

Babu Banarasi Das University Lucknow

SCHOOL OF MANAGEMENT

Course Curriculum

Bachelor of Business Administration (Marketing)

(As Per National Education Policy 2020)

[Effective from Academic Batch: 2026-27]

Programme Curriculum of Bachelor of Business Administration– Marketing**Version Control**

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BACHELOR OF BUSINESS ADMINISTRATION (Marketing)

BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)

INTRODUCTION

BBA (Marketing) is a three/four- year undergraduate programmed with multiple entry and exit options, which aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The courses of the programme are divided into six categories namely **Discipline Specific Course - Core Courses (DSC)**, **Discipline Specific Elective- Core Course (DSE)**, **Generic Elective Courses- Minor Courses (GE)**, **Co-Curricular Courses (CC)** which includes (Multidisciplinary Course and Ability Enhancement Course); **Vocational Courses (VC)** which includes **AIPCM** (Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC) and Value-Added Courses and last category of **Dissertation Report**.

The structure of the programme is designed in a way that students have to study the core courses from different functional areas of management as well as from marketing specialization that are made compulsory. Right from the beginning of the programme, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, role plays etc. keeping in mind the current business scenario.

The programme focuses on developing marketing knowledge, branding skills, consumer understanding, digital marketing orientation, communication abilities, creativity, analytical thinking and entrepreneurial mindset required in modern business organizations.

A Research Project has to be submitted as part of the compulsory courses of sixth semester.

DEFINITIONS

1. Academic Credit- An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to fifteen contact hours or thirty contact hours of practical work/ field work.

2. Courses of Study – Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs), Discipline Specific Electives (DSEs) and Generic Electives (GEs).

a. Discipline Specific Core (DSC): Discipline Specific Core is a course of study, which should be pursued by a student as a mandatory requirement of his/her programme of study.

b. Discipline Specific Elective (DSE): The Discipline Specific Electives (DSEs) shall be a pool of credit courses related to marketing specialization such as digital marketing, retail management, consumer behaviour, advertising, branding and integrated marketing communication.

c. Generic Elective (GE): Generic Electives shall be a pool of courses which is meant to provide multidisciplinary or interdisciplinary education to students.

d. Co-Curricular Course and Vocational Course: These courses are designed to provide skill-based instruction, practical exposure, communication abilities, ethics, soft skills and employability enhancement.

3. APPRENTICESHIP / INTERNSHIP / PROJECT / COMMUNITY OUTREACH / MOOC (AIPCM)

Apprenticeship/Field Study/Minor Project/Community Outreach/MOOC activities are included in the programme to enable students to have hands on experience in real life business situations. Students will be exposed to marketing activities, branding practices, sales operations, customer relationship management, retail practices and digital marketing strategies through internships and projects.

Summer Internship of two weeks duration after completion of the fourth semester shall form a part of the curriculum and provide practical exposure to the students.

RESEARCH PROJECT REPORT

In the 6th semester, candidates will have to submit a Research Project Report on a problem/topic assigned by the School of Management, BBD University under the supervision of a core faculty member of the department.

The student will submit hard bound copies of the report to the Head of the programme or to the Dean, School of Management. The report should ordinarily consist of approximately 75 typed pages in A4 size paper.

The evaluation shall be based on report writing, presentation and viva-voce examination.

GENERAL PROFICIENCY

In first four semesters, students will be assessed based on co-curricular activities, initiatives and general discipline as part of General Proficiency with one credit.

STUDENTS EXIT & ENTRY

Students exiting the Programme after securing required credits will be awarded Certificate or Diploma as per NEP 2020 guidelines. After successful completion of the third year, students will be awarded the BBA (Marketing) degree.

In the fourth year the students shall have the option to choose BBA (Marketing) (Hons.) with Internship or BBA (Marketing) (Hons.) with Research subject to university norms.

ELIGIBILITY CRITERIA

As per Babu Banarasi Das University norms.

ASSESSMENT AND EVALUATION OF COURSES

Assessment and evaluation of courses will be as per Babu Banarasi Das University guidelines.

CREDIT SYSTEM

Credit system will be followed during the entire programme curriculum. One credit will be equivalent to 15 contact hours for theory paper while one credit will be equivalent to 30 contact hours for practical/lab/field work.

PROGRAM OBJECTIVES (POs)

PO1	Management Knowledge: Students will acquire adequate understanding about management concepts and principles.
PO2	Business Analysis: Use the business and management knowledge gained to analyse the business problems and come up with viable solutions.
PO3	Communication: To impart knowledge to the students towards Business Communication for effective and Professional business management.
PO4	Entrepreneurship: Build the entrepreneurship acumen.

P05	Individual and Team Work: To inculcate the ability for leading a team and develop group behaviour in achievement of individual, group and organizational goals.
P06	Regulatory Framework: To understand and discuss the broad legal and regulatory framework governing business activities.
P07	Ethics: To recognize and solve business problems in an ethical manner for continuous development of business venture.
P08	Technology Orientation: To develop competency in the use of technology in modern organizational operations.
P09	Conduct Investigations: To stimulate an interest in research and its applications to find solutions for business problems.
P010	The Business Leader and Society: To provide an environment that challenges the students' mind through competitive education which emphasizes on inculcating values, thus transforming them into socially responsible managers and business leaders.
P011	Environment and Sustainability: Understand the relevant issues of environmental concern and sustainable development.
P012	Life Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PROGRAM SPECIFIC OBJECTIVES (PSOs)

PS01	Develop managerial and leadership capabilities by integrating marketing concepts, sales management skills, consumer behavior analysis, and strategic decision-making aligned with contemporary industry requirements.
PS02	Acquire and apply professional selling, negotiation, customer relationship management, and digital marketing competencies through both conventional and technology-driven marketing practices.

PROGRAMME STRUCTURE

The programme structure shall consist of Discipline Specific Core Courses (DSC), Discipline Specific Elective Courses (DSE), Generic Elective Courses (GE), Co-Curricular Courses (CC), Vocational Courses (VC), AIPCM, Dissertation/Internship and General Proficiency components distributed semester-wise as per NEP 2020.

CAREER OPPORTUNITIES

The programme prepares students for careers in Sales and Marketing, Digital Marketing, Advertising, Brand Management, Retail Management, Customer Relationship Management, Social Media Marketing, Marketing Analytics, E-Commerce and Business Development.

Bachelor of Business Administration-Marketing (BBAM) EVALUATION SCHEME

SEMESTER-I										
Theory/ Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1101	DSC-1	Marketing for Managers	4	0	0	40	60	100	4
Theory	NBBAM1102	DSC-2	Economics For Managers	4	0	0	40	60	100	4
Theory	NBBAM1103	DSC-3	Organizational Behavior & Principles of Management	4	0	0	40	60	100	4
Theory		GE-1	Any One	4	0	0	40	60	100	4
Theory		*CC-1	Co-Curricular Course	3	0	0	40	60	100	3
		**VC-1	Vocational Course	2	0	0	40	60	100	2
Practical	NGP1101		General Proficiency						100	1
Total									700	22

One Generic Elective (GE-1) can be opted from			
	Theory/Practical	Old Course Code	Course Title
GE-1	Theory	NGE17301	Essentials of IT and AI
	Theory	NGE17302	Investment Management
*CC-2	Theory		Communicative English/Ecological and Environmental Sustainability
**VC-1	Theory	NSMVC17301	Fundamentals of Business Organization

*/ **In Co-Curricular Course (CC) and Vocational Courses (VC) the student has the option to opt from various courses which are offered by other Schools of the University.

*University offers one course for the first semester either Communicative English or Ecological and Environmental Sustainability under the category of CC-1. The Syllabus will be offered by different schools of the university

**List of VC Courses offered by other schools will be provided centrally.

Bachelor of Business Administration-Marketing (BBAM) EVALUATION SCHEME

SEMESTER-II										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1201	DSC-4	Fundamentals of Accounting	4	0	0	40	60	100	4
Theory	NBBAM1202	DSC-5	Business Mathematics for Marketing Decisions	4	0	0	40	60	100	4
Theory	NBBAM1203	DSC-6	Integrated Marketing Communication	4	0	0	40	60	100	4
Theory		GE-2	Any One	4	0	0	40	60	100	4
Theory		*CC-2	Co-Curricular Course	3	0	0	40	60	100	3
		**VC-2	Vocational Course	2	0	0	40	60	100	2
Practical	NGP1201		General Proficiency						100	1
Total									700	22

One Generic Elective (GE-2) can be opted from			
ELECTIVE	Theory/Practical	Course Code	Course Title
GE-2	Theory	NGE17303	Business Environment
	Theory	NGE17304	Personal finance and Planning
*CC-2	Theory		Ecological and Environmental Sustainability/ Communicative English
	Theory		
**VC-2	Theory	NSMVC17302	Managing Organizational Diversity

*/ **In Co-Curricular Course (CC) and Vocational Courses (VC) the student has the option to opt from various courses which are offered by other Schools of the University.

*University offers one course for the second semester either Communicative English or Ecological and Environmental Sustainability under the category of CC-2 (Other than the course taught in semester one)

**List of VC Courses offered by other schools will be provided centrally.

Note: Students who wish to exit after securing 44 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Certificate

Bachelor of Business Administration-Marketing (BBAM)

EVALUATION SCHEME

SEMESTER-III										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1301	DSC-7	Operations Management	4	0	0	40	60	100	4
Theory	NBBAM1302	DSC-8	Quantitative Analysis for Management	4	0	0	40	60	100	4
Theory	NBBAM1303	DSC-9	Marketing of Services	4	0	0	40	60	100	4
Theory		GE-3	Any One	4	0	0	40	60	100	4
Theory		CC-3	Co-curricular Course	3	0	0	40	60	100	3
		VC-3	VC3 Or AIPCM	2	0	0	40	60	100	2
Practical	NGP1301		General Proficiency						100	1
Total									700	22

One Generic Elective (GE-3) can be opted from			
ELECTIVE	Theory/ Practical	Course Code	Course Title
GE-3	Theory	NGE17305	Financial Management
	Theory	NGE17306	Cyber Security
*CC-3	Theory	NSMCC17301	Leadership and Personality Development
**VC-3	Theory	NSMVC17303	Planning For New Ventures

*/ **In Co-Curricular Course (CC) and Vocational Courses (VC) the student has the option to opt from various courses which are offered by other Schools of the University.

*University offers one course for the third semester Digital Marketing under the category of CC-3

* The Syllabus will be offered by different schools of the university

Bachelor of Business Administration-Marketing (BBAM)

EVALUATION SCHEME

SEMESTER-IV										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1401	DSC-10	Human Resource Management (HRM)	4	0	0	40	60	100	4
Theory	NBBAM1402	DSC-11	Retail Marketing	4	0	0	40	60	100	4
Theory	NBBAM1403	DSC-12	Product and Brand Management	4	0	0	40	60	100	4
Theory		GE-4	Any One	4	0	0	40	60	100	4
Theory		CC-4	Co-curricular Course	3	0	0	40	60	100	3
		VC-4	VC4 Or AIPCM	2	0	0	40	60	100	2
Practical	NGP1401		General Proficiency						100	1
Total									700	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE-4	Theory	NGE17307	Consumer Behaviour
	Theory	NGE17308	E-Commerce
*CC-4	Theory	NSMCC17302	Business Law
**VC-4	Theory	NSMVC17304	Entrepreneurship & Small Business Management

*/ **In Co-Curricular Course (CC) and Vocational Courses (VC) the student has the option to opt from various courses which are offered by other Schools of the University.

*University offers one course for the fourth semester Business Law under the category of CC-4 (Other than the course taught in semester one)

* The Syllabus will be offered by different schools of the university

Note: Students who wish to exit after securing 88 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG diploma

**Bachelor of Business Administration-Marketing (BBAM)
EVALUATION SCHEME**

SEMESTER-V										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1501	DSC-13	Business Policy and Strategy	4	0	0	40	60	100	4
Theory	NBBAM1502	DSC-14	Sales and Distribution Management	4	0	0	40	60	100	4
Theory	NBBAM1503	DSC-15	Introduction to Logistics Management	4	0	0	40	60	100	4
Theory		GE-5	Any One	4	0	0	40	60	100	4
Theory		DSE-1	Any One	4	0	0	40	60	100	4
		VC-5	VC5 Or AIPCM	2	0	0	40	60	100	2
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-1	Theory	NDSE17301	Research Methodology
	Theory	NDSE17302	Digital Governance
GE-5			
	Theory	NGE17309	Social Media Marketing
	Theory	NGE17310	Mall Management
**VC-5	Theory	NSMVC17305	Digital Marketing

**In Vocational Courses (VC) the student has the option to opt from various courses which are offered by other Schools of the University.

**Bachelor of Business Administration-Marketing (BBAM)
EVALUATION SCHEME**

SEMESTER-VI										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1601	DSC-16	International Business	4	0	0	40	60	100	4
Theory	NBBAM1602	DSC-17	Supply Chain Management	4	0	0	40	60	100	4
Theory	NBBAM1603	DSC-18	Customer Relationship Management	4	0	0	40	60	100	4
Theory		GE-6	Any One	4	0	0	40	60	100	4
Theory		DSE-2	Any One	4	0	0	40	60	100	4
Practical		VC-6	Vocational Course	-	-	-	40	60	100	2
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-2	Theory	NDSE17303	Business Ethics & Indian Value System
	Theory	NDSE17304	Export Import Management
GE – 6	Theory	NGE17311	System Analysis and Design
	Theory	NGE17312	Rural Marketing
VC-6		NSMVC17306	Research Project Report

Note: Students who wish to exit after securing 132 credits in the first Six semesters will be awarded a UG degree in BBA Marketing.

Bachelor of Business Administration-Marketing (BBAM)
EVALUATION SCHEME

SEMESTER-VII										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1701	DSC-19	Digital Marketing and AI Applications	4	0	0	40	60	100	4
Theory		GE-7	Any One	4	0	0	40	60	100	4
Theory		DSE-3	Any One	4	0	0	40	60	100	4
Theory		DSE-4	Any One	4	0	0	40	60	100	4
Theory			Dissertation/ Internship	-	-	-	80	120	200	6
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-3	Theory	NDSE17305	Event Management
	Theory	NDSE17306	Data Base Management System
DSE-4	Theory	NDSE17307	Marketing Research
	Theory	NDSE17308	Indian Economy
GE – 7	Theory	NGE17313	People Management
	Theory	NGE17314	Creativity and Design Thinking

Bachelor of Business Administration-Marketing (BBAM)
EVALUATION SCHEME

SEMESTER-VIII										
Theory/ Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAM1801	DSC-19	Global Marketing Management	4	0	0	40	60	100	4
Theory			Anyone	4	0	0	40	60	100	4
Theory			Anyone	4	0	0	40	60	100	4
Theory			Any One	4	0	0	40	60	100	4
Theory			Dissertation/ Internship	-	-	-	80	120	200	6
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-5	Theory	NDSE17309	Security Analysis and Portfolio Management
	Theory	NDSE17310	Goods & Services Tax
DSE-6	Theory	NDSE17311	Advertising and Sales Promotion Tools
	Theory	NDSE17312	Auditing
GE – 8	Theory	NGE17315	Industrial Relations and Labour Codes
	Theory	NGE17316	Good Governance

Note: Students who wish to exit after securing 176 credits in the overall program will be awarded a UG degree BBA-Marketing with Honors in Research/ Internship

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		I	
Course Name	Marketing for Managers	L	T	P	Credit
Course Code	NBBAM1101	4	0	0	4
Course Objectives	To develop foundational understanding of marketing principles, consumer behavior analysis, and contemporary digital marketing practices, while integrating AI-driven tools and techniques to prepare students for data-informed marketing decision-making in modern business environments.				
Course Outcomes					
CO1	Explain the core concepts of marketing, its evolution, and analyze the role of marketing in managerial decision-making.				
CO2	Analyze consumer behaviour patterns and evaluate market segmentation, targeting, and positioning strategies.				
CO3	Apply the Marketing Mix to design and justify product, pricing, distribution, and promotion strategies for different market scenarios.				
CO4	Evaluate digital marketing strategies and AI-driven marketing tools in marketing and contemporary business contexts				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Fundamentals of Marketing Management Definition, nature, scope, and importance of marketing; evolution from production to societal concept. marketing environment: micro and macro factors. marketing research: process and tools. Strategic marketing planning: mission, objectives, and marketing strategies. Introduction to the marketing mix: 4Ps and 7Ps framework.	15	CO1
2	Module II: Consumer Behaviour and Market Segmentation:- Nature and significance of consumer behaviour. Types: Buying decision process: need recognition, information search, evaluation, purchase decision, and post-purchase behaviour. Influencing factors: cultural, social, personal, and psychological. Market Segmentation: Concept and importance. Bases: demographic, geographic, psychographic, and behavioural segmentation. Targeting and Positioning: Targeting strategies: Positioning: concept, positioning strategies, and differentiation approaches.	15	CO2
3	Module III: Marketing Mix — Product, Price, Place and Promotion:- Product decisions: product levels, classification, product life cycle, new product development. Branding, packaging, labelling, and after-sales services. Pricing: objectives, factors, methods Distribution channels: types, intermediaries, physical distribution. Promotion mix: advertising, personal selling, sales promotion, public relations, and direct marketing.	15	CO3

4	Module IV: Contemporary Marketing Practices and AI Applications:- SEO and SEM fundamentals. Social media marketing and content marketing strategies. Email marketing and marketing automation tools. Green marketing and sustainable branding. Influencer marketing and user-generated content. AI in digital marketing: personalization, customer segmentation, and predictive analytics. AI-powered chatbots and virtual assistants for customer engagement. AI tools for content creation and campaign optimization.	15	CO4
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Suggested Readings

1. Kotler, P., & Keller, K.L. (2022). *Marketing management* (16th ed.). Pearson Education.
2. Ramaswamy, V. S., & Nama kumari, S. (2021). *Marketing management: Global perspective, Indian context* (6th ed.). Macmillan Publishers.
3. Sterne, J. (2017). *Artificial intelligence for marketing: Practical applications*. John Wiley & Sons.
4. Stanton, W. J., Etzel, M. J., & Walker, B. J. (2020). *Fundamentals of marketing* (14th ed.). Tata McGraw Hill.

Online Resources

1. https://onlinecourses.swayam2.ac.in/cec25_mg01/preview
2. <https://nptel.ac.in/courses/110105104>
3. https://onlinecourses.swayam2.ac.in/nou23_mg05/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	1	Semester		1	
Course Name	Economics for Managers	L	T	P	Credit
Course Code	NBBAM1102	4	0	0	4
Course Objectives	To familiarize students with: The concept of economics, its application in the real business world, and the matrix of demand and supply. The knowledge of the economic theory with decision making techniques. The application of economic models to identify their relationships and formulate them into a Managerial model to which decision making tools can be applied.				
Course Outcomes					
CO1	Understand and interpret the concept of managerial economics and the role of managerial economists in forecasting and business decision making.				
CO2	Comprehend the concepts of demand, supply along with their elasticity for effective managerial decision making. Conceptualize and calculate the production function involved in predicting the short run and long run cost curves of the product. Interpret the cost concept with reference to laws of Returns.				
CO3	Distinguish the different types of market with reference to price determination & strategies.				
CO4	Understand application of managerial economics at macro (national) level and The concept of profit and its theories.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Economics Introduction to Economics, Micro & Macro Economics, Nature and Scope of Managerial Economics, Significance in decision-Making, Objectives of a firm. Basic Economic Concepts: Incremental Cost & Revenue, Opportunity Cost, Equi- Marginal Principle.	15	CO1

2	Module II: Demand Analysis & Supply Analysis Demand Analysis Demand Analysis: Determinants of Demand, Law of Demand and Exceptions to the law of Demand. Elasticity of Demand: Price, Income, Cross Elasticity. Uses of Elasticity of Demand for managerial decision making, Supply Analysis: Law of Supply, Supply Elasticity, Analysis and its uses for managerial decision making. Basic Production Concepts: Meaning of Production and Factors of Production, Law of Variable Proportions, Returns to Scale (Concept only), Cost concept and analysis: Total Cost, Fixed Cost, Variable Cost Marginal Cost, Average Cost, Average Variable Cost and their curves. Short-run and long-run cost curves and their managerial use.	15	CO2
3	Module III: Market Structure Market Equilibrium and Average Revenue Concept. Revenue concepts: Total Revenue, Average Revenue, Marginal Revenue. Market structure: Perfect Competition & features, Market Equilibrium Condition and Determination of price under perfect competition. Monopoly & its features. Monopolistic market structure & Features, Oligopoly & Features, Cartels, Price leadership.	15	CO3
4	Module IV: Macroeconomic Concepts National Income Accounting: Meaning of National Income Concepts: GDP, NDP, GNP, NNP (only basic understanding) Methods of Measurement: Production Method, Income Method Expenditure Method. Importance of National Income in business decision-making Inflation: Meaning of Inflation, Types: Demand-pull and Cost-push. Effects of Inflation on business and consumers. Unemployment: Meaning of Unemployment, Types: Frictional, Structural, Cyclical, Impact on economy and business. Business Cycle: Meaning and Phases: Boom, Recession, Depression, Recovery, Business implications	15	CO4

Suggested Readings

- Damodaran Suma , Managerial Economics (Oxford, 2006).
- Dominick Salvatore, Managerial Economics (Oxford, 2007).
- Hirschey Mark , Economics for Managers (Thomson, India Edition, 2007).
- Petersen Craig H.etal., Managerial Economics (Pearson Education, 2006).

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														

CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		I	
Course Name	Organizational Behavior and Principles of Management	L	T	P	Credit
Course Code	NBBAM1103	3	1	0	4
Course Objectives	To familiarize students with • An understanding of Organizational Behaviors and Management principles in modern organizations. • The understanding of group behavior, leadership, motivation, and management functions in a dynamic environment.				
Course Outcomes					
CO1	Demonstrate the knowledge of individual behavior, personality, attitudes, diversity, and the role of AI in shaping organizational behavior.				
CO2	Analyze and interpret group dynamics, leadership styles, motivation theories, and the impact of AI on leadership and team performance.				
CO3	Apply management concepts, functions, and evolution of management thought in a dynamic business environment				
CO4	Evaluate the role of AI in planning, forecasting, and controlling functions to enhance managerial effectiveness and organizational decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Organizational behavior Concept, nature, and scope of OB, Importance of studying human behavior in organizations, OB models. Foundations of Individual behavior: Ability: meaning and types (intellectual & physical), Values: meaning, types, and importance in decision-making, Attitudes: meaning and components, Attitude formation (family, peers, experience), Basic theories of attitudes (Cognitive Dissonance Theory, Functional Theory of Attitudes, Social Judgement Theory). Personality: meaning and determinants (heredity, environment, situation), Key personality traits (Big Five Model), Meaning of workforce diversity, Cultural diversity and its impact on behavior. Meaning of AI, Role of AI in modern organizations, Benefits and challenges of using AI at workplace.	15	CO1
2	Group Behavior, Motivation and Leadership Difference between group and team, Types of groups (formal & informal), Factors affecting group performance: Group Size, Composition, Roles, Norms and Cohesiveness. Meaning and importance of leadership, Basic leadership styles (autocratic, democratic, laissez-faire), Qualities of a good leader. AI and leadership: data-driven decision-making and digital leadership skills Meaning and Importance of motivation, Basic theories of motivation (Maslow's hierarchy, Herzberg's Two-Factor Theory)	15	CO2

3	Principles of Management in a Changing Environment Management Concept, nature, process and significance of management. Managerial levels, skills, functions and roles. Management Vs. Administration. Coordination as essence of management. Development of management thought: classical, neo- classical, behavioral, systems and contingency approaches.	15	CO3
4	Functions of Management and AI Applications Planning: nature, objectives, types of plans and planning process; organizing: concept, principles and types of organization (formal and informal) directing: concept and principles of directing controlling: concept, process and relationship with planning Introduction to the role of AI in planning, forecasting and control.	15	CO4

Suggested Readings

- Prasad, L.M., Organizational behavior, Sultan Chand and Sons, 2003.
- Prasad, L.M., Principles of Management, Sultan Chand and Sons, 8th Edition.
- Stephen P. Robbins, Organizational behavior, Prentice Hall of India Pvt. Ltd., New Delhi, 2003.
- Chhabra T.N. and Singh B.P., Organization behavior, Sultan Chand and Sons.
- Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003.
- Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003.
- Artificial Intelligence Basics: By Tom Taulli

Online Resources

- E-Gyan Kosh: OB & POM online available at <https://egyankosh.ac.in/handle/123456789/4736>
- NPTEL: Principles of Management online available at https://onlinecourses.nptel.ac.in/noc20_mg58/ preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		I	
Course Name	Essentials of IT and AI	L	T	P	Credit
Course Code	NGE17301	4	0	0	4
Course Objectives	To Familiarize students with: Fundamentals of computer hardware & software and different advanced concepts such as security, networking, and operating system.				
Course Outcomes					
CO1	Understand the Basics of Computer, Evolution and Introduction to AI				
CO2	Understand the Input, Output Devices, Memory and AI Applications				
CO3	Understand the Operating Systems, Software and Awareness of AI in Business Applications				
CO4	Understand the Artificial Intelligence and Data Analytics				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Computer, Evolution and Introduction to AI Evolution of Computers and Artificial Intelligence. Data Instruction, Information and AI Data Concepts. Characteristics of Computers. Applications of Computers and AI. Components of Computer System: Hardware, Software, Human ware, Firmware. Block Diagram and Functional Units of Computer. Classification and Transition to AI Systems. Types of Software, Compiler and Interpreter. Generations of Programming Languages. Emerging trends in Indian Computing Environment. Data Representation and Number Systems. Binary Arithmetic.	15	CO1
2	Module II: Input, Output Devices, Memory and AI Applications Introduction to Input and Output Devices. Common Input Devices: Keyboard, Mouse, Scanner, Barcode Reader, Touch Screen. Smart Input Methods: OCR, OMR, MICR and Voice Input. AI-Based Input Systems (Speech and Image Recognition – basic idea). Output Devices: Monitor and its types Printer and its types, Plotter. Printers. AI in Output Devices (smart displays and automated printing. Introduction to Computer Memory: Primary Memory, Secondary Storage Devices. Flash Memory. Basic Concepts of Data Storage. Role of Memory and Storage in Business and AI Applications.	15	CO2

3	Module III: Operating Systems, Software and Awareness of AI in Business Applications Introduction to Operating System and its Role in Business. Functions and types of Operating Systems. GUI-Based Operating Systems (Windows). Basic Awareness of AI Integration in Operating Systems (smart assistants, automation – simple idea). Computer Software Systems and Business Applications. Software Development Process. Introduction to File Design and Report Design. Types of files and its Business Applications. Introduction to Word Processing and Spreadsheets. Creating Presentations. Management of Data Processing Systems in Organizations. Output Analysis and its Role in Decision-Making.	15	CO3
4	Module IV: Data Networks and Analytics Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Modes of Transmission. AI in Business Decision-Making and Analytics. Internet of Things (IoT) Applications. Ethics and Responsible use of AI in Organizations. Recommendation Systems (E-commerce, Entertainment, Education)	15	CO4

Suggested Readings

- Leon and Leon, Introduction to Information Technology, Leon Tech World.
- Microsoft Office-2000 Complete, BPB Publication.
- Sinha Kr. Pradeep, Sinha Preeti., Foundations of Computing, BPB Publication

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		I	
Course Name	Investment Management	L	T	P	Credit
Course Code	NGE17302	4	0	0	4
Course Objectives	To familiarize students with: - To familiarize learners with different aspects of investment management and risks, introduce them to the framework of their analysis and valuation and highlight the process of portfolio management.				
Course Outcomes					
CO1	To understand the basics of investment management and different investment avenues available.				
CO2	To examine the components of risk and to measure the same.				
CO3	To analyze the value of bonds and the role of credit rating agencies.				
CO4	To assess how to invest in mutual funds.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Investment management- concept and need; Investment Process; Avenues for investment- features and classes; Security and Portfolio-concept and features; Difference between investment, speculation, and gambling; Meaning of Security Analysis; Primary and Secondary Market. International investment concept, challenges, and opportunities. Challenges and opportunities in the financial landscape	15	CO1
2	Module II: Risks and Equity Valuation Models Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis- individual security and portfolio; Security Pricing; Factors influencing valuation of securities; Security Pricing Models- Capital Asset Pricing Model, Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Ratio Model and Whitbeck-Kishor Model. Drivers of Fintech, Trends driving fintech adoption, AI Governance, Risk and ethics	15	CO2
3	Module III: Debt Instruments and Valuation Bonds & Debentures- meaning, types and features; Public Deposits, Public Sector Bonds, Risk in bond market; Calculation of Return on Bond and debentures- Yields on bonds, yield to maturity; Bond Valuation Theories; Sovereign Debt; Credit Rating. Regulatory arbitrage vs. Regulatory risk	15	CO3

4	Module IV: Portfolio Management, Mutual Fund and Derivatives Portfolio Management- Concept, Need, Dimensions, and Theories; Condition of Certainty; Opportunity Set with Uncertainty; Measurement of Portfolio Risk; Ways to Minimize Risk; Diversification-Markowitz Theory; Return on Portfolio Risk and Return; Regression Equation- Alpha, Beta, and Rho. Mutual Fund- concept and types; Offshore Fund, Performance Evaluation; Blockchain applications, wealth management, limitations of blockchain	15	CO4
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Suggested Readings

- Avadhani, V. A. (2019). Security Analysis & Portfolio Management. Mumbai: Himalaya Publishing House.
- Bhalla, V. K. (2008). Investment Management, Security Analysis and Portfolio Management. New Delhi: S. Chand Publishing.
- Chandra, P. (2008). Investment Analysis & Portfolio Management. New Delhi: Tata McGraw Hill Education.
- Khatri, D. K. (2012). Investment Management and Security Analysis. New Delhi: Trinity Press Pvt. Ltd.
- Kevin, S. (2015). Security Analysis and Portfolio Management. New Delhi: PHI Learning.
- Ranganatham M., & Madhumathi R. (2nd Edition) Security Analysis and Portfolio Management. Noida: Pearson (India) Education.
- Pandian, P. (2012). Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.

Online Resources

- eGyanKosh: Investment Management online available at <https://egyankosh.ac.in/handle/123456789/4056>
- NPTEL: Investment Management online available at https://onlinecourses.nptel.ac.in/noc23_mg62/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		I	
Course Name	Fundamentals of Business Organisation	L	T	P	Credit
Course Code	NSMVC17301	2	0	0	2
Course Objectives	To familiarize students with: Management and business concepts and practices. Emerging challenges of managing resources, managing business processes.				
Course Outcomes					
CO1	Understand the basic concepts and objectives of business organization.				
CO2	Understand traditional and modern forms of business organization and evaluate their suitability.				
CO3	Analyse & evaluate the sources and methods of Business Finance.				
CO4	Analyze different types and forms of business combinations & reevaluate the role of AI in improving business operations and decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Organization Concepts and objectives of business organization, establishment of a new business, pre-establishment considerations, Distinction b/w Industry, Trade & Commerce and social responsibility of business, Concept of Scalar Chain.	8	CO1
2	Module II: Forms of Business Organization Traditions Business Formats – Features, Merits & Demerits of Sole Proprietorship, Partnership & Joint Stock Company, Modern Business Formats	7	CO2
3	Module III: Business Finance Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. National finance and international finance.	8	CO3
4	Module IV: Business Combination & AI in Business Business Combination: - Meaning, Objectives, Types, Forms: - Mergers, Takeovers and Acquisitions. Introduction of AI in Business:- Meaning of AI, Role of AI in business organizations	7	CO4

Suggested Readings

- Tulsian P. C. and Pandey V., Business Organization and Management, Pearson Education.
- Bhushan Y. K., Fundamentals of Business Organization and Management, Sultan Chand and Sons.
- Chhabra T.N., Business Organisation, Dhanpat Rai and Sons.

- Robert., Modern Business Administration, McMillan India.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		II	
Course Name	Fundamentals of Accounting	L	T	P	Credit
Course Code	NBBAM1201	4	0	0	4
Course Objectives	To Familiarize students with: Basic concepts and standards underlying financial accounting systems and Construction of the basic financial accounting statements as well as their interpretation.				
Course Outcomes					
CO1	Understand and recognize the development of accounting and purpose of maintaining records.				
CO2	Prepare and analyze financial statements of sole proprietor and explain the meaning of key terms.				
CO3	Understand and apply the various methods of charging depreciation and valuation of stock. Also explain the meaning and objective of preparing a Bank Reconciliation Statement.				
CO4	Analyzeand make appropriate accounting entries regarding issue, forfeiture, redemption of shares and debentures.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction of accounting Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three columns.	15	CO1
2	Module II: Financial Statements & Depreciation Trial Balance need, importance, limitations. Preparation of trading and P&L Account and balance sheet with simple adjustments. Depreciation: concept, rationale and methods of SLM, WDV.	15	CO2
3	Module III: Hire Purchase & Company Accounts Hire purchase and installment systems. Issue of shares including forfeiture of shares, issue of bonus shares, issue of Preference Share. Debenture: Redemption of Debenture and its methods.	15	CO3
4	Module IV: AI in Accounting Introduction to artificial intelligence (AI), meaning of AI, role of AI in accounting, need of AI in accounting examples of Ai in daily life (Google assistance, chat GPT etc.) Introduction to accounting software (Tally, Zoho Books, Quick Book). Impact of AI on accounting and accountants, advantages and limitations of AI in accounting, ethical issues of AI in era of accounting. Skills required for future accountants.	15	CO4

Suggested Readings

- Chaturvedi C.L., Advanced Accountancy, Shree Mahavir Book Depot.
- Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand & Sons.
- Gupta R. L., Advanced Accountancy, Sultan Chand and Sons.
- Maheshwari S.N & Maheshwari S.K, An Introduction to Accountancy, Vikas Publication

Online Resources

- e GyanKosh: Financial Accounting online available at <http://egyankosh.ac.in/handle/123456789/49855>
- NPTEL: Introduction and scope of accounting online available at <https://archive.nptel.ac.in/courses/110/101/110101131/>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		II	
Course Name	Business Mathematics for Marketing Decisions	L	T	P	Credit
Course Code	NBBAM1202	4	0	0	4
Course Objectives	To familiarize students with key concepts and techniques of business mathematics, introduce AI-powered analytical tools, and demonstrate their combined use in solving contemporary marketing decision problems and sales forecasting challenges.				
Course Outcomes					
CO1	Explain fundamental business concepts and analyze their relevance in marketing decisions.				
CO2	Compute simple and compound interest, present/future value, and annuities in business contexts.				
CO3	Evaluate cost, revenue, and profit using formulas and graphs to support pricing and sales decisions.				
CO4	Analyze break-even analysis, sales trends, and evaluate AI-driven forecasting for marketing planning.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Fundamentals of Business Mathematics: Fractions, decimals and their conversion in business context. Ratios and proportions with applications in pricing, profit-loss, commission and discount. problems of billing, cost and selling price calculations	15	CO1
2	Module II: Financial Mathematics for Marketing: Simple and compound interest, Present value and future value of money loan repayment system, annuity System, same payment every month or year in the context of EMI and instalment schemes for consumer products	15	CO2
3	Module III: Algebra for Marketing Decisions Meaning and Importance of Algebra in business and marketing: cost, revenue, profit, margin. Linear equations in one and two variables from pricing and quantity problems, linear relationships and their straight-line graphs in sales and cost situations.	15	CO3

4	Module IV: Module IV: Applied Mathematics and AI for Marketing Planning- Break-even analysis: cost-volume-profit relationships, fixed cost, variable cost, revenue and no-profit-no-loss point, application to pricing and sales planning. AI-powered sales forecasting using real-time data analysis, machine learning applications in customer behavior prediction and market trend analysis, AI-driven pattern recognition for identifying sales trends and pricing optimization.	15	CO4
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Suggested Readings

1. Pundir, S. S. (2019). *Mathematical foundation for business administration*. Pragati Prakashan.
2. Raghavachari, M. (2004). *Mathematics for management*. Tata McGraw Hill.
3. Sterne, J. (2017). *Artificial intelligence for marketing: Practical applications*. John Wiley & Sons.
4. Tulsian, P. C., & Pandey, V. (2020). *Business mathematics and statistics*. S. Chand Publishing.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		II	
Course Name	Integrated Marketing Communication	L	T	P	Credit
Course Code	NBBAM1203	4	0	0	4
Course Objectives	Knowledge, understanding, and skills in integrated marketing communication among the students. Understanding about the subject matter by instilling the basic ideas about IMC and advertising. The role of e-commerce in marketing communication. Apply IMC approach in the development of an overall advertising and promotional plan. Understand the fundamentals of integrated marketing communication (IMC) and apply AI-driven tools to analyze consumer behavior, market trends, and design, optimize, and evaluate advertising and promotional campaigns.				
Course Outcomes					
CO1	To understand the basic concept of planning and execution in the integrating marketing communication.				
CO2	Apply advertising approaches and knowledge in the field of marketing.				
CO3	Demonstrate a managerial perspective in advertising appeal and copy writing content.				
CO4	Evaluate the role of e commerce in marketing communication and their practical implication in marketing field.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Integrated Marketing Communication (IMC): concepts and process, IMC promotion mix, Advertising – Meaning, objectives, its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Introduction to AI driven Advertising	15	CO1
2	Module II: Advertising Process Process in Advertising: Consumer in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget- Top down and Build up approach, methods of advertising -Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	15	CO2

3	Module III: Advertising Creativity and Appeals Advertising Creativity: Meaning of creativity, Creative strategy, and Creative tactics. Advertising Appeals: USP theory of creativity. Copywriting: Meaning and definition of copywriting, The copywriter. Copywriting for Print. Copywriting Guidelines. Radio Copywriting. TV Copywriting. Writing for the Web. Tips for writing good web content. Role of AI in Advertising Creativity & Copywriting	15	CO3
4	Module IV: Media Planning Media Planning and Strategy: Media types and their characteristics, setting media objectives, steps involved in media planning, Role, objective and application of Artificial Intelligence. Evaluation of advertising effectiveness—need and purpose of evaluation; pre-testing and post-testing techniques; advertising research; decision areas in international advertising; role of integrated marketing communication; corporate communication. AI based media planning.	15	CO4

Suggested Readings

- Advertising and Promotion: An Integrated Marketing Communications Perspective (12th Edition) – George E. Belch, Michael A. Belch
- Focus: Considered a definitive text covering the entire promotional mix, strategic planning, and digital integration.
- Principles of Integrated Marketing Communications: An Evidence-based Approach – Lawrence Ang
- Focus: Focuses on evidence-based practices, combining traditional and digital channels with case studies.

Online Resources

- eGyanKosh: E-Commerce online available at egyankosh.ac.in/handle/123456789/72073
- NPTEL: E-Business online available at https://onlinecourses.nptel.ac.in/noc19_mg54/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														

Avg														
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Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		II	
Course Name	Business Environment	L	T	P	Credit
Course Code	NGE17303	4	0	0	4
Course Objectives	To familiarize students with: Important and growing role of Business Mathematics in modern society. Practical applications of Business Mathematics in every field of management. Working knowledge of current trends, interpretation and relation of these trends to different sectors of firms.				
Course Outcomes					
CO1	Use the basic principles of arithmetic and apply mathematical skills to financial Decisions.				
CO2	Apply the concept of ratio and percentage on calculating cost, discount, commission and profit & loss. Explain the use of interest, annuities and present value of money and apply this in risk and decision making.				
CO3	Develop strong problem-solving skills and the ability to handle non-routine problems by applying appropriate concepts and notation. Analyze the procedures for Sets, Matrices and Permutation & Combination.				
CO4	Recognize and solve linear programming problems, apply basic differentiation and integration, and explain the basic concepts, applications, and ethical issues of Artificial Intelligence in managerial decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module- I: Introduction Business Environment: Nature, dimensions and meaning. Components of Business environment: economic, political, technological and social environment. Consumerism and consumer protection in India. A brief study of capitalism, socialism and mixed economy.	15	CO1
2	Module II: Industrial and Legal Environment Industrial Growth and policy, industrial licensing policy. MRTP. Economic planning: aims, objectives and framework of development planning in India. Legal Environment. India's Fiscal and Monetary Policies. Competition Act & CCI (Replacing MRTP focus), Digital Taxation & Crypto currency Regulation (Overview), Fin Tech Revolution & Digital Payments Ecosystem, Budget Analytics using Data (Practical Assignment), Use of AI in Economic Forecasting.	15	CO2
3	Module III: Public Sector and Economic Organizations Public Sector: Concept, Rationale, Government Programme, Role of Public Sector in India. Foreign Trade Policies. Development Banks: IFCI, IDBI, SIDBI, IIBI. International economic institutions - WTO, World Bank. IMF and their importance to India.	15	CO3

4	Module IV: Recent Economic Trends Recent Economic Trends Economic Liberalization, Privatization and Globalization. Foreign investment policy. Export Promotion councils and boards. Import Control. EXIM policy, FEMA, IPR (International and Indian Patent Rights Acts). Anti-Pollution Act. Environmental Groups and Bodies. Euro I, II and III Norms, Introduction to Goods and Services Tax. Digital Globalization & Cross-Border E-Commerce, Artificial Intelligence in Global Supply Chains, Corporate Sustainability & ESG Reporting, AI Ethics & Responsible Business, Cyber security & Business Risk Management.	15	CO4
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Suggested Readings

- Mishra S. K. And Puri V. K., Economic Environment of Business, Himalaya Publication.
- Paul, Justin., Business Environment Text and Cases, Tata McGraw Hill.
- Shaikh and Saleem, Business Environment, Pearson, 1st Edition.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		II	
Course Name	Personal Finance and Planning	L	T	P	Credit
Course Code	NGE17304	4	0	0	4
Course Objectives	The course familiarizes the students with different aspects of financial planning like savings, investment, taxation, insurance & retirement planning and to develop necessary skills to become a successful financial planner.				
Course Outcomes					
CO1	Understand the meaning and relevance of Financial Planning				
CO2	Familiarize about the concept of Investment Planning and its methods.				
CO3	Examine the concept of Personal Tax Planning.				
CO4	Analyze the relevance of Insurance Planning and develop an insights into Retirement Planning and its relevance				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Financial Planning Meaning, Nature and scope of Personal Finance, Financial goals, time value of money, Inflation and purchasing power , steps in financial planning, Type of Loans, introduction to savings, benefits of savings, management of spending & financial discipline, net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming. Introduction to AI and Machine Learning, Use of Generative AI for financial goal planning,	15	CO1
2	Module II: Investment Planning Process and objectives of investment, Type of Risk, Risk Return Trade off, Hedging , Diversification & Portfolio formation, Gold Bond; Real estate; Investment in Greenfield and brown field Projects; Investment in fixed income instruments- financial derivatives & Commodity market in India. Equity and IPO , Mutual fund schemes including SIP and NAV; International investment avenues.	15	CO2
3	Module III: Personal Tax Planning Meaning and Scope of Personal tax planning, personalized tax-saving recommendation engine, Tax slabs and Surcharge , Exemptions and deductions available to individuals under different heads of income and gross total income, Old vs. New Tax Regime (115BAC) , Tax avoidance Versus tax evasion. E-Filing Systems & Digital Verification, Future Scope of AI in Taxation.	15	CO3

4	Module IV: Insurance Planning Need for protection planning, risk of mortality, health, disability and property, importance of insurance: life and non-life insurance schemes, Retirement benefits planning, retirement planning goals, process of retirement planning, pension plans available in India, reverse mortgage, New Pension Scheme, Chat bots & Virtual Insurance Advisors, AI tools of insurance planning.	15	CO4
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Suggested Readings

1. Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance
2. Tripathi, V. (2017). Fundamentals of Investment. New Delhi: Taxmann Publication
3. Sinha. Madhu, Financial Planning: A Ready Reckoner July 2017 Mc Graw Hill
4. Pandit, A. (2014). The Only Financial Planning Book that You Will Ever Need. Mumbai: Network 18 Publications Ltd.

Online Resources

- <https://egyankosh.ac.in/handle/123456789/17014>
- <https://egyankosh.ac.in/handle/123456789/6905>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	I	Semester		II	
Course Name	Managing Organizational Diversity	L	T	P	Credit
Course Code	NSMVC17302	2	0	0	2
Course Objectives	To familiarize students with: ❖ the concept and importance of diversity in the workplace. ❖ the impact of diversity on organizational culture, productivity, and innovation. ❖ strategies for recruiting, retaining, and promoting diverse talent within organizations. ❖ the global aspects of diversity and its implications for multinational organizations.				
Course Outcomes					
CO1	Understand basic concepts of diversity in the workplace.				
CO2	Describe the impact of diversity on organizational culture, productivity, and innovation.				
CO3	Identify the recruitment and retention strategies for the diverse talent with in organizations.				
CO4	Explain global diversity and its implications for multinational organizations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Managing Organizational Diversity Understanding the concept of diversity and its significance in the workplace. Benefits, and challenges of managing diversity, Exploring various dimensions of diversity: race, ethnicity, gender, age, religion, Inter-Sectionalist and multiple identities, Impact of diversity on organizational performance. AI as a decision-support system in diversity management.	8	CO1
2	Building an Inclusive Culture Creating an inclusive work environment, Inclusive leadership and management practices, Employee resource groups and affinity networks, Inclusive Organization Design. Developing cultural intelligence and sensitivity. AI for Monitoring Workplace Inclusion, Importance of human oversight in AI-Driven inclusion practices.	7	CO2
3	Recruitment and Retention of Diverse Talent Strategies for attracting and retaining diverse talent, bias free Selection and equal employment opportunity practices, evaluating the effectiveness of diversity initiatives. Using AI for Sourcing Diverse Candidates, Algorithmic Screening and Bias Mitigation in Selection Process.	7	CO3

4	Global Diversity and Multi-Culturalism Managing cultural diversity in multinational organizations, Cross-cultural communication skills and global diversity trends. AI in Cultural Competence Training and Development, Ethical Considerations in AI for Global Workforce Management	8	CO4
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Suggested Readings

- Stefan Kühl: Influencing Organizational Culture: A Very Brief Introduction.
- Rohini Anand: Leading Global Diversity, Equity, and Inclusion: A Guide for Systemic Change in Multinational Organizations.
- David A. Thomas and Robin J. Ely: HBR's 10 Must Reads on Diversity.
- Achieving Organizational Diversity, Equity, and Inclusion with AI – Sandeep Kautish, Ankur Gupta, Sahil Sawhney (Ed.)
- Managing Diversity: Toward a Globally Inclusive Workplace – Michèle E. Mor Barak
- Management Practices for Engaging a Diverse Workforce: Tools to Enhance Workplace Culture – Manish Gupta (Ed.)

Online Resources

- <https://www.youtube.com/watch?v=dwWtb64XQOk>
- <https://www.youtube.com/watch?v=TnhBeaFbHYo&feature=youtu.be>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Operation Management	L	T	P	Credit
Course Code	NBBAM1301	3	1	0	4
Course Objectives	To familiarize students with: core concepts and decision-making areas in Operations Management, including plant location and layout planning. Knowledge of quality management techniques and emerging technologies like Artificial Intelligence in improving operational efficiency.				
Course Outcomes					
CO1	To Explain the fundamental concepts, functions, and strategic role of Operations Management in organizations.				
CO2	To Examine the factors influencing plant location and evaluate suitable location decisions.				
CO3	To Analyze various plant layout designs and develop efficient layout plans for different production systems.				
CO4	To Evaluate Total Quality Management (TQM) techniques and assess the application of Artificial Intelligence in quality improvement.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Operations Management Definition, Meaning, Nature, and Scope of Operations Management, Evolution of Operations Management. Types of Production Systems. Key decisions in Operation Management, Functions of Operations Management. Roles & Responsibilities of Operations Manager. Operations Strategy and Competitive Priorities: Cost, Quality, Flexibility, Delivery. Recent trends in Operations Management.	15	CO1
2	Module II: Plant Location Meaning and Importance of Plant Location. Objectives of Plant Location Decisions. Factors affecting plant location: Economic factors (transport, labor, raw materials, cost); Non-economic factors (government policies, infrastructure, climate). Brief overview of techniques for selection of Plant Location: Factor Rating Method, Load-Distance Method, Break-even Analysis.	15	CO2
3	Module 3: Layout Planning Meaning and Objectives of Plant Layout. Principles of Effective Layout. Types of Layout: Product Layout, Process Layout, Fixed position Layout & Cellular Layout. Factors influencing layout decisions. Layout planning in service organizations. Advantages and limitations of different layouts.	15	CO3

4	Module 4: Total Quality Management & Implications of AI Meaning and Evolution of TQM. Concept and Principles of Total Quality Management. Tools and Techniques of Quality Control: Pareto Analysis, Cause-and-Effect Diagram, Control Charts. Continuous Improvement (Kaizen), Introduction to Six Sigma Role of AI in Operations and Quality Management. Benefits and Challenges of AI in Quality Management. Future trends in TQM.	15	CO4
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Suggested Readings

- Heizer, Render & Munson – *Operations Management*
- Krajewski, Ritzman & Malhotra – *Operations Management*
- Mahadevan – *Operations Management: Theory and Practice*
- Selected reports from World Economic Forum and Mckinsey & company.

Online Resources

- eGyanKosh: Production and Operations Management online available at <https://www.egyankosh.ac.in/handle/123456789/4758>
- NPTEL: Production and Operations Management online available at https://onlinecourses.nptel.ac.in/noc20_mg06/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Quantitative Analysis for Management	L	T	P	Credit
Course Code	NBBAM1302	4	0	0	4
Course Objectives	To Familiarize students with: Quantitative information and mathematical concepts and its application in business decisions.				
Course Outcomes					
CO1	Understand the basic concept of QAM and its implementation in various business situations.				
CO2	Understand and apply the statistical tools and techniques for business decisions.				
CO3	Examine and Recognize problems that linear programming can handle and find optimal solutions subject to some constraints.				
CO4	Understand and apply the probability of events, correlation and regression analysis, and explain the basic concepts, applications, and ethical issues of AI in business analytics.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Sets and Business Mathematics Set theory, form of writing a set, subset, equal set, operation on set: complement of a set, union, and intersection. Venn-diagram. Diagrammatic and graphical presentation of statistical data: bar diagram, histogram, frequency polygon, frequency curve, ogive curve.	15	CO1
2	Module II: Elementary Statistics Measurement of central tendency: Mean, median, mode, quartile, deciles, and percentile. Measures of dispersion: mean deviation, standard deviation. Business application of statistical tools and techniques. Skewness and Kurtosis.	15	CO2
3	Module III: Matrices and Linear Programming Matrices: Types of matrices, algebra of matrices. Solution of equations. Linear programming: Two variables problem, formulation, solution by graphical method.	15	CO3

4	Module IV: Probability, Correlation, Regression and AI Applications Probability: Definition, addition and multiplication rule, conditional probability, Bayes' theorem, Binomial, Poisson and Normal distribution. Correlation and Regression: Scatter diagram, Karl Pearson's coefficient of correlation, rank correlation, simple linear regression, method of least square. Basic concepts and applications of AI in business analytics; comparison with traditional techniques; and ethical issues in AI-based decision-making.	15	CO4
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Suggested Readings

- Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi.
- Pundir, Mathematical Foundation for Business Administration, Pragati Prakashan.
- Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.
- Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Marketing of Services	L	T	P	Credit
Course Code	NBBAM1303	3	1	0	4
Course Objectives	To familiarize students with: The understanding of the foundations of service marketing, bank marketing, and its marketing mix. A comprehensive description of hotel and tourism industry, its marketing and marketing of some selected services.				
Course Outcomes					
CO1	Understand the basic concept of services marketing				
CO2	Illustrate the marketing mix for services and impact of technology				
CO3	Analyse banking and tourism marketing services				
CO4	Evaluate and formulate AI based Service Marketing				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction Basics of Service Marketing, Nature and Types of Services, Difference between Service and Goods, Unique Characteristics of Services, Importance of Service Quality and Service Components, Framework for Marketing of Service, Improving Services, Relationship Marketing. Environment for Service Marketing: Macro and Micro Environment, Understanding Service Customer, model of Service, Consumer Behaviour. Market Segmentation and Selection: Service Marketing Segmentation, targeting and Positioning.	15	CO1
2	Module II: Service Marketing Mix and International MOS Service Marketing Mix: Need for Expanded Marketing Mix, Planning for Service Offer, Pricing, Promotion & Distribution of Services, Management of People, Process and Physical Evidence, Matching Demand and Supply of Services, Service Marketing Triangle. International Marketing of Services and GATT. The Service Based Business Plan. The Future of Marketing of Services. Technological Changes and The Services.	15	CO2
3	Module III: Marketing of Selected Services Bank Marketing: Structure of Bank Product, The Marketing Mix of Banking Services, Tourism Marketing: Tourism Product, Formulation of Marketing Mix for Tourism Industry. Hospital Marketing: Marketing Mix for Hospital Services, Hotel Marketing: The Concept and Its Topology, , Formulation of Marketing Mix of Hotel Industry. International Services, Education, Consultancy Services, Transportation Services and Communication Services. , Personal Care Service.	15	CO3

4	Module IV : AI-Based Service Marketing Introduction to Artificial Intelligence in Service Marketing, Role of AI in Understanding Service Customers, AI-Driven Customer Experience Management, Chat bots and Virtual Assistants in Service Delivery, AI in Service Personalization and Recommendation Systems, AI in Pricing and Revenue Management, AI-Enabled CRM Systems, Ethical Issues and Challenges in AI-Based Services, Future Scope of AI in Service Marketing	15	CO4
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Suggested Readings

- Donald, Cowell. Marketing of Service, Heinemann, London.
- Lovelock, C.H., Services Marketing, Prentice Hall, London.
- Duhan, S. & Bansal, S. (2022), *Artificial Intelligence for Business*, McGraw Hill India

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Financial Management	L	T	P	Credit
Course Code	NGE17305	4	0	0	4
Course Objectives	To familiarize students with: Financial decisions made by financial managers. Theories of finance. Techniques which assist in the decision-making process. Capital Structure for the value maximization of the firm.				
Course Outcomes					
CO1	Understand financial management techniques with their implications in business. Understanding investment and financial decisions to maximize the value of the firm and Shareholder’s wealth maximization.				
CO2	Evaluate and make capital budgeting decisions based on NPV, IRR and PI concepts.				
CO3	Analyzing the relevance of Cost of capital and weighted average cost of capital. Prepare the working capital requirements of different projects and firms.				
CO4	Assessing how specific techniques and decision rules can be used to develop Capital structure for an organization. Reconcile the leverage effect of capital mix and impact of leverage.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature and scope of financial management, finance function, profit/wealth maximization. Functions of financial managers. Concept of time value of money. Sources of finance: Short Term sources, long term sources and shares, debentures	15	CO1
2	Module II: Investment Decision Meaning, objectives, nature of investment decisions. Pay back methods, Net Present value method, profitability index, and internal rate of return method. Working capital management: meaning, scope, Importance, determinants and sources. Approaches of working Capital Management of Cash, inventories and receivables.	15	CO2
3	Module III: Cost of Capital Introduction, significance, concept, components of cost of capital. Weighted Average Cost of Capital. Capital Structure: meaning, forms and determinants of capital structure, operating and financial leverage, planning the capital structure by EBIT-EPS Analysis.	15	CO3

4	Module IV: Fin tech and Sustainable Finance: Concept of Fin tech & its Advantages, Traditional Finance Vs. Fin tech, Digital India and its role in promoting Fin Tech Drivers of Fin Tech Trends driving Fin tech adoption, AI governance: Risks and Ethics Sustainable Finance: The need for sustainable business practices Fin tech and society, Fin Tech Ecosystem and Emerging Sectors, Enabling green economic growth	15	CO4
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Suggested Readings

- Maheshwari S.N., Financial Management, Principles and Practice, Sultan Chand and Sons, 9th Edition 2004.
- Khan M. YandJain P.K., Financial Management, Tata Mc GrawHill, 2001,3rd Edition.
- Pandey I. M., Financial Management, Vikas Publishing House, Revised Ed., 2003

Online Resources

- eGyanKosh: Financial Management online available at <https://www.egyankosh.ac.in/handle/123456789/3161>
- NPTEL: Financial Management for Managers online available at <https://nptel.ac.in/courses/110107144>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Cyber Security	L	T	P	Credit
Course Code	NGE17306	4	0	0	4
Course Objectives	To familiarize students with: Various aspect of cyber security including digital signatures, electronic records, data protection, and government regulatory framework.				
Course Outcomes					
CO1	To understand the various domains of cyber security.				
CO2	Describe the use of digital signatures and their use in electronic records.				
CO3	Examine the concept of data privacy and the scope of IT Act, 2000.				
CO4	Assess various issues, challenges and threats in cyber security.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Cyber Security – Concept, Digital Privacy, Security risks - Malware, Hacking, Pharming, Phishing, Ransomware, Adware and Spyware, Trojan, Virus, Worms, WIFI Eavesdropping, Scareware; Antivirus and Other Security solution, Password, Secure online browsing, Email Security, Social Engineering; IT Act, 2000. E-Money, regulations of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in cyber space.	15	CO1
2	Module II: Digital Signatures and Electronic Records Cryptography – Encryption and Decryption; Concept of public key and private key; Creation and authentication of digital signature; Electronic signature certificates; Certification authorities and their role. Electronic Records -Concept, authentication, applications, usage and legal recognition of electronic records; Legal recognition of digital signatures; Retention of Electronic Records; Intermediaries and their liabilities; Attribution, acknowledgement and dispatch of electronic records; Secure electronic records and digital signatures; Digital signatures in Government and its agencies.	15	CO2
3	Module III: Data Protection Data Protection on Internet - Concept of privacy, right to privacy, Threat to privacy on internet, Ingredients to decide confidentiality of information, Breach of sensitive personal information and confidentiality under IT Act and penalties for the same, Right of Interception under IT Act, Legal provisions and limitations, Different offences under IT Act, 2000.	15	CO3

4	Module IV: Cyber Security- Issues and Challenges Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cyber criminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Web Jacking, Malware, DDoS attacks, and Botnets; Preventive measures under IT Act, 2000. Block chain-concept and security benefits.	15	C04
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Suggested Readings

- Craig, B. (2012). Cyber Law: The Law of the Internet and Information Technology. London: Pearson Education.
- Dietel, H. M. (2001). E-business and E-commerce for managers. London: Pearson Education.
- Ismail, N., & Cie, E. L. Y. (2013). Beyond Data Protection: Strategic Case Studies and Practical Guidance. Berlin: Springer.
- Rattan, J. (2017). Cyber Laws & Information Technology. New Delhi: Bharat Law House Pvt. Ltd.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Leadership & Personality Development	L	T	P	Credit
Course Code	NSMCC17301	3	0	0	3
Course Objectives	To familiarize students with: The concept of leadership and challenges related to it The importance of evaluating the self for personality development				
Course Outcomes					
CO1	Understanding leadership concept, styles and theories				
CO2	Analyzing Leadership skills and effective leadership for optimum use of human resources				
CO3	Applying Professionalism in Personality grooming				
CO4	Evaluating and developing the self for Personality development				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Leadership Concept and nature of Leadership, Styles of Leadership, Leadership vs. Management Trait theory of Leadership, Behavioral theory of Leadership, Situational Theory of Leadership, Transformational & Transactional Leadership, Recognition and motivating tips for leading Staff. AI vs. Human Leadership	12	CO1
2	Leadership Skills Basic Leadership Skills, Emerging trends in leadership, Emotional Intelligence & leadership, Nature of Executive leadership, Emotional Intelligence & leadership, Ethical leadership & issues. Patterns of leadership effectiveness, Ethical challenges of AI in Leadership	11	CO2
3	Professionalism & Grooming Meaning of professionalism, Developing Professionalism at workplace, Goal setting & Time management, Dress and grooming for Success, Work ethics and Business Etiquettes, Role of verbal and non-verbal Communication in Organization, Barriers to Communication. Role of AI in enhancing professionalism, AI in Communication & Decision making	11	CO3
4	Personality Development & Leadership Concept of Personality, Determinants of Personality, Significance of Personality Development, Self-awareness and self-concept, Johari Window, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) Group Communication, Active Listening, Art of Public Speaking, improving public speaking skills, Building effective Teams, Stress management, Role of AI in personality development	11	CO4

Suggested Readings

- John Mitchell, Natalie Mitchell & Bogdan Gudzenko (2012)-Leadership Development
- Hurlock, E.B. (2006), Personality Development, TMH, New Delhi.
- Stephen P.Robbins, Organization Behaviour, Pearson Prentice Hall.
- Uday Kumar Haldar – Leadership & Team Building

Online Resources

- Personality Development, Dr Sweta Sanjog Mehta, Swayam Portal https://onlinecourses.swayam2.ac.in/cec21_mg22/preview#:~:text=The%20course%20aims%20to%20cause,in%20one's%20life%20and%20career.
- Leadership Prof Kalyan Chakravarty and Prof Tuhenna Mukherjee, Swayam Portal https://onlinecourses.nptel.ac.in/noc19_mg34/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		III	
Course Name	Planning for New Venture	L	T	P	Credit
Course Code	NSMVC17303	2	0	0	2
Course Objectives	To familiarize students with: To give exposure to learners regarding different aspects of setting up a new business.				
Course Outcomes					
CO1	To understand how to generate a business idea using different techniques and describe sources of innovative ideas. To understand design thinking methods and AI-enabled tools for creating and verifying creative business concepts in digital and platform-based settings.				
CO2	Examining the sources for entrepreneurial capital and ascertaining the criteria for evaluating new venture. Examining various sources of entrepreneurial capital including venture capital, fin tech platforms, government schemes, and applying criteria for evaluating new venture proposals.				
CO3	Analyzing the business plan preparation for new ventures.				
CO4	Assessing the marketing plan for new ventures on the parameters of Customer analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis, Competition Analysis and Market Research. Assessing the effectiveness of marketing plans for new ventures using customer, geographical, economic, and competitive analysis along with digital marketing and AI-based marketing automation.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Starting New Ventures Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. AI Tools for Idea Validation, innovation (Chat GPT, Google Trends, AI market research tools), Problem-Solution Fit & Product-Market Fit, Digital & Platform-Based Business Models (Uber, Swiggy, Amazon, SaaS models), Basics of AI in Entrepreneurship (No-code AI tools for startups)	8	CO1
2	Module II: Search for Entrepreneurial Capital The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Fin Tech & Digital Funding Platforms, AI in Financial Forecasting (AI-based budgeting & predictive analytics tools)	7	CO2

3	Module III: Business Plan Preparation for New Ventures Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description.	7	CO3
4	Module IV: Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Market Research. Sales Forecasting. Evaluation. Pricing Decision. Digital Marketing Strategy Performance Marketing (Google Ads, Meta Ads) Social Media Branding & Influencer Marketing AI-Based Marketing Automation (Chat bots, CRM AI tools)	8	CO4

Suggested Readings

- Allen, K. R. (2015). Launching New Ventures: An Entrepreneurial Approach. Boston: Cengage Learning.
- Barringer, B. R., & Ireland, R. D. (2015). Entrepreneurship: Successfully Launching New Ventures. London: Pearson.
- Kuratko, D. F., & Rao, T. V. (2012). Entrepreneurship: A South-Asian Perspective. Boston: Cengage Learning.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	Human Resource Management	L	T	P	Credit
Course Code	NBBAM1401	3	1	0	4
Course Objectives	To familiarize students with: The understanding of Human Resource Management and its role in modern organizations. The emerging trends in HRM including sustainability, gig workforce management, and AI-enabled HR practices.				
Course Outcomes					
CO1	Understand the scope and functions of HRM				
CO2	Apply appropriate training and development methods and evaluate employee performance using various appraisal techniques.				
CO3	Design and manage compensation, incentives, and welfare systems while addressing employee relations and workplace well-being.				
CO4	Analyze and apply emerging HR practices including sustainable HRM, gig workforce management, and AI-enabled HR solutions.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to HRM Concept, objectives, importance and functions of HRM. Trends shaping HRM, Personnel policies, programs and procedures. Job analysis: Use & process. Manpower planning: meaning, need and process. Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion. Orientation. Placement. Promotion. Demotion and Transfer. AI-enabled HRM: Artificial Intelligence in recruitment and selection, including resume screening, chatbots, conducting aptitude, personality, and skill-based online tests, Automated scoring and instant feedback systems.	15	CO1
2	Human Resource Development and Performance Appraisal HRD: Meaning, need, HRD mechanisms, processes and outcomes, Objectives and importance of training, On- the- job and Off-the-Job training methods, Development methods: case study, business games, in-basket, role playing, coaching, understudy, position rotation, and multiple management. Performance Appraisal: objectives and methods. AI in employee upskilling and reskilling. Bias free appraisal system using AI.	15	CO2

3	Compensation and Reward Management, Employee Relations Components of pay structure, Wage and salary administration, Pay for performance, Individual and group-based Incentive plans, Fringe benefits. Job evaluation: concept and methods, Welfare activities, Health and safety of workers, social security measures Stress Management: Definition, sources of stress, consequences and stress management strategies. AI-based engagement surveys, AI powered wellness platform-Mental health chatbots and virtual counselors	15	CO3
4	Emerging Trends in HRM E-HRM: meaning, and advantages. Diversity and inclusion at workplace, Remote/hybrid workforce management, Sustainable HR practices (S-HRM), Triple bottom-line approach, green recruitment and performance systems, Types of gig workers, managing gig workers, Challenges in Managing Gig Workers.	15	CO4

Suggested Readings

- Aswathappa K., Human Resource and Personnel Management, TMH, 5th Edition.
- Rao V.S.P., Human Resource Management: Text and Cases, Excel Books, 2nd edition.
- Ivansevich, Human Resource Management, Tata McGrawHill, 10th Edition.
- Ben Eubanks (2018). Artificial Intelligence for HR: Use AI to Support and Develop a Successful Workforce. Kogan Page Publishers, 2018
- Strohmeier, Stefan (2022). Handbook of Research on Artificial Intelligence in Human Resource Management. Edward Elgar Publishing, 2022

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	Retail Marketing	L	T	P	Credit
Course Code	NBBAM1402	4	0	0	4
Course Objectives	To develop students' understanding of retail marketing concepts, consumer behavior, brand communication, and digital marketing strategies, and to equip them with skills to plan, execute, and evaluate retail marketing campaigns, including leveraging AI-driven tools for personalized marketing and data-driven decision-making.				
Course Outcomes					
CO1	Describe the retail marketing environment, formats, and evolving consumer trends in India and globally				
CO2	Explain and classify consumer behavior patterns and segmentation, targeting, and positioning (STP) strategies used in retail marketing contexts.				
CO3	Design and evaluate integrated retail marketing communications, promotions, pricing, and brand strategies.				
CO4	Apply AI-powered tools and digital technologies for personalized retail marketing, predictive analytics, customer engagement, and Omni channel campaign optimization.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Retail Marketing Definition, nature, and scope of retail marketing. Evolution of retail marketing in India and globally. Retail marketing environment: micro and macro factors. Types of retail formats and their marketing implications. Retail marketing mix: product, price, place, and promotion. Emerging trends: experiential retailing, green marketing, and social commerce, Role of retail marketing in building brand equity.	15	CO1
2	Module II: Consumer Behaviour & Retail Marketing Strategy Consumer decision-making process in retail. Factors influencing retail purchase behaviour. Market segmentation, targeting, and positioning (STP) in retail. Retail brand strategy: Customer loyalty programmes and relationship marketing. Store layout, visual merchandising, and atmospherics as marketing tools. Customer experience management and service quality.	15	CO2

3	Module III: Retail Marketing Communications & Promotions Integrated Marketing Communications (IMC) in retail context. Advertising strategies for retail: media planning and budgeting. Digital marketing channels: SEO, SEM, email, and mobile marketing. Social media marketing for retail: platforms, content, and engagement. Retail pricing strategies: everyday low pricing (EDLP), high-low pricing, promotional pricing. Point-of-purchase (POP) communication and signage	15	CO3
4	Module IV: AI-Driven Retail Marketing & Digital Transformation E-tailing and Omni channel retail marketing strategies. Integration of online and offline customer touch points. Mobile commerce and app-based retail marketing. AI-driven CRM: customer segmentation, churn prediction, and lifetime value analysis. Ethical considerations and data privacy in AI-enabled retail marketing. Future trends: Generative AI, Augmented Reality (AR) shopping, and voice commerce.	15	CO4

Suggested Readings

- National Retail Federation – <https://nrf.com>
- Retailers Association of India – <https://rai.net.in>
- Marketing AI Institute – <https://www.marketingaiinstitute.com>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	Product and Brand Management	L	T	P	Credit
Course Code	NBBAM1403	4	0	0	4
Course Objectives	To familiarize students with the concepts, strategies and AI applications in product and brand management for effective decision-making in competitive business environments.				
Course Outcomes					
CO1	Explain the concepts of product management, product planning, and product life cycle.				
CO2	Analyze the stages and strategies involved in new product development.				
CO3	Evaluate branding strategies, brand equity, and brand positioning techniques.				
CO4	Apply digital and AI-based tools in product and brand management practices.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Product Management Meaning and scope of product management, product classifications, product mix, product line, product portfolio, product planning, product positioning, packaging, labeling, product quality management.	15	CO1
2	Module II: Product Life Cycle and New Product Development Product Life Cycle (PLC), PLC strategies, innovation, idea generation, idea screening, concept testing, business analysis, product development, test marketing, commercialization.	15	CO2
3	Module III: Brand Management Meaning and importance of branding, brand identity, brand image, brand positioning, brand personality, branding strategies, co-branding, private labeling, brand extension, global branding.	15	CO3
4	Module IV: Strategic Brand Management and AI Brand equity, brand loyalty, brand valuation, brand revitalization, digital branding, social media branding, AI in product management, AI-driven consumer insights, AI-based personalization, predictive analytics, brand performance measurement.	15	CO4

Suggested Readings

- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson.
- Aaker, D. A. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.
- Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Indian context global perspective* (6th ed.). Sage Publications India.
- Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). Kogan Page.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	Consumer Behavior	L	T	P	Credit
Course Code	NGE17307	4	0	0	4
Course Objectives	To develop a comprehensive understanding of consumer behavior theories, determinants, and decision-making processes in both individual and organizational contexts, while examining the application of Artificial Intelligence and analytics in analyzing, predicting, and influencing consumer behavior				
Course Outcomes					
CO1	Understand the fundamental concepts, evolution, and research approaches of consumer behaviour.				
CO2	Analyse consumer decision-making processes and evaluate internal and external determinants influencing buying behaviour.				
CO3	Apply consumer behaviour models to marketing strategies in both B2C and B2B markets.				
CO4	Assess the role and implications of Artificial Intelligence and analytics in consumer behaviour and marketing decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I :Introduction Defining Consumer behavior. Scope and Application of Consumer behavior. Evolution of Consumer behavior as a Field Of Study and its relationship with Marketing: Behavioral Dimension. The interdisciplinary nature of Consumer behavior. Profiling the consumer and understanding their needs. Relevance of Market Research with Consumer behavior. Approaches to Consumer behavior Research.	15	CO1
2	Module II :Consumer behavior Theory, Application and its Determinants Consumer behavior Theory and Its Application to Marketing Strategy: Consumer buying Process, Extensive, Limited and Routine Problems-solving behavior. . Models of Consumers Decision Making. Internal Determinants of Consumer behavior: Needs, Motivation and Involvement, Information Processing and Consumer Perception, Learning, Attitude and Attitude Change, Personality, Psychograph, Values and Lifestyle. External Determinants to Buying behavior: Family and House Hold influences, Reference Groups and Social Class, opinion leaders ,Influence of Culture and Sub-culture.	15	CO2

3	Module III: Opinion Leadership, Innovation & Diffusion and CB Models Differences between: Industrial Markets & Consumer Market and Organizational & Consumer Buying. Buying Decisions in Organizational Buying Process: Types of Decision Making. Organization Buyer's Decision Making Process. Factors influencing Organizational Buying behavior. Decision Makers in Organizational Buying. Models of Industrial Consumer Buying behavior	15	CO3
4	Module IV: Artificial Intelligence and Consumer Behaviour Artificial Intelligence (AI): Concept, evolution, and relevance in marketing and consumer behaviour. Role of AI, Machine Learning, and Big Data in analysing consumer behaviour. AI in understanding consumer decision-making processes. Recommendation systems and personalization strategies in digital platforms. Chat bots, virtual assistants, and AI-enabled customer engagement. AI in Customer Relationship Management (CRM) and customer experience enhancement. AI in B2B and organizational buying behaviour.	15	CO4

Suggested Readings

- Schiffman and Kanuk, Consumer Behaviour, Prentice hall.
- Loudon, D.A., Consumer Behaviour, Concepts and Application, Tata McGraw Hill.
- Howard, John A., (1989). Consumer Behaviour in marketing Engle wood Cliffs, New Jersey, Prentice Hall Inc.
- Davenport, T.H. & Ronanki, R. – Artificial Intelligence for the Real World (HBR)
- Wedel, M. & Kannan, P.K. – Marketing Analytics for Data-Rich Environments

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	E-Commerce	L	T	P	Credit
Course Code	NGE17308	4	0	0	4
Course Objectives	To familiarize students with:- To give exposure to learners regarding different aspects of E-Commerce.				
Course Outcomes					
CO1	To understand the basic concept of E-Commerce.				
CO2	Examining the E-Commerce models and world wide web and its functioning.				
CO3	Analyzing the building of ecommerce website and ecommerce payment system.				
CO4	Assessing the different ecommerce marketing concepts.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to E-commerce E-commerce: The revolution is just beginning, E-commerce: A Brief History, Understanding E-commerce: organizing Themes; Benefits and limitations of E-Commerce; Online Consumers and its types; Types of E-Commerce Providers and Vendors; E-business vs. E-Commerce, Latest trends in E-Commerce.	15	CO1
2	Module II: E-commerce business models and concepts: E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, Electronic Market, Electronic Data Interchange, Internet Commerce, Generic framework of E-commerce, Architectural framework of E-commerce, Web-based E-commerce Architecture	15	CO2
3	Module III: Security and Issues in E-Commerce Threats in Computer Systems: Virus, Cybercrime Network Security, Firewall and Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Issues in E-Commerce: Understanding Ethical, Political and Social Issues in E-commerce; Basic ethical concepts and analyzing ethical dilemmas. E-commerce payment system, Electronic billing presentment and payment	15	CO3

4	Module IV: E-commerce marketing concept: Role of AI in understanding Internet Audience, Role of AI in enhancing E Commerce security, AI in threat detection, AI in Fraud detection, AI in Cyber security monitoring, What is AI base authentication, Challenges of using AI in E Commerce Security, Hacking and Artificial Intelligence, types, role of AI in preventing hacking, Sniffing, Artificial Intelligence- Meaning AI in Sniffing attacks, AI in preventing Sniffing, Cyber Vandalism and AI	15	CO4
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Suggested Readings

- Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd.
- Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison- Wesley.
- Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006.
- e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.

Online Resources

- eGyanKosh: E-Commerce online available at egyankosh.ac.in/handle/123456789/72073
- NPTEL: E-Business online available at https://onlinecourses.nptel.ac.in/noc19_mg54/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	Business Law	L	T	P	Credit
Course Code	NSMCC17302	3	0	0	3
Course Objectives	To familiarize Students with: Essential features of various business laws. Emerging legal issues in business. Ethical and logical approaches to deal with business issues and conflicts.				
Course Outcomes					
CO1	Have sound knowledge of law related to Indian contract act and understand essential features of valid Contract. Distinguish between Indemnity and Guarantee, Bailment and pledge and would know about the contingent contracts, remedies for breach of contacts.				
CO2	Examine the sales of goods act with Reference to formation of contract of sale and agreement to sell, conditions and warranties, sale of goods by non-owner, delivery of goods.				
CO3	Analyzing the nature and definition of Partnership.				
CO4	Understanding the kinds of negotiable instruments and their endorsements.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Indian Contract Act Introduction: Nature of Contract. Offer and Acceptance, Consideration, Capacity to contract, Free Consent, Quasi contracts, Contingent Contracts. Breach of Contract, Remedies for Breach of Contract. Indemnity and Guarantee. Bailment and Pledge, Agency, Digital Contract & E- Agreements, Case Study and Real Life Example.	15	CO1
2	Module II: The Sale of Goods Act Formation of Contract of Sale, and Agreement to Sell, Conditions & Warranties, Caveat Emptor, Sale of goods by the Non-Owners, Delivery of goods, Unpaid Seller and his rights, Remedies for breach of Contract of Sale.	15	CO2
3	Module III: The Companies Act, 2013 Essential Characteristics of a company, types of companies. Memorandum and articles of association, Prospectus, Shares: kinds, allotment and transfer. Debentures. Essential conditions for a valid meeting, kinds of meetings and resolutions, Directors, Managing Directors: their appointment, qualifications, powers and limits on their Remuneration, Prevention of Oppression and Mismanagement, OPC, LLP, Partnership vs. Company vs. LLP, Corporate Personality & Governance, Board Structure & Committees, Case Study on Tata Engineering and Locomotive Ltd vs. State of Bihar (1964), LIC of India vs. Escorts Ltd (1985)	15	CO3

4	Module IV: Partnership Act and Negotiable Instrument Act Nature of partnership, Registration of firm and effect of non-registration, Rights and duties of partners, Position of Minor. Dissolution of firm: Rights and liabilities of partners on dissolution. Case Study on Partnership Act: Cox vs Hickman, Narayanappa vs. Bhaskar, Krishnappa (1966), Section 138. Negotiable instruments: Kinds, features, Crossing and types of crossing. Payment in due course, holder and holder in due course, privileges of holder in due course. Dishonour of negotiable instrument, discharge of negotiable instruments, banker and customer. Case Study on NI act: K Bhaskaran vs. Sankaran Vaidhya Balan (1999), Dashrath Rathod vs. State of Maharashtra (2014).	15	CO4
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Suggested Readings

- Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004.
- Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003.
- Gulshan J.J., Business Law Including Company Law, 13th Edition, New Age International Publisher.
- Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	II	Semester		IV	
Course Name	Entrepreneurship and Small Business Management	L	T	P	Credit
Course Code	NSMVC17304	2	0	0	2
Course Objectives	To familiarize students with: Knowledge needed to manage or own a business. Varied aspects of small-scale industries and entrepreneurship.				
Course Outcomes					
CO1	Understand the various entrepreneurial skills functions as well as entrepreneurial development programs				
CO2	Describe the small-scale enterprise with challenges and opportunities				
CO3	Analyze the role of financial institutions for entrepreneurial development				
CO4	Evaluate the operations of small scale enterprise and its performance assessment				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, managers, Entrepreneurs, Theories of Entrepreneurship, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs, Roles & Importance in Indian Economy.	8	CO1
2	Module II: Small Scale Enterprise Establishing small scale enterprise: opportunities, scanning market, and assessment for small scale enterprise, selection of site and choice of technology. AI Tools for Market Research (Chat GPT, Google Trends, analytics tools), Customer Discovery & Validation (MVP concept), Business Model Canvas (BMC), Digital feasibility (E-commerce vs. offline vs. hybrid models), Competitor analysis using AI tools	7	CO2
3	Module III: Project Planning and Institutional Arrangements Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions. Startup Funding Stages (Bootstrapping, Angel, VC funding), Pitch Deck Preparation (Practical skill), Fin Tech & Digital Payments (UPI, Razor pay, etc.), AI in Financial Forecasting & Risk Analysis, Crowd funding Platforms	7	CO3

4	Module IV: Management of Small Business Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance assessment. Digital Marketing (SEO, Social Media, Influencer Marketing), E-commerce Platforms (Amazon, Shopify, Meesho), AI in Business Operations (chat bots, automation), Startup Scaling Strategies (growth hacking), Performance Analytics (KPIs, dashboards, data-driven decisions), Sustainability & Green Entrepreneurship, Personal Branding for Entrepreneurs.	8	CO4
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Suggested Readings

- Lalland Sahai, Entrepreneurship, Excel Books, 2nd Edition.
- Couger C, Creativity and Innovation, IPP, 1999.
- KakkarD. N., Entrepreneurship Development, Wiley Dreamtech.
- RaiA.K., Entrepreneurship Development, Vikas Publishing.
- 5.Sehgal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	III	Semester		V	
Course Name	Business Policy and Strategy	L	T	P	Credit
Course Code	NBBAM1501	4	0	0	4
Course Objectives	To familiarize students with: The core concepts, frameworks, and techniques of strategic management. The major initiatives taken by a company’s top management involving resources and performance in internal and external environments				
Course Outcomes					
CO1	Understand the basic concept of policy and strategy its implementation in business practices and corporate governance and role of AI in decision making.				
CO2	Apply and build the firm’s competitive advantage and integrate key functional areas into a unified strategic plan and role of AI in strategic planning.				
CO3	Demonstrate the importance of changes in economic, technological, Government, political and social focus on the formulation of a firm’s strategy.				
CO4	Evaluate and recommend the implementation strategy through established models. Use of AI in performance monitoring of firm.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature & importance of Business Policy, Development Classification of Business Policy; Mechanism of policy making Business Policy and strategy. Business policy and corporate governance. Role of Artificial Intelligence in Business Decision Making.	15	CO1
2	Module II: Strategic Planning and Management Concept of corporate strategies, Strategic Planning: Process, importance and 7S framework. Strategic planning for: Multinationals, small businesses, non-profit organizations and public sector. Michael Porter Generic Competitive strategies, SWOT Analysis, PESTLE Analysis, AI-driven strategic planning in startups and digital enterprises.	15	CO2
3	Module III: Strategy Formulation, Strategic Analysis and Choice Objectives and goals of the organization. ETOP. Competitive analysis. Internal environment, scanning, mission and vision statement, SAP and KSF. Choice of strategy. Business level strategies: generic, cost leadership, differentiation and focus. Multi business strategies: coordination, diversification, & venturing.	15	CO3
4	Module IV: Corporate Portfolio Analysis and Implementation BCG, Ansoff model, Gap Analysis, GE model. Implementing strategy through business function, implementing strategy through structure. Leadership and Culture. AI in Performance Monitoring and Strategic Control.	15	CO4

Suggested Readings

- Lawrence R. Jauch. And Glueck William F., Business Policy and Strategic Management, Frank Brothers.
- Kazmi, Azhar, Business Policy, Tata McGraw-Hill, New Delhi, 2000.
- PearceII John A. And Robinson J.R. and Richard B., Strategic Management, AITBS.
- Wheelen Thomas L., Hunger J, .David. And Rangaragjan Krish., Concepts in Strategic Management and Business Policy, Pearson Education, 1st Ed.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	III	Semester		V	
Course Name	Sales and Distribution Management	L	T	P	Credit
Course Code	NBBAM1502	4	0	0	4
Course Objectives	The Sales and Distribution function is vital to marketing, involving the study of selling situations, processes, communication, and negotiation styles. It focuses on understanding logistics, supply chain management, and the role of information technology in supply chain operations.				
Course Outcomes					
CO1	Understand various buying situations in terms of consumer and business buying situations and design strategies to influence them				
CO2	To understand sell products and services and increase sales volumes, market share or profit of the organization				
CO3	To understand the integration and sales and distribution functions with analyzing the effectiveness of various marketing channels.				
CO4	To evaluate the role of AI in Logistics and supply chain management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Sales & Distribution Management: Nature and scope of sales management, personal selling objectives, Characteristics of good sales person. Types of sales management positions, Theories of personal selling. Personal selling strategies and AI application in developing sales Strategies. Sales forecasting and budgeting decisions. Ethics in selling and legal aspects. Emerging trends in selling, role of AI in selling.	15	CO1
2	Module II: Personal Selling and Sales Force Management Personal Selling Process, Sales Territories & Quotas, relationship selling, Designing Sales Territories, sales quotas and sales organization structures, Sales Force Management: Recruitment, selection, training, motivating, compensating and controlling the sales force. Sales force reporting mechanism and automation.	15	CO2
3	Module III: Distribution Management: Need and scope of distribution management, Types of marketing channels. Channel Design and selection. Marketing channels strategy, levels of channels, Partners for channels and their roles. Channel partner selection, motivation and appraisal. Channel management: Managing vertical and horizontal marketing systems. Channel Power, Channel conflicts and their resolution.	15	CO3

4	Module IV: Market logistics and AI Application: Definition & scope of logistics and supply chain management. Components of logistics, inventory & warehouse management, order processing. Transportation, channel information systems mgmt. Role of Omni channel distribution. Emerging trends: green logistics, AI in logistics management. Reverse logistics, role of ERP in SCM. Business Analytics in supply chain/ Distribution.	15	CO4
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Suggested Readings

- Havaldar, K. K., Cavale, V. M., & Nandi, S. K. (2025). Sales and distribution management: Leveraging emerging technologies (4th ed.). McGraw Hill Education.
- Still, R. R., Cundiff, E. W., Govoni, N. A. P., & Puri, S. (2017). Sales management: Decisions, strategies, and cases (6th ed.). Pearson Education.
- Panda, T. K., & Sahadev, S. (2019). Sales and distribution management (13th ed.). Oxford University Press.
- Coughlan, A. T., Anderson, E., Stern, L. W., El-Ansary, A. I., & Natarajan, R. C. (2011). Marketing channels (7th ed.). Pearson Education.

Online Resources

- <https://nptel.ac.in/courses/110/105/110105122/>
- https://onlinecourses.nptel.ac.in/noc20_mg13/preview
- <https://www.coursera.org/specializations/sales-management-bridging-gap-strategy-sales>,
- <https://www.classcentral.com/course/swayam-sales-and-distribution-management-12987>,
- https://onlinecourses.nptel.ac.in/noc20_mg13/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration -Marketing				
Year	III	Semester		V	
Course Name	Introduction to Logistic Management	L	T	P	Credit
Course Code	NBBAM1503	3	1	0	4
Course Objectives	To familiarize students with: Fundamentals of logistics and concepts to real life management of logistics. Strategic role of logistics in management.				
Course Outcomes					
CO1	Understand the concept and principles of logistics, key activities performed by the logistics functions.				
CO2	To analyses the role and importance logistics managers in strategic decisions making and evaluate the strategic role of logistics.				
CO3	To describe the concept the concept of outsourcing logistics.				
CO4	To understand the role of AI in Logistics Management				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Logistics Logistics: Definition, Objectives, Elements and Importance; History of Logistics; Logistics Activities; Logistics and marketing; Logistics and Supply Chain Management; Retail logistics; Emerging concept in logistics	15	CO1
2	Module III: Logistics management and Warehousing Logistics Management: Definition; achievement of competitive advantage through logistics Framework; Role of Logistics management; Inbound Logistics vs. Outbound Logistics: Concept and process. Reverse Logistics; Warehousing: Meaning, Types and Benefits; Transportation and its types; Multi-modal Transportation.	15	CO2
3	Module III: Logistics Strategy and Outsourcing Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies: Designing & Implementing logistical strategy. Outsourcing logistics: Reasons; Third party logistics provider, Fourth party Logistics providers (4 pl), Role of logistics provider, Logistical packaging; Critical issues in Logistics outsourcing.	15	CO3

4	Module IV: AI in Logistics Management Benefits of AI in Logistics; Key AI applications in Logistics: Inventory Management, Route optimization, Demand Forecasting, Transportation, Risk Management, Robotic Warehouse Automation; Basics of Digital Twins; Challenges and key considerations in integrating AI in logistics;	15	CO4
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Suggested Readings

- Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
- Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
- David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi& Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Online Resources

- <https://egyankosh.ac.in/handle/123456789/17460>
- <https://egyankosh.ac.in/handle/123456789/72269>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	III	Semester		V	
Course Name	Research Methodology	L	T	P	Credit
Course Code	NDSE17301	4	0	0	4
Course Objectives	To familiarize students with: Concept and relevance of marketing research. Marketing research process and report preparation.				
Course Outcomes					
CO1	Understand the basic concept of Research methodology and its implementation in various business situations.				
CO2	Examining the impact of sampling and its techniques and sources of data collection. Formulate sampling frameworks and apply digital and AI-based tools for collecting and managing logistics-related data.				
CO3	Analyzing measurement scale and data processing. Apply and relate decisions to formulate a good hypothesis. Explain data processing, statistical techniques, and the use of analytical tools for solving supply chain problems.				
CO4	Assessing clear and meaningful understanding of business reports and its characteristics. Demonstrate the preparation of research reports and presentations using AI tools while maintaining ethical and professional standards.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Research Meaning, Objectives, types and Importance of Research. Research Process and criteria of good research. Research problem, techniques involved in defining a problem.	15	CO1
2	Module II: Sampling Design & Data Collection Sampling Design: Census & Sample Surveys; Steps in Sampling Design, Types of Samples Designs-Probability & Non-Probability sampling. Secondary data, Primary data: Survey, Observation, Experimentation, Case-Study method, criteria for constructing Questionnaires or Schedules. Guidelines for successful interviewing. Google Forms / Survey tools (hands-on), AI-based questionnaire generation, Data collection through social media & digital platforms, Introduction to web scraping (basic concept only)	15	CO2
3	Module III: Measurement Scale and Data Processing Measurement scales: Nominal, Ordinal, Interval and Ratio scales. Important scaling techniques, Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test. Excel for data analysis (practical), Introduction to AI tools for analysis (Chat GPT, Excel AI, Power BI basics), Data visualization basics (dashboard concept), Interpretation for business decisions	15	CO3

4	Module IV: Report Writing Presentation: Diagram, Graphs, Charts, Importance of Report Writing, steps in report writing. Layout of the research report, Precautions for writing research report. Application of research in business management. AI-assisted report writing (Chat GPT, Grammarly), Presentation tools (Canva, Power Point), AI ethics: plagiarism, bias, misuse, Referencing tools (basic – Zotero / Mendeley intro), Industry-style report format.	15	CO4
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Suggested Readings

- Beri, G.C., Marketing Research, Tata McGraw Hill, 2003.
- Gupta, S.L., Marketing Research, Excel Books, 2004.
- Aaker, Marketing Research, John Wiley & Sons, 2001.
- Tull & Hawkins, Marketing Research, Prentice Hall of India, 2000.

Online Resources

- NPTEL: Research Methodology online available at https://onlinecourses.nptel.ac.in/noc22_ge08/preview
- eGyanKosh: Research Methodology online available at <https://egyankosh.ac.in/handle/123456789/4812>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration				
Year	III	Semester		V	
Course Name	Digital Governance	L	T	P	Credit
Course Code	NDSE17302	4	0	0	4
Course Objectives	To familiarize students about: Generating human resources with the right skills, knowledge, and aptitude and leadership qualities for effective implementation of e-Governance Projects, by studying e-Governance models and its characteristics. To make aware students about scope of e-Governance in the State through various sectors and services.				
Course Outcomes					
CO1	Understand and critique the various roles attributed to government				
CO2	Apply legal/human/Technological /Infrastructural preparedness in digital system				
CO3	Describe about data mining and data warehousing				
CO4	Evaluate the e-governance in Indian perspective through case studies				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module 1 Overview of E-Governance and its Models: Introduction to E-Governance: Needs of E-Governance, Issues in E-Governance applications and Digital Divide; Evolution of E-Governance, its scope and content; Present global trends of growth in E-Governance; Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Key areas; Towards Good Governance through E-Governance Models. Digital India Initiative (Digi-locker UMANG)	15	CO1
2	Module 2: E-Governance Infrastructure, Strategies: E-readiness: Digital System Infrastructure, Legal Infrastructural Preparedness, Institutional Infrastructural Preparedness, Human Infrastructural Preparedness, Technological Infrastructural Preparedness; Digital Public Infrastructure	15	CO2
3	Module 3 Applications of Data Mining in E-Governance: Introduction of Data warehousing and Data mining in E- Governance; National Data Warehouses: Census Data, Prices of Essential Commodities; Other areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors. Introduction to Power BI	15	CO3

4	Module 4: Case Studies of E-Governance in Indian perspective • Smart Nagar palika-Computerization of Urban Local Bodies (Municipalities) • NICNET-Role of Nationwide Networking in E- Governance • Ekal Seva Kendra • Aadhar • E-Suvidha • Bhulekh • AI in Automation	15	CO4
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Suggested Readings

- C.S.R. Prabhu, “E-Governance: Concepts and Case Studies”, Prentice-Hall of India Private Limited, 2004.
- N. Gopalsamy, “Information Technology & e-Governance”, New Age Publication, First Edition 2009.
- Backus, Michael, “e-Governance in Developing Countries”, IICD Research Brief, No. 1, March 2001.
- Subhash Bhatnagar, “Unlocking E-Government Potential: Concepts, Cases and Practices

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration -Marketing				
Year	III	Semester		V	
Course Name	Social Media Marketing	L	T	P	Credit
Course Code	NGE17309	4	0	0	4
Course Objectives	To familiarize students with: Social media marketing concept and practices. Digital marketing practices and consumers online engagement.				
Course Outcomes					
CO1	Remembering and understanding the scope and functions of Digital Marketing & the social media marketing				
CO2	Applying different forms of various digital channels to acquire and engage consumers online.				
CO3	Analyzing new digital world.				
CO4	Evaluating the latest social media practices for marketing and promotion				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Social media- meaning and definition, social networking, Social Media Marketing –Introduction, need and objectives, Implement effective social media marketing campaigns, issues in social media marketing.	15	CO1
2	Module II: Engaging Users through Social Media Platforms Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns, Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing.	15	CO2
3	Module III: Digital Marketing Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices.	15	CO3

4	Module IV: SEO and Current Scenario in Social Media Overview of search engine optimization (SEO), search engine marketing, mobile marketing, video marketing, Understanding the relationship between content and branding and its impact on sales, Online campaign management, AI Tools for Social Media Content Creation and Consumer Engagement Understanding trends in social media marketing – Indian and global context.	15	CO4
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Suggested Readings

- Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
- Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

Online Resources

- eGyanKosh <http://egyankosh.ac.in//handle/123456789/15592>
- https://www.youtube.com/watch?v=Xuq6_udbeH0&list=PLi3oNa09iwJRByiNwEJNaZ3XVKcveovzk

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	III	Semester		V	
Course Name	Mall Management	L	T	P	Credit
Course Code	NGE17310	4	0	0	4
Course Objectives	To develop an in-depth understanding of mall planning, operations, tenant management, marketing strategies, and the use of digital technologies (including AI) to enhance customer experience and optimize mall performance.				
Course Outcomes					
CO1	Students will be able to understand mall concepts, evaluate site feasibility, and understand planning and design considerations for successful mall development.				
CO2	Students will be able to understand mall operations efficiently and design effective tenant mix and leasing strategies to maximize revenue and customer satisfaction.				
CO3	Students will be able to analyze financial performance, evaluate mall efficiency, and assess future trends.				
CO4	Students will be able to develop marketing strategies and apply AI tools to enhance customer engagement and improve mall performance.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Mall Management & Planning Concept, evolution, and significance of malls in retail sector. Types of malls: Regional, super-regional, lifestyle, outlet, mixed-use. Roles and responsibilities of Mall Managers. Future trends and projections, advantages of mall over other retail formats. Mall development process: Feasibility study, site selection, catchment analysis Mall design and layout planning: zoning, anchor stores, circulation etc. A description of the various components of mall architecture and their significance like: Facade, Atrium, Parking, circulation path and utilities etc. Legal and regulatory aspects in mall development-Indian context. Sustainability and green mall concepts.	15	CO1
2	Module II: Mall Operations & Tenant Management: Mall operations management: Security, housekeeping, parking, maintenance. Facility management systems and service quality. Tenant mix strategy and leasing management, Rent structures: Fixed rent, revenue sharing, hybrid models Contract management and tenant relations Risk management and crisis handling: fire-safety, emergencies.	15	CO2

3	Module III: Financial Management, Performance Evaluation & Emerging Trends: Financial planning and budgeting in malls. Revenue streams: Rentals, parking, advertising, kiosks. Cost control and profitability analysis. Key performance indicators (KPIs): Footfall, conversion rate, sales per sq. ft. Mall auditing and performance evaluation. Emerging trends: Smart malls, digital payments, AI-driven automation, sustainability. Case studies of successful malls.	15	CO3
4	Module IV: Mall Marketing, Customer Experience & AI Applications: Mall branding and positioning strategies. Promotions, events, and seasonal campaigns. Digital marketing: Social media, influencer marketing, mobile apps. Customer experience management and engagement strategies. AI in mall management: Footfall analytics using computer vision. Customer behavior prediction, Personalized promotions and recommendation systems. Chabot's for customer assistance. Omni channel retailing and integration with e-commerce.	15	CO4

Suggested Readings:

- Kumar, M. (2010). Mall management: Operating in Indian Retail Space. Himalaya Publishing House.
- Singh, H., & Srinivasan, S. R. (2012). Mall management: Operating in Indian retail. Oxford University Press.
- Berman, B., & Evans, J. R. (2018). Retail management: A strategic approach (13th ed.). Pearson Education.
- Pradhan, S. (2020). Retailing management (5th ed.). McGraw Hill Education.
- Underhill, P. (2009). Why we buy: The science of shopping (Revised ed.). Simon & Schuster.

Online Resources:

- Shopping Centres Association of India – Reports and insights on malls
- CBRE Group – Retail and mall research reports
- JLL – Market trends and mall analytics
- Deloitte – Retail and consumer insights
- McKinsey & Company – AI and retail transformation resources.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration				
Year	III	Semester		V	
Course Name	Digital Marketing	L	T	P	Credit
Course Code	NSMVC17305	2	0	0	2
Course Objectives	To familiarize students with digital marketing concept, practices, consumers online engagement, various social media platforms and AI in digital marketing.				
Course Outcomes					
CO1	Understand the concept, scope and functions of Digital Marketing.				
CO2	Understand various channels of Digital marketing, content and campaign management.				
CO3	Develop insight about SEO and its types; tools and techniques of SEM.				
CO4	Understand the role of Artificial Intelligence in digital marketing for customer analysis, content creation, social media marketing, and ethical use of data.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Digital Marketing: concept, importance, and scope of digital marketing, Evolution of digital marketing. The difference between traditional and digital marketing. Contemporary best practices in digital marketing. Case-study.	8	CO1
2	Acquiring and engaging users through Digital Channels: Introduction to content marketing and management. Understanding the relationship between content and branding, mobile marketing, video marketing, Email marketing; Social Media Marketing- introduction and use of various social media platforms in digital world; Online campaign management- preparation, execution, and tracking. Case-study	7	CO2
3	Overview of SEO and SEM: Search Engine Optimization (SEO)- concept, importance, On-page Optimization and Off-page Optimization, Google Ad words. Search engine marketing (SEM)- Strategy building and execution through SEM tools and techniques. Difference between SEO and SEM. Case-study	8	CO3
4	Introduction of AI in Digital Marketing- Meaning of AI; Role of AI in Digital Marketing; Difference between traditional digital marketing and AI-based digital marketing; AI in understanding customer behavior and preferences; AI in Content Creation: Platforms like Chat GPT, Gemini, Perplexity; and Social Media Marketing; Ethical issues: data privacy and responsible AI use	7	CO4

Suggested Readings

- Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital

- generation; Kogan Page (3rd Edition, 2014)
- Dave Evans, Susan Bratton; Social Media Marketing; The Next Generation Of Business innovation, Wiley & Sons (2010)
 - Gupta, Seema; Digital Marketing, McGraw Hill (August, 2022).
 - Maria Johnsen; AI in Digital Marketing, Mercury Learning & Information (2024)

Online Resources

- <https://www.investopedia.com/terms/d/digital-marketing.asp>
- <https://egyankosh.ac.in/handle/123456789/79506>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	III	Semester		VI	
Course Name	International Business	L	T	P	Credit
Course Code	NBBAM1601	4	0	0	4
Course Objectives	To familiarize students with: The theories of international dimensions of Business and external influences affecting the international business organization. The design and structure of International Organizations. Labour market differences and labour compensations and international business strategies. The role of strategies and different policies on the Ways businesses conducted in international context.				
Course Outcomes					
CO1	Identify the role of external influences on international business scenario.				
CO2	Demonstrate the concept of international corporations by their organizational design, structure, attitude and strength				
CO3	Apply the functionality of global financial markets, foreign exchange markets exchange rate method and different international business strategy				
CO4	Evaluate the global competitiveness and international business strategy, Use of AI and technology in international trade				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Dimensions of International Business The field of international business: scope, challenges and opportunities, means of engaging in international business, external influences on international business. International trade theories.	15	CO1
2	Module II: International Corporations Design and Structure: Organizational design and structure, forms of organizational structure, their attitudes and strengths. Functional based, area-based matrix structure, Methods of entry.	15	CO2
3	Module III: India's foreign trade India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Foreign Trade policy 2023, export, assistance, marketing plan for exports.	15	CO3
4	Module IV: International Finance and Strategies Balance of Payment, Global financial market, foreign exchange market. Exchange rate determination methods. Global competitiveness and international business strategies. International strategic alliances. Digital trade management, Paperless trade, E-BUSINESS MODELS	15	CO4

Suggested Readings

- Agarwal, Raj., International Trade, Excel, 1st Ed.

- Albaum, Duerr, International Marketing and Export management, Pearson, 7th Ed.
- Cherunilam, F.(2007), International Trade and Export Management ,Himalaya.
- Hill C.W., International Business ,TMH, 5th Ed.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	III	Semester		VI	
Course Name	Supply Chain Management	L	T	P	Credit
Course Code	NBBAM1602	4	0	0	4
Course Objectives	To familiarize students with: Basic concepts in Supply Chain Management and allied functions and Recent issues in Supply Chain Management				
Course Outcomes					
CO1	Understand the different aspects of Supply Chain Management with a focus on to create a successful venture with decision- and system-oriented perspective				
CO2	To analyze the structure of Supply Chain Management				
CO3	To describe the Supply Chain Management Building blocks.				
CO4	To evaluate recent issues in SCM				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Supply Chain Concepts: Concept & Definitions in Supply Chain, Objectives of a Supply Chain, Stages of Supply chain, Cycle view of Supply Chain Process, Decision Phases in Supply Chain Management, Key issues in SCM, Supply Chain Management Framework, Supply Chain Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.	15	CO1
2	Module II: Supply Chain Management Structure: Basic Terms from Supply Chain Management such as -Upstream, Downstream, Information/Material Flow, Push/Pull System, Value added services, Structure of a SC, Push based SC, Pull based SC, Trade-off between Push & Pull, Identifying appropriate Push & Pull Strategy for SC.	15	CO2
3	Module III: Supply Chain Management Building Blocks: Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect.	15	CO3

4	Module IV: Recent Issues in SCM: Use AI algorithms for sentiment analysis, Implementing AI-based predictive analytics to improve demand forecasting accuracy. Use of machine learning to recommend products or services based on purchase history. Intelligent Automation: Use AI-powered bots to automate order processing, invoicing, and scheduling. Real-time Tracking: Integrate AI with IoT sensors for predictive maintenance and logistics optimization. Smart Inventory Control by AI, Block chain , AI Integration: For enhanced transparency and fraud detection in the supply chain. CRM Vs. SCM, Outsourcing-basic concept, Future of SCM	15	CO4
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Suggested Readings

- Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)
- Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)
- Agarwal D.K. - A Text Book of Logistics and Supply chain Management (Macmillan, 1st Ed.).
- Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.)
- Chopra Sunil and Peter Meindl - Supply chain Management (Pearson, 3rd Ed.)
- Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Online Resources

- <https://egyankosh.ac.in/handle/123456789/17460>
- <https://archive.nptel.ac.in/courses/110/105/110105141/>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration-Marketing				
Year	III	Semester		VI	
Course Name	Customer Relationship Management	L	T	P	Credit
Course Code	NBBAM1603	4	0	0	4
Course Objectives	To develop a comprehensive understanding of CRM concepts, strategies, technologies, and analytics (including AI applications) to effectively acquire, retain, and enhance customer relationships for organizational success.				
Course Outcomes					
CO1	Students will be able to understand CRM concepts, frameworks, and the role of customer-centric strategies in business performance.				
CO2	Students will be able to comprehend customer-centric strategies and manage the complete customer lifecycle effectively.				
CO3	Students will be able to apply basic concepts of CRM technologies and AI tools to enhance decision-making.				
CO4	Students will be able to evaluate CRM performance, implement CRM systems, and analyze emerging trends.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to CRM Introduction to CRM: Concept, evolution, importance. Types of customers. Relationship marketing and customer lifecycle. Types of CRM: Operational, Analytical, And Collaborative. Customer value, satisfaction, loyalty, and retention. CRM framework and components- People, Process, Technology. Customer value chain analysis.	15	CO1
2	Module II: CRM Strategies and Customer Lifecycle Management: Customer acquisition, retention, and development strategies. Customer segmentation and targeting. Customer lifetime value (CLV) and profitability analysis. Customer experience management (CEM). Relationship building and loyalty programs	15	CO2
3	Module III: Basic Concepts of CRM Technologies, Data & AI Applications: CRM software and tools (Salesforce, Hub Spot, etc.). Database management, data warehousing, and data mining Big Data in CRM and data-driven decision making. AI in CRM: Predictive analytics, Chabot's and virtual assistants Personalization using machine learning. Recommendation systems, Privacy, ethics, and data security	15	CO3

4	Module IV: CRM Implementation and Measurement CRM implementation process and challenges. Integration with marketing, sales, and service functions. Performance measurement and CRM metrics. Social CRM and mobile CRM. Future trends: AI-driven CRM, automation, Omni channel engagement. Case studies and industry applications	15	CO4
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Suggested Readings:

- Customer Relationship Management: Concepts and Technologies – Francis Buttle
- Customer Relationship Management – Jagdish N. Sheth
- CRM at the Speed of Light – Paul Greenberg
- Customer Relationship Management: A Strategic Approach – V. Kumar
- Principles of Marketing – Philip Kotler

Online Resources:

- Coursera – CRM courses and certifications
- SWAYAM – CRM courses by Indian institutes
- Salesforce – CRM tools, blogs, and training
- HubSpot – Free CRM tools and learning resources
- edX – Business and CRM-related program

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	III	Semester		VI	
Course Name	Business Ethics and Indian Value System	L	T	P	Credit
Course Code	NDSE17303	4	0	0	4
Course Objectives	To familiarize students with: Theoretical issues and dilemmas faced by the managers in most business organizations and the concepts of CSR, Consumer Protection, Success, Dharma, Karma, etc.				
Course Outcomes					
CO1	Understand the relevance of ethics and values in business.				
CO2	Describe and demonstrate the concept of corporate governance				
CO3	Apply transformation and make use of the stories of business gurus				
CO4	Evaluate the relationship between ethics, corporate excellence and corporate mission.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Business Ethics- An Overview; Concept, nature, evolving ethical values, Arguments against business Ethics. Ethics: development of ethics, ethical decision making, ethos of Vedanta in management, Business Ethics in Different Organizational contexts; Sustainability: A Goal for Business Ethics; Approaches and Practices of Business Ethics; Ethical theories and approaches - The Teleological approach and the Deontological approach. Universalism vs. Ethical relativism, Utilitarianism; Hierarchism as an organizational value. Values: Concept, types and formation of values. Relationship between ethics, values and behavior, Values of Indian Managers. Artificial Intelligence and Ethical decision-making	15	CO1
2	Module II: Corporate Social Responsibility and Consumer Protection Corporate responsibility of business towards employees, consumers and community. Corporate Governance & Code of Corporate Governance. Different approaches of corporate governance, Corporate Philanthropy, Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance, Global Corporate Governance Practices. AI and Corporate Governance, Consumerism. Case Studies CSR success stories	15	CO2

3	Module III: Understanding Progress & Results, Managing Transformation and Success Progress & Results: Definition and functions of progress. Progress in business, difference between: Short-term profit vs long-term success. Transformation: Need for transformation, process and challenges of transformation. Role of AI in business transformation. Understanding Success: Definitions of success, Principles for competitive success, pre-requisites to create blueprint for success. Successful stories of business Gurus.	15	CO3
4	Module IV: Ethical Philosophies Relationship between Ethics & Corporate Excellence, Gandhian Ethics in Business, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Corporate Mission and Code of Ethics, Meaning of mission Statement, Role of ethical values in mission Code of Ethics, Organizational Culture, How culture influences employee behavior, Creating an ethical work culture. TQM. Link between quality and ethics Concept of Knowledge management and wisdom management. AI vs. human wisdom.	15	CO4

Suggested Readings

- Chakraborty, S.K., Human values for Managers.
- Chakraborty, S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.
- Gaur, R.R., Sangal, R. and Bagaria, G.P., A Foundation Course in Human Values and Professional Ethics
- Excel Books Private Limited, New Delhi.
- Velasquez, M.G. – Business Ethics: Concepts and Cases, Pearson Education
- Fernando, A.C. – Business Ethics: An Indian Perspective, Pearson Education India
- Stanwick, P.A. & Stanwick, S.D. – Understanding Business Ethics, Sage Publications
- Mitchell, M. – Artificial Intelligence: A Guide for Thinking Humans, Farrar, Straus and Giroux

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VII	
Course Name	Export-Import Management	L	T	P	Credit
Course Code	NDSE17304	4	0	0	4
Course Objectives	The course aims to develop an understanding and build knowledge on the key aspects of export-import management in India, including relevant policy frameworks and the role of AI in trade facilitation, thereby enabling students to become export professionals and entrepreneurs in the fast-changing global environment.				
Course Outcomes					
CO1	To analyses the basics of export-import management in India.				
CO2	To organize and plan the documents required for export and import transactions and export finance.				
CO3	To analyses the different operations involved in executing export orders.				
CO4	To create awareness about India's policy reforms and AI and digital technologies to promote export competitiveness				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Export-Import Management: An overview of Foreign Trade Policy; An overview of export-import management system in India; Deemed exports; Importance of exports to economic growth; Understanding Export--Import Operations; Steps of export shipment from India; Processing of an Export Order; International Commercial (INCO) Terms 2020	15	CO1
2	Module II: Export-Import Procedure and Documentation: EXIM procedure; Export Documents related to goods, shipment and payment; Import documents used in import transaction; Export finance: pre-shipment and post-shipment	15	CO2
3	Module III: An Overview of Export Promotion Schemes and Organizational Support: Information on Registered Exporter (REX) System, Export Incentives: Scheme For Remission of Duties or Taxes on Export Products (RoDTEP), Scheme For Rebate of State and Central Taxes and Levies (RoSCTL); Organizational Support: Government regulatory agencies involved in export and import i.e. Department of Commerce and Industry, Directorate General of Foreign Trade (DGFT), Directorate General of Trade Remedies (DGTR), Export Promotion Councils, Commodity Boards and Export Inspection Council (EIC).	15	CO3

4	Module IV: Legal framework of Custom Law and AI application in EX-IM: Indian Customs Electronic Gateway (ICEGATE); Indian Customs EDI System (ICES); Procedure for clearance of imported and export goods. Make in India and Export Competitiveness: NITI 's Aayog Export Preparedness Index, 2020 – Policy Basic concepts of AI and data analytics in trade facilitation; AI applications in customs clearance AI-enabled trade documentation, Role of AI and digital platforms in enhancing India's export preparedness and competitiveness under Make in India.	15	CO4
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Suggested Readings

- Custom Manual (2018). Central Board of Indirect Taxes & Customs, India.
- Gupta, P. (2020). Export Import Management, Tata McGraw Hill.
- Joshi, R.M. (2018). International Marketing. OXFORD University Press.
- Lall, M., & Ahmed, S. (2021). Export-Import Procedure and Documentation. Sultan Chand & Sons, New Delhi.
- NITI Aayog. Export Preparedness Index, 2020.
- Paul, J., & Aserkar, R. (2008). Export Import Management. OXFORD University Press.

Online Resources

- <https://www.dgft.gov.in/CP/?opt=import-management-system>
- https://www.icegate.gov.in/about_icegate.html
- <https://www.dgft.gov.in/CP/?opt=import-management-system>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	III	Semester		VI	
Course Name	System Analysis and Design	L	T	P	Credit
Course Code	NGE17311	4	0	0	4
Course Objectives	To familiarize students with: System analysis and design skill in information management. To provide the students with the skills to identify business problems which may be solved by technology-based solutions and develop design which form the basis for implementing systems as well as a strong foundation in systems analysis and design concepts, methodologies, techniques and tools. This also include waterfall model (system development life cycle), system analysis and Design Technique (Process Modelling (DFDs), Logical Modelling (decision tree, decision table, structured English).				
Course Outcomes					
CO1	Understanding the different phases of systems development life cycle.				
CO2	Applying the different fact-finding techniques in system analysis and design.				
CO3	Examine the system design and form designing.				
CO4	Assessing the system testing and quality assurance. Manage implementation and maintenance of hardware and software.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Overview of Systems Concepts Introduction to System Concept: Characteristics of the system, Elements of a System, Types of Systems, Physical and Abstract System, Open and Closed System, Formal and Informal System; Types of Information System, Needs of Information Systems, Qualities of Information System; Software Development Life Cycle (SDLC); Role and Attributes of System Analyst.	15	CO1
2	Module II: System Analysis Fact Finding Technique (Information gathering tools): Review of Literature, On-Site observation, Interviews and Questionnaires; The Tools of Structured Analysis: Data Flow Diagram, Components of a DFD, Zero Level DFD, DFD Transformation and Decomposition, Context Diagram, Leveling a DFD; Data Dictionary, Structured English, Decision Tree, Decision Table, Feasibility Study: Economic Feasibility (Cost & Benefit Analysis), Organizational Feasibility, Technical Feasibility, Behavioral Feasibility study, Steps in Feasibility study.	15	CO2
3	Module III: System Design Process of Design: Logical and Physical Design, Structured Design, Functional Decomposition. Form Design, Classification of Forms, Integration of Form, Requirement of Form Design, Input Design, Output Design.	15	CO3

4	Module IV: System Testing And Quality Assurance System Testing, Types of System Tests, System stability, audit version, Quality Assurance, Quality factors specifications, Levels of Quality Assurance. Audit Trail; Software Maintenance. Hardware and Software Selection Procedure.	15	CO4
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Suggested Readings

- System Analysis and Design Methods, Whitten, Bentaly and Barlow, Galgotia Publication.
- System Analysis and Design Elias M. Award, Galgotia Publication
- Modern System Analysis and Design, Jeffrey A. Hofer Joey F. George Joseph S. Valacich Addison Weseley.

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	III	Semester		VI	
Course Name	Rural Marketing	L	T	P	Credit
Course Code	NGE17312	4	0	0	4
Course Objectives	To familiarize students with: The role of rural sector in the development of the country's economy in recent years. The rural market, consumers and marketing strategies for the rural sector. The working of Co-operative Credit Societies and various financial schemes for rural development.				
Course Outcomes					
CO1	To understand Concepts of Artificial Intelligence (AI) in rural management, and the rural problems & their remedies.				
CO2	Identify the characteristics of rural consumers, their sources and structure of income. Understand the rural financial environment for rural development. Understanding the Credit policies, deposits schemes and various credit programed for rural development.				
CO3	Analyzing various marketing strategies adopted by rural industry for seeds, fertilizers and other rural products.				
CO4	Assessing the working of Co-operative Credit Societies. Illustrate. Case studies of digital and AI-enabled cooperative models in agriculture and dairy sectors.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module 1: Introduction Definition, Scope and Importance of Rural Management, Agriculture and Non-Agriculture sections of Economy. Rural Development problems and Remedies.	15	CO1
2	Module 2: Rural Consumer and Rural Finance Consumption theory, rural consumer behaviour: meaning, characteristics, process and factors determining consumer behaviour, Village Economy sources. Rural Financial Environment: Credit Planning and Implementation of Credit Programmers for Rural Development, Rural financial institutions, saving and Deposits; Cooperative management: meaning and types.	15	CO2
3	Module 3: Rural Marketing Marketing: Meaning, principles and practice. Rural marketing for Seed, Fertilizers, Pesticides advanced Machinery and other inputs of Rural Industry. Marketing Strategies for rural industry.	15	CO3

4	Module 4: Rural Digitalization and role of AI Introduction to digitalization in rural marketing, AI powered rural consumer insights and segmentations, AI in agricultural SCM, Rural marketing communication and promotion via AI, AI related challenges in Rural development.	15	CO4
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Suggested Readings

- Kashyap ,Pradeep., Raut, Siddhartha. And Biztantra ., Rural Marketing.
- Gopal Swamy, T.P. , Rural Marketing, Vikas Publishing House, 2/e
- Barkar, J.W., Agricultural Marketing, Oxford University Press, New York.
- Mathur., Rural Marketing, Excel Books.
- Rural Marketing: Text and Cases – C. S. G. Krishna macharyulu & Lalitha Ramakrishnan **6.** Cooperation and Rural Development – S. K. Singh

Online Resources

- eGyanKosh: Rural Development- Planning and Management online available at <https://egyankosh.ac.in/handle/123456789/32074>
- eGyanKosh: Rural Management Overview online available at <https://egyankosh.ac.in/handle/123456789/10126>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VII	
Course Name	Digital Marketing and AI Applications	L	T	P	Credit
Course Code	NBBAM1701	4	0	0	4
Course Objectives	To familiarize students with: Digital marketing concept, practices, consumer’s online engagement, various social media platforms and AI in digital marketing.				
Course Outcomes					
CO1	Understand the basic concepts, scope and significance of digital marketing in the modern business environment.				
CO2	To apply content, social media and influencer marketing concepts to develop basic digital marketing strategies.				
CO3	To analyze the use of search, email and mobile marketing tools for online customer acquisition and engagement.				
CO4	To evaluate the role of artificial intelligence in digital marketing for personalization, automation and ethical decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Foundations of Digital Marketing Introduction to digital marketing- meaning, scope and importance; evolution of digital marketing; Components of Digital Marketing; Traditional vs. Digital Marketing; Major digital channels- websites, search engines, social media and online marketplaces; Understanding online consumer behavior and the digital customer journey from awareness to conversion; Role of digital marketing in brand building and customer engagement .	15	CO1
2	Module II: Content, Social Media and Influencer Marketing Concept and importance of content marketing; Types of digital content such as blogs, images and videos; Basics of social media marketing and its role in customer engagement; Overview of major social media platforms including Facebook, Instagram, LinkedIn and YouTube; organic and paid social media strategies; Concept of influencer marketing and brand collaborations; Measurement of social media performance using basic engagement metrics. Email marketing- concepts, campaign design, list building and best practices.	15	CO2

3	Module III :Search Engine and Mobile Marketing Introduction to search engine marketing ; Fundamentals of search engine optimization including on-page and off-page SEO techniques; Concept of paid search advertising and basics of Search Engine Marketing (SEM); Landing Pages; Mobile marketing- SMS marketing, app-based promotions and WhatsApp marketing; Importance of local SEO and Google My Business for small and local businesses.	15	CO3
4	Module IV : Artificial Intelligence in Digital Marketing Introduction to artificial intelligence and its relevance in digital marketing; Role of AI in understanding customer behavior, AI-based tools for content creation, social media management and digital advertising; Application of AI in search marketing, email marketing and marketing automation; Use of Chabot's and conversational AI for customer engagement and service; Ethical issues, data privacy, and responsible use of AI in digital marketing.	15	CO4

Suggested Readings

- Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Dave Evans, Susan Bratton; Social Media Marketing; The Next Generation Of Business innovation, Wiley & Sons (2010)
- Maria Johnsen; AI in Digital Marketing, Mercury Learning & Information (2024)

Online Resources

- <https://egyankosh.ac.in/handle/123456789/67283>
- <https://egyankosh.ac.in/handle/123456789/96268>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration				
Year	IV	Semester		VII	
Course Name	Event Management	L	T	P	Credit
Course Code	NDSE17305	4	0	0	4
Course Objectives	To familiarize students with: The skills to plan and manage events.				
Course Outcomes					
CO1	Exhibit the capability to organize a formal event.				
CO2	Planning and Organizing events. Assessing risk management in event.				
CO3	Analyzing event marketing, Public relations and promotional tools.				
CO4	Assessing Plans and prepare sponsorship proposals, vent associates and event sponsor.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Event Management Event Management: meaning, functions and Scope, Types of Events; Roles & Responsibilities of Event Manager in different events. Planning and Organizing for Events: Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process: Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.	15	CO1
2	Module II: Event Marketing and Promotion Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools– Media invitations, press releases, TV opportunities, radio interviews. Promotional tools–Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.	15	CO2
3	Module III Event Sponsorship Sponsorship Event Partners, Event Associates. Event Sponsor : Importance of Sponsorship–for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership.	15	CO3

4	Module IV: AI Application in Event planning & management Nature, meaning, and scope of AI in event management and planning, legal and ethical consideration of AI, AI in event execution & technology management, AI driven event planning, AI- driven operations and planning's. Recent trends of AI in event planning & organizing.	15	CO4
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Suggested Readings

- Conway, D.G. (2006). The Event Manager's Bible. Devon: How to books Ltd.
- Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc.
- Hoyle, L.H. (2002). Event Marketing. New Jersey: John Wiley & Sons Inc.

Online Resources

- eGyanKosh: Basics of Event Management online available at <https://www.egyankosh.ac.in/handle/123456789/69654>
- NPTEL: Basics of Event Management online available at https://onlinecourses.swayam2.ac.in/nou20_ge01/preview

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	IV	Semester		VII	
Course Name	Database Management System	L	T	P	Credit
Course Code	NDSE17306	4	0	0	4
Course Objectives	To familiarize students with: The evolution of Database Management system. The importance of database technology in today’s environment and to use this technology to manage their own data requirements. The know, how of database design and their applications.				
Course Outcomes					
CO1	Understand the role of database management system applicable in an organization.				
CO2	Interpret languages of data and architecture of DBMS.				
CO3	Analyze the handling of file and normalization of data.				
CO4	Evaluate the security system relevant to database management system.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Data Base Management System: Introduction, Advantages and Disadvantages. File system vs. DBMS. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.	15	CO1
2	Module II: Languages of Data and DBMS Architecture DDL and DML. Basic SQL queries (Select, where, order by). E,R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.	15	CO2
3	Module III: File Handling Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF.	15	CO3
4	Module IV: System Devices and Security System Input and Output devices, offline storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.	15	CO4

Suggested Readings

- Leon, Alexis. and Leon ,Matthews., Data Base Management System ,Leon Vikas Publishing.
- Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, McGraw Hill, Company, Higher Education.
- Elmasri, R. and S B Navathe., (2000), Fundamentals of Database Systems, Addison Wesley.

Online Resources

- <https://egyankosh.ac.in/handle/123456789/35788>
- https://www.cet.edu.in/noticefiles/279_DBMS%20Complete1.pdf

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration -Marketing				
Year	IV	Semester		VII	
Course Name	Marketing Research	L	T	P	Credit
Course Code	NDSE17307	4	0	0	4
Course Objectives	To familiarize students with: The Concept and relevance of marketing research. Marketing research process and report preparation.				
Course Outcomes					
CO1	Remembering and understanding marketing research and research design.				
CO2	Applying sample and sampling design, sampling process and its types.				
CO3	Analyzing data collection, data processing and tabulation.				
CO4	Evaluating data analysis, interpretation and report writing.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Marketing Research and Research Design Introduction of Marketing Research: Definition, aims and objectives of marketing research, Applications of marketing research, Marketing information system, Evaluation and control of marketing research, Value of information in decision making, Steps in marketing research. Role of Artificial Intelligence in Marketing Research Research Design: Formulating the research problem, Choice of research design, Types of research design and Sources of experimental errors.	15	CO1
2	Module II: Sample and Sampling Design Sample and Sampling Design: Some basic terms, Advantages and limitation of sampling, Sampling process, Types of sampling, Types of sample designs, Determining the sample size, Sampling distribution of the mean, Testing of hypothesis.	15	CO2
3	Module III: Data Collection, Data Processing and Tabulation Methods of data collection: Secondary data, Sources of secondary data, Primary data, Collection of primary data, Observation, Questionnaire, Designing of questionnaire, Interviewing. Chatbots and Automated Interviews Data Processing and Tabulation: Editing, Coding, Problems in editing, Tabulation.	15	CO3

4	Module IV: Data Analysis, Interpretation and Report Writing Data Analysis: Measurement of central tendency, Dispersion, Univariate analysis, Bivariate analysis, Multidimensional analysis I, Multivariate analysis II, Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis. AI-assisted Data Interpretation, Interpretation and Report Writing: Interpretation, Types of research reports, Guidelines for writing a report, report format, Evaluation of research report.	15	CO4
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Suggested Readings

- Beri, G.C., Marketing Research, Tata McGraw Hill, 2003.
- Gupta, S.L., Marketing Research, Excel Books, 2004.
- Aaker, Marketing Research, John Willey & Sons, 2001.

Online Resources

- eGyanKosh <http://egyankosh.ac.in//handle/123456789/10391>
- <https://www.youtube.com/watch?v=ABLHV5Ce6TI&list=PLPjSqlTyvDeWBBaFUbkLDJ0egyEYuNeR1>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VII	
Course Name	Indian Economy	L	T	P	Credit
Course Code	NDSE17308	4	0	0	4
Course Objectives	To familiarize students with understanding of constituent sectors that define the Indian Economy and to examine the role and contribution of different sections of the economy in economic development of India and to enable the learners to examine the role and impact of NITI Aayog on economic development of India.				
Course Outcomes					
CO1	Explain the structure key features, challenges, and reform measures of the Indian economy, including the role of public and private sectors, and economic planning institutions such as NITI Aayog.				
CO2	Examine demographic trends and human development indicators and assess their impact on economic growth and population management in India.				
CO3	Analyze the performance of the agricultural sector including production, finance, and marketing systems, along with government policies and sustainability practices.				
CO4	Evaluate industrial and service sector development in India including policy initiatives, financial aspects, and the growing contribution of the service economy to GDP.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Overview of Indian Economy Indian Economy: Major features and problems. Role of public and private sector in Indian Economy; Functions and problems of public sector; Privatization –it's importance in Indian Economy. Globalization, Liberalization, and its impact on Indian Economy. Planning Process in India: Trends and Features Planning process and features of Economic planning in India, and NITI Aayog, Budgeting in India	15	CO1
2	Module II: Demography and Indian Economy Concept of over, under and optimum population, Population explosion and trends in population growth, Demographic aspects of Indian population: Literacy, Gender and Quality of manpower, Demographic dividend and new trends in population management, Role of technology in demographic transformation. Need to sustainable population management. Human Development Index.	15	CO2

3	Module III: Indian Agriculture: Trends and problems Agriculture in Indian Economy: salient features and importance, cropping pattern, crop insurance, Sustainable water management, micro-irrigation, and climate-resilient practice. Agricultural production and productivity, Green, white, blue and yellow revolution. Government policy and initiatives. Agricultural Finance: Rural Credit; Rural Finance: institutional and non-institutional finance, Role of Regional Rural Bank and Micro- finance institutions. Institutional credit schemes and financial inclusion initiatives in agriculture. Agricultural Marketing: traditional markets and digital platforms, Warehousing, Role of Food Corporation of India (FCI), Export of agricultural products and agro based industries. Minimum Supports Price (MSP).	15	CO3
4	Module IV: Industrial Economy and Service Sector of India Industrial development in India: trends, challenges, and structural transformation, Features and Problems of Industrial Development in India, Core industries and their role in Indian economy, Industrial policies and statements and their impact on industrial development, Industrial Finance. An overview of Service Sector in India- growth, and emerging segments, Contribution of Service Sector to India's GDP.	15	CO4

Suggested Readings

- Government of India- Economic Survey, 2022
- Misra and Puri- Indian Economy, 38th Edition, Himalaya Publishing House, New Delhi, 2020
- A N Agarwal & M K Agarwal- Indian Economy Problems of Development and Planning, New Age International, 44th Edition 2023
- Rudra Dutt and KPM Sundaram- Indian Economy, S Chand & Co. Ltd, 2015

Online Resources

- <https://egyankosh.ac.in/handle/123456789/74688>
- <https://egyankosh.ac.in/handle/123456789/84827>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VII	
Course Name	People Management	L	T	P	Credit
Course Code	NGE17313	4	0	0	4
Course Objectives	To familiarize students with: • An overview of what it means to be an effective people manager and the role of AI in modern day organizations. • The leadership and communication skills and effective management of people in an organization.				
Course Outcomes					
CO1	Understand the concept of people management and its relevance in organizations. Understand the use of AI in managing people				
CO2	Analyze the applicability of people first strategy in an organization. Understand AI-Driven Employee Engagement and Motivation Strategies				
CO3	Apply team building skills and leadership qualities in work settings.				
CO4	Evaluate leadership approaches, conflict resolution strategies, and the ethical implications of AI in fostering a high-performance and people-centric organizational culture.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Managing and Evaluating Oneself Mind Management, Time Management, Tackling Time Robbers, Planning workload, Active Listening, Decision Making – steps, managing your Manager, Evaluating and building a personal development plan for oneself. Using AI for Personal Productivity and Time Management, and Smart Decision-Making in Management, Balancing AI Use and Mental Well-being.	15	CO1
2	Managing and Motivating Others Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and organizational factors on people management, Motivating Others – Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People – People First Strategy: Emerging cases. Role of AI in Modern People Management, AI-Driven Employee Engagement and Motivation Strategies, AI vs. Human, AI-Powered Performance Monitoring Systems	15	CO2

3	Building Team and Peer Networks Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing behavior of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work to team members, Importance of peer networks in an Organization. AI-Powered Collaboration Tools for Virtual Teams, Building High-Performance Teams Using AI Insights.	15	CO3
4	Leading People & Resolving Conflicts Leading people to achieve the vision and mission of the Organization. Leadership for high performance culture, Leadership styles for creating conducive organizational climate and culture of excellence. Managing different types of conflicts in an Organization, Problem solving and quality improvement process. AI and Ethical Leadership: Balancing Automation with Human Values, Using AI for Workplace Conflict Detection and Resolution.	15	CO4

Suggested Readings

- Randall, J., & Sim, A. J. (2013). Managing People at Work. Abingdon: Routledge.
- Thomas, M. (2007). Mastering People Management. London: Thorogood Publishing.
- Thomson, R., & Thomson, A. (2012). Managing People. Abingdon: Routledge.
- Wellington, P. (2011). Effective People Management: Improve Performance Delegate More Effectively. London: Kogan Page Publishers.

Online Resources

- https://www.wict.org/chicago-chapter/wp-content/uploads/sites/5/2020/05/Harvard_Business_Review.pdf

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VII	
Course Name	Creativity and Design Thinking	L	T	P	Credit
Course Code	NGE17314	4	0	0	4
Course Objectives	To familiarize students with: How to transform creative thinking into design thinking in every stage of your problem How to apply design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				
Course Outcomes					
CO1	Gain in depth knowledge about creative thinking and design thinking in every stage of problem				
CO2	Analyze the concept of Design thinking				
CO3	Applying design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				
CO4	Understand and implement design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Innovation & Creativity: Meaning of Innovation and creativity. Difference between innovation and creativity, and its role in Industry and organizations, Creativity and Innovation as strategy.	15	CO1
2	Module II: Innovation & Creativity: Dynamics of creative thinking, Role of AI in creativity and Innovation. Ideation Technique, Process of Design Thinking, implementing the process in driving innovation, Case Study	15	CO2
3	Module III: An exercise in design thinking & implementing design thinking through a workshop & exercise case studies in design thinking, design thinking principles that refine businesses. Case Study	15	CO3
4	Module IV: Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, design thinking case studies in banking, design thinking case studies in management decisions, Design thinking for startups.	15	CO4

Suggested Readings

- Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin (WILEY)
- The Design Thinking by Patrick , Michael Lewrick, Larry Leifer (WILEY)

- The Art of Creative Thinking by Rod Judkins

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VIII	
Course Name	Global Marketing Management	L	T	P	Credit
Course Code	NBBAM1801	4	0	0	4
Course Objectives	• To familiarize students with the dynamic global economic environment and its impact on marketing strategies. • To develop an understanding of the major political, economic, and cultural factors affecting international business operations. To enable students to design and implement effective global marketing strategies, including market entry, segmentation, and the 4Ps (Product, Price, Place, Promotion). • To analyze the ethical challenges and emerging trends in global marketing, including digital transformation and sustainability.				
Course Outcomes					
CO1	Evaluate the global economic, political, and legal environments to assess the feasibility and risks of entering international markets.				
CO2	Formulate global market entry strategies and analyze cultural differences to adapt marketing plans effectively across diverse regions.				
CO3	Design integrated global marketing mix strategies (Product, Price, Distribution, and Promotion) that balance standardization and adaptation.				
CO4	Apply digital marketing tools and ethical frameworks to solve contemporary challenges in global business management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Global Marketing Environment Concept of Global Marketing vs. Domestic Marketing. • Drivers of Globalization (Technology, Transportation, Communication). • Economic, Political, and Legal Environments (WTO, NAFTA, EU, BRICS). • Cultural Environment: The Impact of Culture on Consumer Behavior (Hofstadter's Cultural Dimensions, High vs. Low Context Cultures). • Cross-Cultural Consumer Analysis. • Political Risk Assessment and Trade Barriers (Tariffs, Quotas, Non-Tariff Barriers).	15	CO1

2	Module II: Global Market Research & Entry Strategies Global Market Intelligence: • Market Research Process in International Markets. • Emerging Markets vs. Developed Markets. • Segmentation, Targeting, and Positioning (STP) in the Global Context. Market Entry Strategies: • Indirect Exporting, Direct Exporting, Licensing, Franchising. • Contract Manufacturing, Joint Ventures, Strategic Alliances. • Foreign Direct Investment (FDI) and Wholly Owned Subsidiaries. • Decision Framework for selecting Entry Modes.	15	CO2
3	Module III: Developing Global Marketing Strategies (The 4Ps) Global Product & Pricing Strategies: • Product Decisions: Standardization vs. Adaptation (Global Products). • Product Life Cycle (PLC) in International Markets. • Branding Decisions: Global Brands, Local Brands, Co-branding. • Pricing Strategies: Dumping, Transfer Pricing, Skimming vs. Penetration Pricing, Currency Fluctuation Impact. Global Distribution (Place) & Promotion: • Distribution Channels: Direct vs. Indirect, Channel Management, Retailing Globally. • Global Advertising: Standardized vs. Adapted Communication. • Integrated Marketing Communications (IMC) globally. • Sales Promotion and Public Relations (PR) in International Markets..	15	CO3
4	Module IV: Contemporary Issues & Digital Global Marketing Include AI Digital Transformation in Global Marketing: • Role of Social Media, E-commerce, and Mobile Marketing across borders. • Data-Driven Marketing and SEO/SEM globally. Ethical and Sustainable Marketing: • Corporate Social Responsibility (CSR) in Global Markets. • Green Marketing and Sustainability Issues.	15	CO4

Suggested Books / Readings

Primary Textbooks:

- Hollensen, S. (2022). *Global Marketing*. 9th Edition. Pearson Education.
- Cateora, P. R., Gilly, M. C., & Graham, J. L. (2022). *International Marketing*. 19th Edition. McGraw Hill Education.
- Kotabe, M., & Helsen, K. (2020). *Global Marketing Management*. 8th Edition. Wiley.

Reference Books:

- 4. Keegan, W. J., & Green, M. C. (2020). *Global Marketing*. 10th Edition. Pearson.
- 5. Johansson, J. K., & Ronkainen, I. A. (2019). *The Global Marketing Environment*. Cengage Learning.

Recommended Journals & Periodicals:

- Journal of International Marketing
- Harvard Business Review (HBR)
- The Economist
- World Trade Organization (WTO) Annual Reports

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VIII	
Course Name	Securities Analysis & Portfolio Management	L	T	P	Credit
Course Code	NDSE17309	4	0	0	4
Course Objectives	To familiarize students with: • To develop an understanding of the regulatory environment, risk–return concepts, and valuation techniques used in security analysis. • To introduce market microstructure concepts and the fundamentals of AI, machine learning, and statistical analysis using R. • To explain portfolio construction, diversification, and optimization techniques using quantitative and asset pricing models. • To develop an understanding of portfolio management strategies, performance evaluation, and AI-driven investment decision-making.				
Course Outcomes					
CO1	Students will be able to analyze securities using risk–return measures, fundamental analysis, and technical analysis within the regulatory framework of financial markets.				
CO2	Students will be able to analyze market liquidity and apply basic AI and statistical techniques to financial data using R programming.				
CO3	Students will be able to construct and optimize investment portfolios and evaluate risk and return using asset pricing models.				
CO4	Students will be able to evaluate portfolio performance and apply AI-based models for trading, forecasting, and portfolio management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Regulatory Framework and Risk and Return Introduction and regulatory framework, Securities: Investor Vs Speculator, Types of Investors. Types of Securities, Introduction to Blockchain and How it works, Benefits and How blockchain will impact the financial sector, Limitations of Blockchains, Cryptocurrencies, Different types of cryptos. Risk and Return: Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. Nature of Stock Markets: Efficient Market Hypothesis and its implications for investment decision, Fundamental and Technical Analysis: Approach to Equity valuation – economy, industry and company analysis, Technical Analysis charts: candlestick, bar, and line charts, Price trends, Gap Wave theory and Dow theory, Technical vs Fundamental analysis.	15	CO1

2	Module II: Market Microstructure & Liquidity and Overview of AI, Machine Learning Models and R Market Microstructure & Liquidity: Order-driven vs. Quote-driven markets, Market efficiency, Risk preferences, Limit order books, market microstructure types, economic theory of choice, interest rate compounding Overview of AI and Machine Learning: Probability modelling, inferential statistics, Supervised and Unsupervised learning algorithms, regression and classification algorithms. Introduction to R Programming: R Fundamentals, Exploratory data analysis and data visualization with R. Statistical Analysis with R, Inferential statistics and hypothesis testing with R.	15	CO2
3	Module III: Portfolio Construction and Optimization Portfolio construction: Portfolio risk and expected returns for two securities and multiple securities, risk diversification with portfolios, correlation structure, mean-variance framework, portfolio construction with R Portfolio Optimization: Portfolio Possibility curve, Efficient frontier, Minimum Variance portfolios, Introduction to risk-free lending and borrowing, market risk and beta, portfolio optimization with R Asset Pricing Models: Capital Asset Pricing Model, Capital Market Line, Security Market Line, Fallings of CAPM, Single-Index and Multi-Index models, Expected Risk and Return with Index models, 3-Factor Fama-French Model	15	CO3
4	Module IV: Portfolio Management & Performance Evaluation using AI Portfolio Management strategies, Active vs Passive Portfolio Management, Value vs Growth investing, One-parameter performance measures Timing & Selection performance measures, application of asset pricing models in performance management AI and machine learning in Trading execution and portfolio management: Regression and Classification algorithm applications in security analysis, forecasting, and prediction, Case Study examples	15	CO4

Suggested Readings

- Kevin –Security Analysis and Portfolio Management –PHI
- Jack Clark Francis - Management of Invest, McGraw Hill
- Elton & Gruber - Modern Portfolio Theory and Investment Strategy, Willey
- Shape Alexander Ballen - Investment, Eastern Economy Ed
- Donald E. Fisher and Ronald J. Jordan, “Securities Analysis and Portfolio Management”, Prentice Hall, New Delhi
- Sourain, Harry. “Investment Management”, Prentice Hall of India
- Machine Learning in Finance by M. Dixon, I Halperin, and P. Bilokon, Springer, 1st Edition
- Machine Learning for Asset Managers, Marcos Lopez, Cambridge University Press, 1st Edition
- Advances in Financial Machine Learning, Marcos Lopez, Wiley, 1st Edition

Online Resources

- <http://egyankosh.ac.in/handle/123456789/6339>
- <https://www.youtube.com/watch?v=gNPPFjBAKlc>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VIII	
Course Name	Goods & Services Tax and Customs Law	L	T	P	Credit
Course Code	NDSE17310	4	0	0	4
Course Objectives	To familiarize students with: - To provide understanding about salient features of GST law and implications of its various provisions for different classes of suppliers. It also aims to provide an understanding of compliances and procedures laid down in GST law and to provide the understanding about significant provisions of the customs law. Artificial Intelligence (AI) is rapidly being integrated into the Goods and Services Tax (GST) landscape, changing it from a manual, compliance-heavy process to an automated, data-driven system. Key areas where AI is used, which are increasingly appearing in updated GST syllabi.				
Course Outcomes: Course Outcomes: • Shift from Reactive to Proactive: AI enables businesses to fix compliance errors in real-time rather than waiting for month-end reconciliation. • Human-in-the-loop: While AI automates, final human oversight remains crucial to avoid "hallucinations" (incorrect AI suggestions). Future Trends: AI will move from assisting to offering advisory services, such as predicting cash flow impacts and optimizing tax planning					
CO1	To understand the need, and utility of indirect taxes and analyze the constitutional aspects of GST.				
CO2	To apply the provisions relating to levy of GST;				
CO3	To analyze the procedure and exemptions for different types of goods and services. Examine the various provisions of input tax credit and use of AI in various GST compliance and procedures.				
CO4	To Evaluate the provisions of the customs law.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basic Concepts Concept and features of Indirect Taxes, Difference between Direct and Indirect Taxes, Need of GST, Advantages of GST. Structure of GST in India: Dual Concept– CGST – SGST – UTGST - IGST. Subsuming of Taxes-GST Rate Structure in India Constitutional aspects of GST. GST Council: Constitution, Structure and functioning.	15	CO1

2	Module II: Concept of supply and Levy of GST Concept of supply including composite and mixed supply, Place, Time and Value of taxable supply, Significance of consideration. Basis of Charge of GST, Inter-State Supply, Intra- state supply, GST rates notified for supply of various goods and services, Reverse charge mechanism, Composition levy, Exemptions from GST, Power to grant exemptions, Exempted goods under exemption notifications, Exempted services under exemption notification.	15	CO2
3	Module III: Procedures under GST (Including AI Enabled Compliance and Automation) Registration under GST law, Compulsory Registration - Deemed Registration- Procedure for Registration - GSTIN - Amendment of Registration - Cancellation of Registration - Revocation of cancellation. AI in GST: Role, Benefits, ITC Management, Current Scenario and Future of GST Management in India. Input Tax Credit & Payment of GST: Input service distribution - Computation - Recovery of Credit - Reversal of credit - Utilization of Input tax credit. Tax invoice credit and debit notes, Different GST returns, Electronic liability Ledger, Electronic credit Ledger, Electronic cash ledger, Different assessment under GST, Interest applicable under GST (Period)	15	CO3
4	Module IV: Special Provisions in GST: Various provisions regarding e-way bill in GST, Mechanism of Tax Deducted at Source (TDS) and tax collected at source (TCS) & Refunds, Audit under GST. Penalty under GST.	15	CO4

Suggested Readings

- Singhania,V.K.,& Singhania,M.(2020). Student's Guide to Income Tax Including GST . New Delhi: Taxmann Publication.
- Singhania,V.K.,& Singhania, K.(2020). Direct Taxes: Law & Practice. New Delhi: Taxmann Publication.
- Ahuja,G.,&Gupta,R.(2020).Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.
- The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws [Module1,2,3 and 4]

Taxation AI Tools (India Specific)

- Perplexity :-Pro Advanced legal research and summarization of complex case laws.
- LexLegis AI:- Specializes in Income Tax and GST case laws, judgments, and summarized insights.
- Vidur Tax AI:- Facilitates drafting replies, supports arguments, and extracts relevant case law precedents.
- ChatGPT (File Tools) :-Analyzes 2A/2B, ITR JSON, AIS, and other critical IT/GST PDFs for insights.

Online Resources

- <https://egyankosh.ac.in/bitstream/123456789/82430/1/Unit-9.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/60510/3/Unit-10.pdf>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2

CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Marketing				
Year	IV	Semester		VIII	
Course Name	Advertising and Sales promotion Tools	L	T	P	Credit
Course Code	NDSE17311	4	0	0	4
Course Objectives	To familiarize students with:- To teach the basics of advertising, personal selling, sales promotion and brand management as promotional tools in marketing and to develop a customer oriented attitude for designing advertising and personal selling messages.				
Course Outcomes					
CO1	Identify communication objectives behind advertising and promotions.				
CO2	Analyzing various advertising and media elements in the advertising decisions.				
CO3	Identify the ethical and legal issues of advertising.				
CO4	Assessing the importance, role and overall process of personal selling, sales promotion and brand management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Advertising Advertising: evolution, Importance, types and objectives; Growth of modern advertising; advertising & the marketing mix; types & classification of advertisement; social & economic aspects of advertising; Marketing communication models- AIDA, hierarchy of effect, innovation adoption model; DAGMAR Approach; Target audience selection- basis; Target audience Vs Target market; Use of AI tool in targeting and selecting audience.	15	CO1
2	Module II: Advertising: Message and Media Decisions Advertising appeals; Advertising copy: Preparing advertising copy, elements of a print, broad cast and direct mail copy; Advertising agency: Roles and types; Key factors influencing media planning; Media decisions- media class, media vehicle & media option; Factors affecting selection of media; Scheduling- fighting, pulsing, & continuous.; Application of various AI tools in media planning, media selection and media scheduling ; Introduction to broadcast and print media.	15	CO2
3	Module III: Advertising Budget and Advertising Effectiveness Advertising Budget: Process and Methods; Rationale of measuring advertising effectiveness; Pre and Post- testing Techniques. Economic, social, ethical, and legal aspects of advertising. Role of regulatory authorities in India like Advertising Standards Council of India (ASCI), Ministry of information and broadcasting.	15	CO3

4	Module IV: Introduction to Sales Promotion Introduction to Sales promotion: Importance & need for sales promotion; planning for consumer schemes & contests; different types of consumer schemes. Introduction to Personal Selling: Concept of Personal Selling and Salesmanship; Personal Selling Process. Qualities of a good salesperson.	15	CO4
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Suggested Readings

- Batra, R., Myers, J.G., Aaker, D.A. Advertising Management. Prentice Hall.
- Kazmi, S.H.H and Batra, S. Advertising and Sales Promotion Management. Excel Books

Online Resources

- eGyanKosh: Advertising and Personal Selling online available at <https://egyankosh.ac.in/handle/123456789/85931>
- NPTEL: Advertising and Personal Selling online available at archive.nptel.ac.in/courses/110/105/110105122/

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VIII	
Course Name	Auditing	L	T	P	Credit
Course Code	NDSE17312	4	0	0	4
Course Objectives	To provide knowledge of auditing principles, procedures, and techniques in accordance with current legal requirements in India, integrating AI-based audit technologies and tools.				
Course Outcomes					
CO1	To understand the basic concepts and importance of auditing and AI in auditing				
CO2	To apply and interpret the contents of audit documentation and audit evidence to corporate annual reports and auditor’s reports to understand the true and fair financial position of a company, with AI applications				
CO3	To analyze and interpret the internal control system and IT environment, integrating AI tools				
CO4	To evaluate the various aspects of auditing and auditor’s report certification, and incorporate AI tools for improved certification				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Auditing of Concepts and Artificial Intelligence in Audit Meaning and nature of auditing; Objectives, advantages and limitations of auditing; Classification of Audit; Errors and Frauds and Auditor's duty. Ethical principles and Code of conduct & value system for auditors. Development of Audit Plan and Procedure. Introduction to Artificial Intelligence in Auditing-Evolution of AI in accounting and auditing, Need for AI in modern audit environment, Difference between traditional audit and AI-based audit	15	CO1
2	Module II: Audit Documentation and Audit Evidence Concept of Audit Documentation; Form, Content & Extent of Audit Documentation; Audit File; Audit evidence; Sufficiency and Appropriateness of Audit evidence; Audit procedures for obtaining audit evidence; Types of Audit evidence; Sources of audit evidence; Relevance and Reliability of audit evidence.	15	CO2

3	Module III: Internal Control, Internal Check, and Audit Sampling Internal control system; internal control questionnaire; internal control checklist; tests of control; Concept of internal audit; Test checking, audit sampling and sampling methods. Vouching and Verification Vouching–Meaning and objectives; Procedure of Vouching; Verification of Assets and Liabilities. AI in Fraud Detection and Forensic Audit-Anomaly detection techniques, Fraud pattern recognition, Predictive fraud risk models, Digital forensic tools.	15	CO3
4	Module IV: Audit of Companies and Special Areas of Audit Audit of Limited Companies under the Companies Act, 2013- Qualifications and Disqualifications of Auditor, Appointment of Auditor, Removal, Remuneration, Rights and Duties of Auditor, Auditor's Report, Audit Attestation and Certification, Liabilities of Statutory Auditors, Overview of Auditing Standards, Special types of Audits.	15	CO4

Suggested Readings

- Ainapure, V., & Ainapure, M. (2009). Auditing & Assurance Delhi PHI Learning
- Aruna J. (2016) Auditing Delhi: Taxmann Publication.
- Kumar, R., & Sharma, V. (2015) Auditing Principles and Practice Delhi PHI Learning
- Garg, P. (2019) Auditing & Assurance Delhi Taxmann Publication.
- Singh A. K., & Gupta, L. (2011) Auditing Theory and Practice Galgotia Publishing
- Kamal G. (1987) Contemporary Auditing. Delhi: Tata McGraw Hill Publishing Company.
- Tandon, B. N., Sudharsnam, S., & Sundharabahu, S. (2013) A Hand book on Practical Auditing New Delhi S. Chand Publishing.

Online Resources

- <https://egyankosh.ac.in/bitstream/123456789/8714/1/Unit-11.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/19323/1/Unit-22.pdf>

Course Articulation Matrix														
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VIII	
Course Name	Industrial Relations and Labour Codes	L	T	P	Credit
Course Code	NGE17315	4	0	0	4
Course Objectives	To familiarize students with: • A comprehensive understanding of India’s reformed labour law framework, including Industrial Relations, Wages, Social Security, and Occupational Safety codes, and their practical implications for employers and workers. • The emerging challenges in employment relations arising from automation and Artificial Intelligence, with a focus on legal, ethical, and governance issues in the world of work.				
Course Outcomes					
CO1	Understand the concept of IR and basic provisions of India’s labour code related to industrial relations.				
CO2	Understand and explain the key provisions of the Code on Wages, including wage components, minimum wage fixation, payment of wages, deductions, and overtime provisions.				
CO3	Explain the provisions of the Code on Social Security, including employee compensation, ESI benefits, provident fund, gratuity.				
CO4	Understand workplace safety, health, welfare, and working condition provisions under the OSH Code and recognize the impact of Artificial Intelligence on employment relations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to IR, Industrial Relations Code (2020) Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations system in India. Industrial Relations Code (2020): Objectives and Scope of the Code, Definitions: Worker, Employer, Industry, Establishment. Trade Union Registration, Rights and Liabilities of Trade Unions. Collective Bargaining: Meaning and process, Pre-requisites for effective bargaining, Industrial Disputes: Meaning and Types, Grievance Redressal Mechanism, Conciliation and Adjudication (Industrial Tribunal), Strikes and Lockouts – Notice and Legality	15	CO1

2	Module II: The Code on Wages (2019) Need for labour law reforms, Consolidation of earlier wage laws. Definition of Wages, Components included in wages, Concept of minimum wage: National Floor Wage, Fixation & revision of minimum wages. Payment of Wages: Time and mode of wage payment, Wage period, Permissible deductions, Overtime provisions	15	CO2
3	Module III: Code on Social Security (2020) Definitions under Social Security Code, Employee's Compensation and Benefits, The Concept of arising out of and in the course of employment. Different Benefits under the ESI Scheme, Employee's Provident Fund, Gratuity.	15	CO3
4	Module IV: Occupational Safety, Health, and Working Conditions Code (2020) Definitions, Occupational Safety and Health, Health Safety and Working Conditions, Welfare Provisions, Regulation of Working hours, Duties of Employer and Employees, Special Provisions relating to Employment of Women, Hours of Works, Annual Leave with Wages. Impact of Artificial Intelligence on Employment Relations, Automation and Job Displacement, AI-driven Workforce Restructuring & Retrenchment Issues, Legal & Ethical Implications of AI in Labour Administration.	15	CO4

Suggested Readings

- Taxmann's New Labour Codes, 1st Edition 2025, Taxmann Publications Private Ltd.
- Mamoria C.B, Industrial Relation, Himalaya Publication.
- Sinha, Industrial Relations, Trade Unions and Labour Legislation, Pearson Ed.
- Soumi Majumder and Bitan Misra, AI-Empowered Industrial Relations (Studies in Computational Intelligence Book 1254) by, 2026 (ISBN-13 978-3032145574)

Online Resources

- <https://egyankosh.ac.in/handle/123456789/6912>
- <https://egyankosh.ac.in/handle/123456789/4177>
- <https://archive.nptel.ac.in/courses/129/105/129105006/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														

Avg														
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Program	Bachelor of Business Administration - Marketing				
Year	IV	Semester		VIII	
Course Name	Good Governance	L	T	P	Credit
Course Code	NGE17316	4	0	0	4
Course Objectives	To understand and analyze the movement from Government to Governance and to nurture the learners to become ethically sound, political, educational, and social leaders who can influence policy towards good governance.				
Course Outcomes					
CO1	Understand the public forum to share ideas and suggestions on Governance and Policy-making and File an application for RTI online.				
CO2	Analyze the significance of GeM for buyers and sellers and interpret the key learnings from the case studies on Insider Trading.				
CO3	Evaluate report on significance of E-Governance in Education Sector; Analyze and interpret case studies on role of ICT in Governance.				
CO4	Prepare and demonstrate an appraisal report about the functioning of institutions like: educational institutions, health care centers, public utility, local self-government Panchayati Raj Institutions, Aaganawadi, etc.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Governance: Concept, Meaning and Nature. Leadership for Good Governance: Values, Ethics, and Principles in Leadership. The Fundamental Rights, Directive Principles of State Policy and Fundamental Duties enshrined in the Indian Constitution. Participation of the public in the development process of the nation. Forms of public accountability and Redressal of public grievances with special reference to RTI, Decentralized Governance: Panchayati Raj Institution; Lokpal and Lokayukta.	15	CO1
2	Module II: Good Governance: Issues and Challenges in India Mainstreaming alternative viewpoints in democracy; Role of government and market in a competitive economy- GeM; Privacy of data in a networked society and issues related to RTI, Universal Basic Income; Administrative Reforms in India, Civil Service Reforms, Local Governance, Educational Reforms, Media & Governance.	15	CO2
3	Module III: ICT in Governance: Concept and Significance From IT to ICT – Information and Communications for Development: International Trends and Policies – Open and Accountable Development using ICTs - Focal Domains of ICT in Governance: e-Administration, e-Citizens, eServices, and e-Society. 6C Model - E-Governance Maturity Model - EReadiness Framework - Design Reality Gaps - The ICT4D Cube – Core Principles of ICT projects.	15	CO3

4	Module IV: Good Governance Initiatives by Government & Field Exposure Features of Good Governance: Accountability, Transparency, Responsiveness, Equity & Inclusiveness, Ease of Doing Business, Effectiveness & Efficiency, Rule of law, Participatory, Consensus – Initiatives for Good Governance: Right to Education, Right to Information and Right to Public Services - Initiatives in Local Governments: Social Audit, Citizen Charter, Citizen Report Card and Ombudsman.	15	CO4
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Suggested Readings

- Adair, J. (2009). Inspiring Leadership. New Delhi: Viva Books Pvt. Limited.
- Goel, S. L. (2007). Good Governance – An Integral Approach. New Delhi: Deep and Deep Publications Private Limited.
- Bhatnagar, S. (2009). Unlocking E-Government Potential – Concepts, Cases and Practical Insights. New Delhi: Sage Publications India Pvt. Ltd.
- Chakrabarty, B., & Bhattacharya, M. (2008). The Governance Discourse. New Delhi: OUP India.

Online Resources

- <https://egyankosh.ac.in/handle/123456789/25271>
- <https://egyankosh.ac.in/handle/123456789/9155>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														