhian approach in management and trusteeship.
2. Understand the Indian values and corporate social responsibility.
3. Analyze the learning and understand Indian ethos and module relevance of Bhagvad Gita.
4. Understand the Ethical decision making.

4. BOOKS RECOMMENDED

1. V. Balachandran, V. Chandrasekaran, Corporate Governance, Ethics and social responsibility, PHI Learning Pvt. Ltd. 2011 or Latest.
2. S K Mandal, Ethics in Business and Corporate Governance, Tata McGraw Hill, 2011 or Latest.
3. Manuel G. Velasquez, Business Ethics concept and cases, PHI Learning Pvt. Ltd. 2012.
4. S K Chakraborty, Quality of worklife, Tata McGraw Hill.
5. Kesho Prasad, Corporate Governance, PHI Learning Pvt. Ltd. 2011.
6. U.C Mathur, Corporate Governance and business ethics MacMillan, 2009.
7. Keshav Prasad, Corporate Governance, Prentice Hall Learning, 2009.
8. Balachandran & Chandrasekaran, Corporate Governance & Social Responsibility, Printice Hall Learning, 2009.

5. PRACTICAL COMPONENT

1. To study values/ CSR Initiatives of any two companies representing two different sectors. Students are required to give presentations on the same.
2. Students to study Bhagvad Gita and extract out management concepts relevant in today's times.
3. Students to study an Indian Company and an MNC and compare their Corporate Social Responsibility initiatives.
4. The students may be given a term paper either individually or in group of 2 to 3 students on topic like:
 - a. Important tenets of Vedant and their implication for social and spiritual implications.
 - b. Significance of Values contained in Scriptures like Ramayana, Mahabharat, Bible, Quran, etc., for Social and Spiritual Welfare.

- c. Important Values subscribed by great Leaders like, Shivaji, Maharana Pratap, Mahatma Gandhi, Vivekanand, etc., and their significance in guiding Human Behaviour.
- d. Relevant values as practiced by corporate leaders like Lala Shree Ram, Seth Jammalalji Bajaj, Sir Jamschetji Tata, and their role in empire building.

DM-403 - PROJECT MANAGEMENT AND FINANCING FOR DIGITAL MARKETINF FIRMS

1.COURSE OBJECTIVES

1. To Explore students to all aspects of Project Management covering project identification formulation, planning, scheduling & control
2. To Enable students to acquire concepts, tools & techniques of project management
3. To inculcate in students the expertise required for formulating project ideas and projecting cash flows as well as evaluation of project proposals.
4. To Be able to incorporate risk sensitivity in the project appraisal decision (h) Develop an understanding of projects in the public domain with special reference to social cost benefit analysis and public private partnerships.

1.COURSE CONTENTS

UNIT-I Introduction to Project Management: Project management: concepts & types of projects, project organizations; Project management knowledge area. **Project life cycle:** Phases of Project Life Cycle. **Project appraisal:** Concept, Types of appraisal: Technical, Economic, Financial.

UNIT-II -Project scope management and break down structure: Project scope, creating work break down structure (WBS); responsibility matrix, Activity relationship, Sequencing, activity duration, schedule development, Resource estimation, allocation & Leveling. **Project networking:** PERT and CPM.

UNIT-III -Social Cost Benefit Analysis: Rationale, UNIDO, Little and Mirlees Approach, Case Studies related to SCB in the Indian scenario. **Arrangement of Funds:** Traditional sources of financing (Equity shares, preference shares, Debentures/bonds, loan from financial institutions), Alternative sources of financing (Foreign Issues, FDI & FII, ECB, Private Equity, Securitization, Venture Capital etc.), Public Private Partnerships: Forms, Guidelines, Problems, Issues

UNIT-IV -Project procurement and contract administration Types of project procurement; Project procurement planning, source selection, project purchase contracts; BOQ and SOQ preparation, Work contracts awards.

Project Quality Management: Definition of -Project quality planning, quality assurance and quality control, Tools and techniques for project Quality planning, quality assurance and quality.

Project Risk management: Project Risk Management: risk identification, risk quantification, Measuring risk; Contingency planning; scheduling resources; reducing project duration.

UNIT-V -Project Performance analysis and closure: Steps of Project Performance Analysis, Project Close-out, Steps for Closing the Project.

3. COURSE OUTCOMES

On successful completion of this course, student should be able to:

1. Understand project characteristics and various stages of a project.
2. Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
3. Analyze the learning and understand techniques for Project planning, scheduling and Execution Control. Apply the risk management plan and analyze the role of stakeholders.
4. Understand the contract management, Project Procurement, Service level Agreements and productivity.
5. Understand the How Subcontract Administration and Control are practiced in the Industry.

4. BOOKS RECOMMENDED

1. Project Management (Step by Step) – Larry Richman –PHI.
2. Project Management – Clifford F Gray , Erik W Larson- Mc Grawhill.
3. Project management (core text book) – Samuel J. Mantel, Scott M. shafer.
4. Project management & control –Singh & Narendra.
5. Pert & CPM – Dr BC Punmia, KK Khendelwal- Laxmi publication.
6. Project management – Desai, Vasant.
7. Project Management – K P Sharma- National publishing house- Dehli.
8. Project Management – M R Agrawal.
9. Fundamentals of Project Management - James P Lewis, Heritage Publishers, 2010.
10. Prasanna Chandra, Projects: Planning, Analysis, Financing, Implementation & Review, Tata Mc-Graw Hill, 2002.

5. SPECIAL NOTE/PRACTICAL COMPONENT

Case study related to project formulation & execution of chemical / petrochemical / automobile / building construction and / or event management

1. Example /case for project responsibility matrix.
2. Example / case for project appraisal.
3. Example / case for scope management.
4. Example / case for project Networking.

DM- 404 MOBILE AND E-MAIL MARKETING

1.Course Objective

The mobile and email marketing course would teach students how to effectively create mobile and marketing campaigns for small and medium enterprises as well as established brands and blue chip companies.

2.Course Content

UNIT-I -Introduction to Mobile Marketing: History, Definition, Scope, and Importance of Mobile marketing. Mobile Commerce - Definition, History, Scope, Characteristics, Applications, attributes and benefits of M-commerce. Growth and Future Prospects of M-Commerce. **Mobile Applications:** Mobile apps- Meaning, types & Importance. Mobile Gaming concept, Scenario in India and Future scope of online gaming. Text Message Marketing, Mobile advertising, Concept, types, advantages and limitations, Features of a good Mobile Marketing programme.(6+1)

UNIT-II -Mobile Payments and Mobile Entertainment: Mobile payments: Mobile wallets, mobile browser payments, in-app mobile payments, mobile or wireless credit card transfers. Mobile Payment Models, Mobile Payment Service Providers. Mobile entertainment: Definition, Indian Scenario, OTT platforms, Mobile TV and Live TV, Mobile music. Mobile banking- Features, types and benefits. Mobile FinTech.

UNIT-III -Mobile Marketing Strategies: Mobile marketing vs. traditional marketing, Integration of traditional marketing with mobile marketing campaigns. Mobile marketing campaign- Planning, Implementation and Optimization. Mobile engagement. **Privacy and security in Mobile marketing:** Major concerns/issues related to privacy and security in mobile marketing. Challenges and Best Practices in Mobile Marketing. Future scope for mobile marketing.

UNIT-IV -Introduction to E-mail Marketing: Meaning, Importance and reasons for increase in e-mail marketing. Process, Benefits and challenges in using E-mail Marketing; Introduction to Advanced Email Marketing; choosing an email service provider & the prerequisite. **Organizing the Mailing List:** Mailing List elements and concepts. Developing E-mails to Drive Results; Critical Design Factors; Utilize and Optimization of Preheader, Headline, and Call-toAction and Subject Lines. Subscriber List Management Strategies & related Issues. **Email Content:** Composing various types of e-mails, Newsletters and Announcements. Using images & videos. Landing Pages- Meaning, design & Factors to be considered. Development of a Brand Strategy through E-mail Marketing and integration with other digital tools

UNIT-V -Automating Emails and Spam Compliance: The Demonstrated Value of Automated Emails, Welcome e-mails. Date-Based Triggers, Action and Event Triggers. SPAM Testing and minimizing related complaints, Blacklisting.

Analyzing and tracking email marketing: Recognition and Rewards, Types of Tracking reports, Bounce Rates /Non-bounce rates, Open Rates & Click through rates. Tracking email data, Optimization of Call-to-action and Lead Capture

3.Course Outcome

- Introduction to Mobile Marketing
- Introduction to Email Marketing
- Email Campaign Execution
- Email Marketing Analytics
- Mobile Email Marketing

4.Suggested Text Books

- 1.Social Media and Mobile Marketing, Puneet Singh Bhatia, Wiley, New Delhi
2. A Beginners Guide to Mobile Marketing, Molly Garris and Karen Mishra, Business Expert press, New York.
3. Email Marketing in a Digital World: The Basics and Beyond by Jason Smith
4. Hillstrom's Email Marketing Excellence by Kevin Hillstrom

5.Suggested Reference Books

- 1.Digital Marketing 2.0, RushenChahal, Prof. JayantaChakraborti, Himalaya Publication, India.
2. Go Mobile, Jeanne Hopkins, JamieTurner, Wiley Publications,New Jersey.
- 3.The Rebel's Guide to Email Marketing: Grow Your List, Break the Rules, and Win By DJ Waldow, Jason Falls
4. 300 Email Marketing Tips: Critical Advice and strategy to turn subscribers into buyers and grow a six-figure business by MeeraKothand

DM – 405 Search Engine Marketing and Ad Campaign

1.Course Objectives:

1. Examine SEO's Position as a Fundamental Building Block for Online Marketing
2. Explain the Basic Components of On-Page and Off-Page Optimization
3. Identify and appropriately apply Fundamental Factors That Result in Achieving Top Search Engine Rankings
4. Develop a Toolset to Assist in Current and Future Optimization Efforts

2. Course Contents

UNIT-I -Introduction to SEM/Fundamentals of SEM: Search Engine Marketing (SEM), Understanding Google Search, Comparison between SEO and SEM, Terminologies associated to SEM, Search Engine Results Page (SERP), Organic Reach, Google Display Network (GDN).

Introduction to KEY SEM Tools: Understanding key SEM Tools – Overview, Characteristics, and Usage process. Microsoft Bing Ads, The Google SEM tools Portfolio -Google AdSense, Google Admob, Googlefor Retail, Google Digital Garage, Google Shopping Campaign, Word Stream, Key Terms

UNIT-II- Search Engine Optimization: Introduction to SEO concept and role in digital marketing: Understanding **Search Engine Optimization:** Search Engine Optimization (SEO), Features of SEO, Significance of SEO. Model used in Digital Marketing, The Five Stage AACRO POEM model, Inverted Pyramid in SEOS, Content Drilldown, E3model, **Search Engine Optimization Tools/Analysis:** Key SEO tools, Application and Functions Google Domain, Google my business, Google Search Console, Google Trends, Google Tag manager,

SEM Rush, Domain Authority Score, Google Ads, Google Analytics, Google Marketing Platform, Word stream advisor.

UNIT-III -Inbound Marketing: Essentials of an Effective Inbound Strategy, Optimizing Your Website for Search Engines, Convert Visitors in Leads, Creating Content with a Purpose, Lead & its generation online, Relevant Lead and Converting Visitors into Lead, Converting Leads into Sales, Key Terms.**Role of Search Engine Advertising in SEM and application with Google Ads:** Understanding Ad Placement, Understanding Ad Ranks role and importance. Understanding working of Google ads, Enhancing the Google Ad Campaign through Key words. Key terms of Search Engine Advertising., Key Terms

UNIT-IV - Steps in Creating Ad Campaign: Goal Setting of the Digital Marketing Ad Campaign, Deciding the target customer audience of the campaign, Creating Ad Campaign Message, Budget Setting. Going Live with the Ad Campaign, Monitoring and evaluation of the Ad campaign, Key Terms

UNIT-V Monitoring Budget and performance in SEM: Essentials of formulating SEM budget, Cost Estimation, Cost Elements, performance matrices. PPC, CPA, CTR, KPI, CPI,CTA, CPC, Bounce Rate, Exit Rate. Usage of Google. **Creating Ad Campaign through SEM Tools and Display Advertising:** Creating Ad Campaign Roadmap/ Plan through Google SEM Tools, Introduction to Key Display Advertising Types -Banner Ads, Image Ads, Video Ads, Rich Media Ads, Understanding Display Plan Process, Key Terms

3.Course Outcomes

- Knowledge of the key SEM tools
- Summarize usage process of key SEM Tools
- Utilise the characteristics of Key SEM Tools in given digital marketing problem
- Compare the essentials for application of appropriate SEM tools for a given digital marketing problem/situation.
- Interpret the digital marketing campaign effectiveness.
- Choose Appropriate SEM Tool for different digital marketing situations including B2C and B2B

4.Suggested Text Books

1. Search Engine Marketing, Andreas Ramos, Stephanie Cota, McGraw Hill Publications 2008
2. Introduction to Search Engine Marketing and AdWords: A Guide for Absolute Beginners 1st ed. Edition, Kindle Edition, 2017
3. Internet Marketing, Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston, Richard Mayer, Pearson Education.

5.Suggested Reference Books

1. Digital Marketing, Prof. Seema Gupta, Mcgraw Hill Publications.
2. E- Marketing by Judy Strauss, Adel Ansary, Raymond Frost, Prentice Hall.
3. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky.
4. Search Engine Optimisation and Marketing- A Recipe for Success in Digital Marketing, Shubhankar Das, CRC Press, 2021

DM – 406 BUILDING DIGITAL BRANDS AND DIGITAL MARKETING CHANNEL

1. Course Objectives:

1. Explain the digital brand and digital marketing channel
2. Identify Essential elements for making digital brands work
3. Develop a Toolset to Assist in digital branding and channel

2. Course Content

UNIT-I -Introduction to Digital Brands: Meaning, Concept, Definition, role and significance of Digital Brands in Modern Marketing. Characteristics, Integration, Accessibility & Connectivity aspects in Digital Brands **Components of Digital Brands:** Logo, Website, Brand messaging, SEO, Social media, Online advertising Content marketing, Influencer marketing, key benefits

UNIT-II- Applications of Digital Branding: Digital Branding in the Virtual world, interfaces with Automation, Social media, Online, Content marketing and Influencer marketing **Technology and Digital Branding:** Application of Advanced Technological components in Digital Branding. Pink cow concept, Technological tools for effective Digital Branding, examples of Digital Branding

UNIT-III- Digital Branding trends for the future: Essential elements for making digital brands work. Relationship of digital brands with SEO & SEM **Channel Basics:** The Importance of Marketing Channel Strategies, key Channel functions, changing channel landscape, Digital channels- websites, email, mobile, mobile app, blogs, paid searches, review sites, social channels, Auditing Marketing Channels

UNIT-IV- Power of channels- Power as a tool, Sources of channel power, dependence- inter dependence, power-based influence strategies, Omni channel ecosystem & power **Digital channel relationships-** Why Do Relationships Matter in Marketing Channels? Upstream, downstream channel relationship, building channel commitment, channel trust & channel relationship cycle, Value added functions of channels members

UNIT-V- Channel Management issues (conflicts) - transactional intermediaries & infomediaries, Channel cooperation, nature & type of conflicts, unwanted channels- gray markets, the intermediation/disintermediation- re-intermediation cycle. **Omni Channel strategy** - Omni-channels, Distinction Between Multi-Channel and Omni-Channel Marketing Strategies for product & service companies, cross channel shopping, altered shopping norms, Key Challenges of the Omni-Channel Approach, The Four Pillars of an Omni-Channel Strategy

3. COURSE OUTCOMES

On successful completion of this course, student should be able to:

1. Understand digital brand and digital marketing channel.
2. Understand the conceptual clarity about power of channel and branding
3. Analyze the learning and understand techniques for developing digital -branding and managing channels

4. Suggested Reference Books

1. Marketing Channel Strategy- An Omni-Channel Approach by Robert W. Palmatier, Eugene Sivadas, Louis W. Stern, and Adel I. El-Ansary, Routledge Publication, 9th edition
2. Marketing Channels: A management view by Bert Rosenbloom, Thomson publication, 8th edition.
3. E-business: Organizational & technical foundations by Michael Papazoglou& Pieter Ribbers, Wiley Publication
- 4.. Understanding Digital Marketing: - Teresa Pineiro-Otero and Xabier Martinez-Rolan
5. Understanding Digital Marketing Author Damian Ryan, Calvin Jones 3. Netmark's 2016 Guide to the6 fundamentals of Digital Marketing.

DM -407 MARKETING STRATEGY IN DIGITAL AGE

1.Course Objectives:

1. Examine the role of Marketing Strategy in Digital Age
2. Explain the Basic Components of marketing strategies
3. Identify and appropriately apply Fundamental Factors That help to make marketing strategies
4. Implementing and controlling the marketing strategies

2.Course Content

UNIT-I -Overview of Marketing Strategy in Digital Age: Concept and Significance of Marketing Strategy; Process of Formulating and Implementing Marketing Strategy – Market Opportunity Analysis, Setting Marketing Objectives, Formulation, Implementation and Control of Marketing Strategy. **Evolution of Marketing: From Marketing 1.0 to Marketing 5.0;** Process of Formulating and Implementing Marketing Strategy in Digital Age – Situation Analysis, Setting Digital Marketing Objectives, Formulation, Implementation and Control for Digital Marketing Strategy; Introduction to 4R Framework – Recognize, Reach, Relationship and Return.

UNIT-II -Situation Analysis and Setting of Digital Marketing Objectives: Analysis of Digital Marketing Environment: Online Macro Environment – Technological, Economic, Political, Legal, Social & Cultural etc., Online Micro Environment – Digital Consumer Behavior, Digital Profiling and Recognition of Consumers, Customer Journey Map, Competitor Analysis, Intermediary Analysis; Role and Tools of Digital Marketing Research; Internal Audit for Digital Marketing, Resource Analysis, Stage Models for Digital Marketing Capability, SWOC Analysis, Setting of Digital Marketing Objectives – Online Revenue Contribution, Setting SMART Objectives, Frameworks of Objective Setting.

UNIT-III -Formulation of Digital Marketing Strategy: Market and Product Development Strategies, Business and Revenue Models Strategies, Segmentation, Targeting and Positioning Strategies in Digital Age, Product Strategy, Customer Service Strategy, Digital Branding Strategy, Pricing Strategy, Communications Strategy, Distribution Strategy, Methods of Delivery of Digital Information, Coverage and Reach of Digital Information, From Owned Media, Paid Media and Earned Media to Mixture, Customer Engagement Strategy, Social Media Strategy, e-CRM Strategy

UNIT-IV -Implementation of Digital Marketing Strategy: Delivering the Online Customer Experience – Website Design and Development, Designing the User Experience, Development

and Testing of Content; Campaign Planning Process for Digital Media – Goal Setting and Tracking, Campaign Insight, Segmentation and Targeting, Offer and Message Development, Budgeting and Selecting Digital Media Mix, Integration into Overall Media Plan

UNIT-V -Organization and Control of Digital Marketing Strategy: Organizational Platform for Digital Marketing – Organizational Structures in Digital Age, Journey of Marketing Organizations, Principles of New Marketing Organizations, Organizational Capabilities (7S Framework) and Governance, Reorganizing Marketing Structures; Management and Measurement of Digital Marketing Performance – Creating Performance Management System, Methods of Realizing Returns in Digital Marketing, Digital Marketing Performance Metrics Framework, Role of Digital Analytics, Tools and Techniques for Collecting Metrics and Summarizing Results.

3. COURSE OUTCOMES

On successful completion of this course, student should be able to:

1. Understanding the marketing strategies.
2. Understand the conceptual clarity about making the marketing strategies in digital era.
3. Understanding formulating, implementing and controlling the marketing strategies
4. Understand the How Subcontract Administration and Control are practiced in the Industry.

4.Suggested Text Books

- 1) Digital Marketing: Strategy, Implementation and Practice by Dave Caffey, Fiona Ellis-Chadwick, Pearson Education Ltd., UK, Sixth Edition.
- 2) Marketing Strategy in the Digital Age: Applying Kotler’s Strategies to Digital Marketing by Milton Kotler, Tiger Cao, Sam Wang, Collen Qiao, World Scientific Publishing Co. Ltd., Singapore.

5.Suggested Reference Books

- 1) Strategic Marketing for the Digital Age by Bill Bishop, NTC Publishing Group, US.
- 2) Digital Marketing Strategy by Simon Kingsnorth, Kogan Page Ltd., UK.
- 3) Digital Marketing Strategy- Text and Cases, Glen Urban, Pearson, UK.

DM-408 - PRACTICE SCHOOL LAB – IV

In this semester, the practice school theme will remain same as earlier. Students need to do both the activities after the classroom study and these activities will be selected by competent authority. The details need to be submitted online on university portal.

I. Industry Interaction

Students need to work 3 hours/week in an organisation, preferably having turnover more than 20 lakhs and have more than 20 employees.

Along with the points mentioned in practice school in third semester, students will work on a live problem of the organisation as per the elective chosen.

II. Social Responsibility

Being a responsible citizen, student has to work for any relevant social & environmental issue.

- a. Contribution to increasing the income of any street vendor or any needy person from underprivileged section of the society.
- b. Cleanliness Campaign, plantation and care of plants.
- c. Donation of his/her belongings which is of no use to him/her to needy ones

- d. Conservation of natural resources (soil, natural resources, plants and animals)
- e. Girl child and women safety and empowerment.
- f. Blood donations and help of needy people at hospitals
- g. Educating the street children or in schools when and where needed
- h. Skits/Nukkad-Natak on any topic of social or environmental concern
- i. Any other activity related to society welfare and environment.

DM-409 RESEARCH PROJECT REPORT AND VIVA VOCE

Guiding principle behind Project/Field Work would be improvement in knowledge/skills and employability of the students and emphasis would be on practical/field work on any project.

Students would also be allowed for Project/Field Work in research institutes if they indicate profound interest in academics/research.

The opportunity for the whole semester Project/Field Work is subjected to the student getting a suitable and justifiable project work. The permission shall be granted only on merit of the problem statement and the proposed organization.

The student is required to identify the Project/Field Work for which it is expected to collect data and carry out field testing. The student is required to submit planning/ flow chart to carry out the Project/Field Work and a detailed report with all data analysis and interpretation will be submitted to the external and internal mentor.

Approval of Project/ Field Work

The student who is required to undertake semester long Project/Field Work outside the college should present the approval letter from his proposed mentor as per the prescribed format, who shall forward it to HOD with his specific comments.

Head of Department would be the final authority to sanction the request for outstation Project/Field Work of any student.

Synopsis/Proposal of Project/ Field Work would be approved in an open house presentation in mandatory presence of Head of Department and Mentor, other faculty members and students can also attend the same. Outline of Synopsis is given in **Annexure –I**.

Monitoring

Students whose outstation Project /Field Work request is approved have to ensure that their joining reports are received by the department within 15 days of proposed date of joining in the format as given, failing which the Project/Field Work may deemed to be cancelled.

The concerned department should try to identify and request Adjunct Faculty/ Experts/ Alumni to guide and monitor the work of the students working nearby their location.

The students need to mail the monthly progress report signed by the official mentor to the faculty mentor with a copy to HOD.

The internal mentor should try to remain in touch with the students' project mentors via email/ phone to keep a watch on their progress.

Preparation of Report

Each student needs to prepare a comprehensive report of the work as per guidelines given in **Annexure –II**.

The final report needs to be submitted to the department at the end of the semester before the final external exam.

The report must not be more than 50 pages.

Feedback

The project external mentor should fill an online feedback form at the end of the duration of Project Field Work.

The student should also fill a feedback form regarding his/ her experience during the Project/Field Work, for future reference of the department.

Certification

After successful completion of Project/Field Work, a certificate should be provided by the host institute to the student with specific comment about his/ her performance.

The department will also provide a certificate to the student mentioning the duration and place of Project Field Work and the title.

Evaluation of Project Field Work

The final end term exam/evaluation would be done based on presentation given by student and viva voce at the end of Industrial/Field Project assessed by a panel of at least two examiners in which one is internal mentor and the other one is subject expert appointed by the University.

Annexure – I – Synopsis

BIKANER TECHNICAL UNIVERSITY, BIKANER

Name of Affiliated College

Synopsis

1. Name of Scholar:
2. Title of the Research:
3. Organisation
4. Area of study:
5. Name of Guide/Mentor (internal):
6. Name of Guide/Mentor (external):
7. Introduction:
8. Review of Literature:
9. Objectives of study:
10. Research Methodology of study:
11. Bibliography:

Annexure – II – Project Report Guidelines

Project Work Report on

(Title of the Report) (*Times New Roman, 20 Points, Bold, CAPS*)

By

(Student Name)

(Roll No) (*Times New Roman, 18 Points, Bold*)

Submitted to

BIKANER TECHNICAL UNIVERSITY

(Times New Roman, 20 Points, Bold, CAPS)



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION (*Times New Roman, 14 Points, Bold,*
CAPS)

Under the guidance of

INTERNAL GUIDE (*Times New Roman, 12 Points, Bold, CAPS*) **EXTERNAL GUIDE**
(Name) (Name) (Name)
(Designation) (Designation)

Department of MBA (Institute name with City) *Times New Roman, 12 Points, Bold*
(Batch)

CERTIFICATE

This is to certify that **(Name of the Student)** bearing Roll No **(xxxx)**, is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Bikaner Technical University, Bikaner, Rajasthan.

Project Work report on “**(Title of Report)**” is prepared by him/her under the guidance of **(Name of the Guide)**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Bikaner Technical University, Bikaner, Rajasthan.

Signature of Internal Guide

Signature of HOD

Place:

DECLARATION

I, **(Student Name)** , hereby declare that this written submission of Project Work report entitled “**(Title)** ”with reference to “**(Organization with place)**” under the guidance of **(Internal Guide Name with designation)**, faculty of M.B.A Department, **(Institute name)** and external assistance by **(External Guide Name, Designation and Organization)**, represents my ideas in my own words and where others’ ideas or words hve been included, I have adequestly cited and refereced the original sources, I also declare that I have adhered to all principals of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I

understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature of the student
Name of the student
Roll No. of the student

Date:

Counter Signature by
Mentor/ Supervisor

Date:

REPORT STRUCTURE

- Cover Page with Title and other details
- Certificates and Declaration
- Preface
- Acknowledgements

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Note: The text of body will be of Times New Roman 12 points and the heading will be of Times New Roman, 14 points or above as per the types of heading 1, 2 3, or so on, Bold