# Detailed Course Scheme

# Bachelor of Business Administration (BBA)

## Finance, Marketing, Human Resource Management, Foreign Trade & Digital Marketing

## Semester-VIII

## (2026-2030)

DOC202606030044

RNB GLOBAL UNIVERSITY

Educating stars for tomorrow


## RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

**OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June).** Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January – June) Even Semester, 2030 along with Examination pattern is as follows:

**Course Scheme**

**Semester –VIII**

| S. No. | Course Code | Category | Course Name | L | T | P | Credits |
|---|---|---|---|---|---|---|---|
| 1. | BBAC22450 | DSC-23 | Event Management | 3 | 1 | 0 | 4 |
| 2. | | DSE-8 | One from pool of DSE - Group of **Specialization Elective** | 3 | 1 | 0 | 4 |
| 3. | | DSE-9 /GE-9 | One from pool of DSE - Group of **Specialization Elective** / One from the pool of GE -Group B | 3 | 1 | 0 | 4 |
| 4. | | DSE -10 /GE-10 | One from pool of DSE - Group of **Specialization Elective** / One from the pool of GE -Group B | 3 | 1 | 0 | 4 |
| 5. | DAPE99499 | Research Project-2 | Dissertation/ Academic Project / Startup (Optional) | 1 | 0 | 10 | 6 |
| 6. | WHNN99000 | | Workshops/Seminars/Human Values/ Social Service/NCC/NSS | - | - | - | 1 |
| | | | **TOTAL** | **13** | **4** | **10** | **23** |

**DISCIPLINE SPECIFIC ELECTIVES**

| Discipline Specific Electives (DSE) | | | | | | |
|---|---|---|---|---|---|---|
| **Sr.No.** | **Marketing** | | **L** | **T** | **P** | **Credits** |
| 8 | BBAE23008 | Marketing Analytics **(DSE-8)** | 3 | 1 | 0 | 4 |
| 9 | BBAE23009 | Web Based Marketing **(DSE-9)** | 3 | 1 | 0 | 4 |
| 10 | BBAE23010 | Customer Relationship Management **(DSE-10)** | 3 | 1 | 0 | 4 |
| **Finance** | | | **L** | **T** | **P** | **Credits** |
| 8 | BBAE24008 | Financial Modeling **(DSE-8)** | 3 | 1 | 0 | 4 |
| 9 | BBAE24009 | Operational Budgeting **(DSE-9)** | 3 | 1 | 0 | 4 |
| 10 | BBAE24010 | Wealth Management **(DSE-10)** | 3 | 1 | 0 | 4 |
| **Human Resource Management** | | | **L** | **T** | **P** | **Credits** |
| 8 | BBAE25008 | Organizational Development and Change Management **(DSE-8)** | 3 | 1 | 0 | 4 |
| 9 | BBAE25009 | Employee Engagement and Retention Strategies **(DSE-9)** | 3 | 1 | 0 | 4 |
| 10 | BBAE25010 | HR Audit **(DSE-10)** | 3 | 1 | 0 | 4 |
| **Foreign Trade** | | | **L** | **T** | **P** | **Credits** |
| 8 | BBAE26008 | International Economics **(DSE-8)** | 3 | 1 | 0 | 4 |
| 9 | BBAE26009 | Sustainable International Business Practices **(DSE-9)** | 3 | 1 | 0 | 4 |
| 10 | BBAE26010 | Global Supply Chain Management **(DSE-10)** | 3 | 1 | 0 | 4 |
| **Digital Marketing** | | | **L** | **T** | **P** | **Credits** |
| 8 | BBAE27008 | Influencer Marketing **(DSE-8)** | 3 | 1 | 0 | 4 |
| 9 | BBAE27009 | Google Analytics **(DSE-9)** | 3 | 1 | 0 | 4 |
| 10 | BBAE27010 | Mastering- Pay Per Click Advertising **(DSE-10)** | 3 | 1 | 0 | 4 |

| General Electives | | | | | | |
|---|---|---|---|---|---|---|
| **S. No.** | **Course Code** | **Course Name** | | | | |
| **Group B-Even Sem.** | | | **L** | **T** | **P** | **Credits** |
| 14 | GEC066015 | Understanding Indian Knowledge System **(GE-9)** | 3 | 1 | 0 | 4 |
| 15 | GEC066016 | Basics of Indian Constitution **(GE-10)** | 3 | 1 | 0 | 4 |

**EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

**Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

| Type | Details | Marks |
|---|---|---|
| Mid Term | One Mid-term Sessional | 25 |
| Quiz | Quiz based on MCQs | 5 |
| Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc. | Average of marks obtained | 15 |
| Academic Performance including Attendance | Eligibility >75% Attendance | 5 |
| **TOTAL** | | **50** |

**External Assessment**

| Type | Marks |
|---|---|
| Theory | 50 |

**EVALUATION SCHEME- WORKSHOPS & SEMINARS &NCC/NSS**

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given at the end of each Semester.

2. The students must join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

3. The evaluation of Dissertation/Academic Project/Entrepreneurship of Semester VII and VIII will be done separately. The dissertation report will be evaluated by departmental faculty followed by presentation and viva voce to be evaluated by external expert

## 1. Vision

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes

## 2. Mission

**Ethical Leadership and Integrity-** Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

**Innovation and Entrepreneurship-** Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

**Transformative Learning Experience-** Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

**Adaptability and Continuous Learning-** Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

**Strategic Thinking and Growth-** Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

## 3. Program Educational Objectives (PEO's)

**PEO1:** To develop students to handle business issues as professional and solve the problems.

**PEO2:** To develop students to lead a team as well as work as member of team.

**PEO3:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

## 4. Programme Outcomes (PO's)

After the completion of this program students will be able to:

**PO1. Exhibit** memory of previously learned management knowledge by correlating facts and terminologies.

**PO2. Understand** the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

**PO3. Demonstrate** knowledge and understanding of the management principles to explore different functional aspects of business world.

**PO4. Develop** technical competence in domestic and global business through the study of major disciplines within the fields of business.

**PO5**. **Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

**PO6. Make use of** ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

**PO7. Organize** a complex issue into a coherent written statement and plan its effective presentation.

**PO8. Function** effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO9.Analyze, and devise solutions** for structured and unstructured business, problems of law and issues using structured, cohesive and logical reasoning

**PO10. Create and manage** innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment andalsotobenefitindustrybyprovidingthemwithsuitabletrainedperson.

**PO11. Examine** and break information into parts to manage projects in multidisciplinary environments.

**PO12. Build** the ability to engage in independent and life-long learning in the broadest context of technological change.

## 5. Program Specific Outcome (PSO's)

**PSO1: Demonstrate understanding of** arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

**PSO2: Develop** the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

**PSO3: Apply** the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

**PSO4**: **Adapt** business practices based on the opportunities and challenges of a growing business environment.

| 6.1 Course Outcomes | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAC22450- Event Management | **CO1**: Define event management and identify its key components.<br>**CO2**: Explain the importance of event planning and execution.<br>**CO3**: Understand the different stages of event management.<br>**CO4**: Identify the key skills required for successful event management.<br>**CO5**: Apply the decision making for planning & promotion of the event at different platforms. |
| GEC066015– Understanding Indian Knowledge System (From the Pool of GE) | **CO1:** Imbibe Indian culture and civilization including its Knowledge System.<br>**CO2:** Understand the knowledge, art and creative practices, skills, and values in ancient Indian system.<br>**CO3:** Describe the enriched scientific Indian heritage.<br>**CO4:** Acknowledge the contribution of Ancient Indian systems& traditions to modern science & Technology<br>**CO5:** Analyze the creative practices, skills, and values in ancient Indian system. |
| GEC066016– Basics of Indian Constitution (From the Pool of GE) | **CO1:** Explain the components of the Indian Constitution, including its preamble, Fundamental Rights and Describe the Directive Principles of State Policy. Identify and describe the fundamental principles underlying the Indian Constitution, such as democracy, secularism, socialism, and republicanism.<br>**CO2:** Demonstrate a basic understanding of the Fundamental Rights enshrined in the Constitution, including their scope and significance.<br>**CO3:** Describe the Directive Principles of State Policy (DPSP) and their objectives in guiding state policies towards achieving social and economic justice.<br>**CO4:** Explain the relationship between Fundamental Rights and DPSP, recognizing their complementary nature in shaping the governance framework. |
| DAPE99499- Research Project (Opt.) | **CO1:** Design and conduct independent research including formulating research questions, developing hypotheses, and selecting appropriate methodologies.<br>**CO2:** Develop expertise in data collection, management, and analysis using management, and analysis using management, and analysis using.<br>**CO3:** Develop critical thinking and problem-solving abilities by identifying research gaps, synthesizing information from various sources, and developing innovative solutions or approaches to address research.<br>**CO4:** Communicate research findings effectively through written reports and oral presentations. |

**6.2 CO PO Mapping**

| BBAC22450 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 2 | 3 | 2 | - | 2 | - | - | - | - | 3 | 2 |
| CO2 | 2 | - | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 2 | - | - | 3 | - | 2 | 2 | | - | 2 | - |
| CO4 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | - | 2 | - | - |
| CO5 | 2 | - | 3 | - | 3 | - | 2 | - | - | 2 | 2 | 3 |

| GEC066015 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 2 | 3 | 2 | 3 | 2 | 3 | - | 3 | 2 | - | 3 |
| CO2 | - | - | 2 | - | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 2 | 3 | 2 | 3 | - | - | 2 | 3 | - | - | 2 |
| CO4 | 3 | - | 2 | - | - | - | 3 | 3 | 2 | - | 2 | - |
| CO5 | 3 | 2 | - | - | 2 | - | - | - | 3 | 3 | - | - |

| GEC066016 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | - | - | 3 | 2 | 3 | - | - | 2 | 3 | 3 |
| CO2 | - | 3 | 2 | 3 | 2 | 3 | 2 | 3 | - | 3 | 2 | 3 |
| CO3 | 3 | | - | - | 3 | | - | 2 | - | - | 2 | 2 |
| CO4 | 3 | 2 | - | 2 | - | - | - | 3 | 2 | 3 | - | - |
| CO5 | 3 | 2 | - | 2 | 2 | 2 | 3 | 2 | 3 | - | 2 | 2 |

| DAPE99499 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | - | 2 | 2 |
| CO2 | 2 | 2 | - | 2 | - | - | 1 | 1 | - | 2 | - | 3 |
| CO3 | - | - | 2 | 3 | - | 2 | - | 2 | 2 | - | 2 | 3 |
| CO4 | 2 | 2 | 1 | 2 | 2 | - | 2 | 3 | 3 | 2 | - | 2 |
| CO5 | 3 | 3 | - | - | 1 | - | - | - | - | - | 2 | 3 |

| **7.1 Course outcomes: Discipline Specific Elective: Marketing** | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE23008– Marketing Analytics | **CO1**: Understand Neuro marketing Foundations.<br>**CO2**: Explore Neuro marketing Tools<br>**CO3**: Analyze Consumer Behavior<br>**CO4**: Apply Neuro marketing Strategies<br>**CO5**: Develop skills to design and implement marketing campaigns |
| BBAE23009– Web-based Marketing | **CO1:** Learn about the importance of search engines in online visibility.<br>**CO2:** Understand how Page Rank influences search engine rankings.<br>**CO3:** Understand campaign settings, budgeting, and bidding strategies.<br>**CO4:** Understand platform-specific strategies for building relationships on |

| | |
|---|---|
| | Facebook, Twitter, and LinkedIn.<br>**CO5:** Understand the importance of web analytics for data-driven decision-making. |
| BBAE23010– Customer Relationship Management | **CO1:** Understand the meaning of Relationship Marketing.<br>**CO2:** Explain the importance of building relationships with customers.<br>**CO3:** Develop strategies for customer acquisition, retention, and preventing defection.<br>**CO4:** Analyze various models used in CRM and their applicability.<br>**CO5:** Evaluate trends in CRM including e-CRM solutions and data mining of CRM. |

### 7.2 CO PO Mapping: Discipline Specific Elective: Marketing

| BBAE23008 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | - | - | 2 | - | 3 |
| CO2 | - | 2 | - | - | - | - | - | 2 | 3 | 2 | - | 2 |
| CO3 | 2 | - | 2 | 3 | - | 2 | - | 3 | 2 | - | 2 | 3 |
| CO4 | 2 | 2 | - | - | 2 | - | 2 | - | 3 | 2 | 2 | 1 |
| CO5 | 3 | - | - | 2 | - | - | 3 | 2 | - | 3 | - | - |

| BBAE23009 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | - | - | 2 | 3 | - | - | - | 3 | 2 | - | - |
| CO2 |  | 3 | 2 | 3 | 2 | 3 | 2 | 3 | - | - | 2 | 3 |
| CO3 | 3 | 2 | - | - | - | - | - | 3 | 3 | - | 2 | 3 |
| CO4 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | - | 3 | - | - |
| CO5 | 3 | 2 | - | - | 2 | 2 | 3 | - | - | 3 | 2 | 3 |

| BBAE23010 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | - | - | 2 | - | 3 |
| CO2 | - | 2 | 3 | - | 2 | - | - | 2 | 3 | 2 | - | 2 |
| CO3 | 2 | - | 2 | - | 3 | 2 | - | 3 | 2 | - | 2 | 3 |
| CO4 | 2 | 2 | 2 | 2 | 2 | - | 2 | - | 3 | 2 | 2 | 1 |
| CO5 | 3 | 2 | 2 | 2 | - | - | 3 | 2 | - | 3 | 2 | 3 |

| 8.1 Course outcomes: Discipline Specific Elective: Finance | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE24008 – Financial Modeling | **CO1**: Understand the principles and techniques of financial modeling.<br>**CO2**: Develop skills in building and analyzing financial models using spreadsheets.<br>**CO3**: Apply financial modeling techniques to real-world business scenarios.<br>**CO4**: Learn best practices for model design, documentation, and validation.<br>**CO5**: Enhance critical thinking and problem-solving skills in finance. |
| BBAE24009 – Operational Budgeting | **CO1**: Understand the importance and objectives of operational budgeting in organizations.<br>**CO2**: Learn to develop, implement, and monitor operational budgets.<br>**CO3**: Analyze cost behavior and its implications for budgeting decisions.<br>**CO4**: Evaluate variances and deviations from budgeted targets.<br>**CO5**: Apply budgeting techniques and tools to real-world business scenarios. |
| BBAE24010 - Wealth Management | **CO1**: Identify and explain the key steps involved in empirical economic research, including problem formulation, model specification, data collection, estimation, hypothesis testing, and interpretation of results.<br>**CO2**: Understand the components and structure of an econometric model, including dependent and independent variables, and the role of error terms.<br>**CO3**: Analyze the properties of estimators, such as unbiasedness and efficiency, within the context of the two-variable linear regression model.<br>**CO4**: Evaluate various functional forms of regression models, including log-linear, semi-log, and reciprocal models, and understand the criteria for choosing an appropriate functional form for specific economic data.<br>**CO5**: Explore the specification issues in simultaneous equation models and understand the problem of simultaneous bias and inconsistency of OLS estimators. |

**8.2 CO PO Mapping: Discipline Specific Elective: Finance**

| BBAE24008 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 1 | 3 |
| CO2 | - | 2 | 3 | 2 | 1 | 2 | - | 2 | - | - | 2 | 3 |
| CO3 | 3 | 2 | 2 | | 3 | 2 | - | 3 | 3 | 2 | | 2 |
| CO4 | 2 | 2 | 2 | 2 | 1 | 3 | - | | 2 | 2 | 2 | 2 |
| CO5 | 3 | - | - | 3 | 3 | - | - | 3 | 3 | - | - | 3 |

| BBAE24009 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 3 |
| CO2 | - | - | 2 | - | 2 | - | 2 | 1 | 2 | - | 2 | - |
| CO3 | 2 | 2 | 1 | - | 2 | - | 2 | - | 3 | - | 2 | - |
| CO4 | 2 | - | 2 | 2 | 2 | 1 | - | - | 2 | 2 | 3 | 2 |
| CO5 | 3 | - | 3 | 3 | 3 | - | 3 | 3 | - | - | 3 | 3 |

| BBAE24010 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 1 | 3 |
| CO2 | - | - | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 1 | 2 | 3 |
| CO3 | - | - | 2 | 3 | 3 | - | - | - | - | 2 | - | - |
| CO4 | 2 | 2 | 2 | 2 | - | - | 3 | - | 2 | 2 | 2 | 2 |
| CO5 | 3 | - | - | 3 | - | - | 3 | 3 | - | 3 | - | - |

| **9.1 Course outcomes: Discipline Specific Elective: HR** | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE25008 – Organizational Development and Change Management | **CO1**: Understand the interventions and intervention process for development of organizations.<br>**CO2**: Develop skills on organizational analysis trough different diagnostic approaches<br>**CO3**: Provide knowledge on the theories and models of changes<br>**CO4**: Apply the diagnostic models to determine the change requirements<br>**CO5**: Develop intervention strategies & implement and lead the changing process |
| BBAE25009 – Employee Engagement and Retention Strategies | **CO1**: Understand the importance of employee retention and development in achieving organizational goals.<br>**CO2**: Identify key factors that contribute to employee engagement and job satisfaction.<br>**CO3**: Learn strategies for attracting, retaining, and developing top talent.<br>**CO4**: Explore best practices for career development and succession planning.<br>**CO5**: Develop skills in designing and implementing retention and development programs. |
| BBAE25010 – HR Audit | **CO1**: Explain the fundamental concepts, definitions, and significance of HR Audits in organizations.<br>**CO2**: Familiarize students with various methodologies and data collection techniques used in HR Audits.<br>**CO3**: Apply theoretical knowledge through assignments, case studies, and |

| | |
|---|---|
| | project work.<br>**CO4**: Analyze and evaluate HR functions and identify areas for improvement.<br>**CO5**: Implement best practices and navigate legal and ethical issues in HR Audits. |

**9.2 CO PO Mapping: Discipline Specific Elective: HR**

| BBAE25008 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO2 | - | - | - | 3 | 2 | 2 | - | - | 2 | 3 | 2 | 3 |
| CO3 | - | 3 | 3 | - | - | 2 | - | 3 | 2 | - | - | 2 |
| CO4 | - | - | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO5 | 2 | | 2 | 2 | 2 | - | - | 2 | 3 | 2 | | 2 |

| BBAE25009 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 1 | - | 3 | | 2 | 2 | 2 | - | 2 | 1 | - | 3 |
| CO2 | 2 | 2 | - | 2 | 3 | 1 | - | 2 | 3 | - | 2 | 3 |
| CO3 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | - | 1 | 3 | 1 | 3 |
| CO4 | 1 | - | | 2 | - | 2 | - | 2 | - | - | - | 3 |
| CO5 | 3 | - | - | 3 | 3 | - | - | 3 | 3 | 3 | 3 | 3 |

| BBAE25010 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO2 | - | - | 2 | - | 2 | 2 | - | 2 | - | 3 | - | - |
| CO3 | 2 | 3 | 3 | 3 | - | 2 | - | 3 | - | - | 2 | 2 |
| CO4 | - | 2 | 2 | 3 | 3 | 2 | 3 | 3 | - | 2 | - | - |
| CO5 | - | - | 2 | - | - | 2 | - | - | 3 | 2 | 3 | 2 |

| **10.1 Course outcomes: Discipline Specific Elective: Foreign Trade** | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE26008-International Economics | **CO1**: Understand the basics of internal and international trade.<br>**CO2**: Analyze trade models<br>**CO3**: Study trade policies<br>**CO4**: Examine the Balance of Payments<br>**CO5**: Explore Exchange Rate systems |
| BBAE26009-Sustainable International Business Practices | **CO1:** Understand the emerging issues and trends shaping global trade dynamics.<br>**CO2:** Analyze the impact of technological innovations, geopolitical shifts, and environmental considerations on international commerce.<br>**CO3:** Evaluate the opportunities and challenges associated with digital trade, |

| | |
|---|---|
| | sustainable practices, and resilience in global trade networks.<br>**CO4:** Develop critical thinking and problem-solving skills in addressing complex issues in global trade.<br>**CO5:** Apply theoretical frameworks and empirical evidence to assess policy implications and strategic responses to emerging trade issues. |
| BBAE26010- Global Supply Chain Management | **CO1:** Understand the fundamental concepts and principles of global supply chain management.<br>**CO2:** Analyze the strategic decisions and trade-offs involved in global sourcing, logistics, and distribution.<br>**CO3:** Evaluate the impact of globalization, technology, and sustainability on global supply chains.<br>**CO4:** Develop skills in supply chain integration, risk management, and performance measurement.<br>**CO5:** Apply theoretical knowledge to real-world scenarios through case studies and projects. |

## 10.2 CO PO Mapping: Discipline Specific Elective: Foreign Trade

| BBAE26008 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 2 | 2 | 2 | - | 2 | 2 | 2 | 2 | 2 |
| CO2 | 3 | - | - | 3 | - | - | 2 | - | - | 3 | 2 | 2 |
| CO3 | - | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | - | 3 | - |
| CO4 | 2 | 2 | - | 3 | 3 | | 3 | - | - | - | 3 | 3 |
| CO5 | 2 | - | 2 | 2 | - | 2 | 3 | 2 | 3 | 2 | 2 | - |

| BBAE26009 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | - | 3 | 2 | 2 | 2 | - | - | 2 | - | 2 | 3 |
| CO2 | 2 | 2 | - | - | 3 | 3 | 2 | 2 | 3 | 3 | 2 | - |
| CO3 | 3 | 2 | 2 | 2 | - | 2 | 2 | - | 3 | 3 | 3 | 2 |
| CO4 | - | - | - | 2 | 2 | - | - | 2 | 2 | 2 | - | 3 |
| CO5 | 3 | - | - | - | - | 3 | - | 3 | 3 | - | 3 | 3 |

| BBAE26010 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 2 | 2 | 2 | - | 2 | 2 | 2 | 2 | - |
| CO2 | 3 | 2 | | 3 | 2 | | 2 | | 3 | 3 | 3 | - |
| CO3 | - | - | - | | 3 | 2 | 3 | - | - | - | 3 | 2 |
| CO4 | 2 | 2 | - | 3 | 3 | - | 3 | - | - | 2 | - | - |
| CO5 | 2 | - | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 |

| 11.1 Course outcomes: Discipline Specific Elective: Digital Marketing | |
|---|---|
| **Course Code & Course Name** | **After completion of these courses' students should be able to** |
| BBAE27008- Influencer Marketing | **CO1:** Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions.<br>**CO2:** Learn how to improve the personal branding<br>**CO3:** Analyze the strategies and techniques employed by brands and influencers.<br>**CO4:** Analyze trends and predictions for the future of influencer marketing.<br>**CO5:** Explore the diverse niches and communities within popular social media platforms. |
| BBAE27009- Google Analytics | **CO1:** Understand How Google Analytics Works, learn the basic principles and functionality of Google Analytics.<br>**CO2:** Understand the importance of data tracking and analysis for businesses.<br>**CO3:** Learn how to set up goals and track conversions in Google Analytics.<br>**CO4:** Understand the importance of social media tracking for measuring engagement.<br>**CO5:** Analyze key Google Analytics reports, including Audience, Acquisition, and Conversion reports. |
| BBAE27010- Mastering- Pay Per Click Advertising | **CO1.** Understand the principles and mechanics of pay-per-click (PPC) advertising.<br>**CO2.** Develop proficiency in creating and optimizing PPC campaigns on different platforms.<br>**CO3.** Learn advanced targeting and bidding strategies to maximize ROI.<br>**CO4.** Explore ad copywriting techniques and best practices.<br>**CO5.** Analyze campaign performance and utilize data-driven insights for optimization. |

**11.2 CO PO Mapping - Discipline Specific Elective: Digital Marketing**

| BBAE27008 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 3 | - | 2 | 2 | - | 2 | - | 3 | 2 | 3 | 3 |
| CO2 | - | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | | - | - |
| CO3 | 3 | 3 | 3 | - | - | 3 | 3 | - | 3 | 3 | 3 | 3 |
| CO4 | 2 | - | 3 | - | - | 3 | - | 3 | - | 3 | - | 2 |
| CO5 | 3 | 3 | 2 | 2 | 1 | 2 | - | - | - | 2 | 3 | 3 |

| BBAE27009 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 2 | 3 | 3 | 3 | | 3 | 2 | 2 | 3 | 3 | 2 |
| CO2 | 3 | - | 3 | | 3 | 2 | - | 3 | 3 | 1 | 3 | 1 |
| CO3 | - | - | 2 | - | - | 3 | - | 3 | | 3 | 3 | 1 |
| CO4 | - | - | 3 | 3 | 3 | 3 | 2 | 3 | 3 | - | - | 1 |
| CO5 | 3 | 3 | 3 | - | 3 | 3 | - | - | 3 | 3 | 3 | 3 |

| BBAE27010 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | 3 | - | 2 | 2 | 2 | 2 | | 3 | 2 | 3 | - |
| CO2 | - | - | 2 | 3 | 3 | - | - | 2 | 3 | 2 | - | - |
| CO3 | 3 | 3 | 3 | - | | 3 | 3 | - | - | 3 | 3 | 3 |
| CO4 | - | 2 | 3 | 2 | 3 | 3 | 3 | 3 | - | - | - | 2 |
| CO5 | - | 3 | - | - | 3 | 2 | - | - | 3 | 2 | 3 | 3 |

# 12. Curriculum

## Course Name: Event management
## Course Code: BBAC22450

**Course Objectives:**

- Define event management and identify its key components.
- Explain the importance of event planning and execution.
- Understand the different stages of event management.
- Identify the key skills required for successful event management.
- Apply the decision making for planning & promotion of the event at different platforms.

**Course Outline:**

**Unit I** Introduction to Event Management: Meaning and Definition of Event Management, Significance of EM in various industries, Scope and opportunities in the field of EM, Understanding the key components of EM

**Unit II** Event Planning: Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis.

**Unit III** Team Management: Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership.

**Unit IV** Introduction to Marketing and Advertising: Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events, Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis.

**Suggested Reading:**

1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH & MA., 1995
3. Montgomery, R. & Strick S.K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995

# Discipline Specific Electives

# Marketing

## Course Name: Marketing Analytics
## Course Code: BBAE23008

**Course Objectives**

- Understanding the basic concepts of Marketing Analytics
- Studying tools to have marketing insights in various marketing areas through empirical data
- To interpret the marketing data for effective marketing decision making
- To draw inferences from data to answer descriptive, predictive, and CO4 prescriptive questions relevant to marketing managers
- To understand statistical and machine learning tools applied, Solve a marketing analytics project end to end.

**Course Outline**

**Unit I**

Introduction to Marketing Analytics, importance, Advantages & Disadvantages. Introduction to- R Programming, Customer value, Conjoint Analysis. Analytics for customer segmentation and targeting.

**Unit II**

Pricing Analytics- Policy & Objectives, estimating demand curve, Demand Forecasting and Pricing, Pricing, Marketing Mix Models and Advertising Models.

**Unit III**

Sales Forecasting, use of regression model to forecast the sales Recommender System, Market Basket Analysis and RFM Analysis. Customer Churn & Customer Lifetime Value.

**Unit IV**

Customer Analytics, Customer life-time value, managing segmentation process, Text Mining and Sentiment Analytics, Text Mining and Product innovation management, social network analysis for Marketing.

**Suggested Readings**

1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L Winston, Wiley India Pvt. Ltd.
2. Marketing Analytics: Strategic Models and Metrics by Stephan Sorger, Create Space Publishing
3. Marketing Engineering and Analytics by Gary Lien, Arvind Rangaswami Arnaud De Bruyn, Decision Pro, Inc.
4. Marketing Metrics by Dugar Anurag, SAGE Publishing India

# Course Name: Web-Based Marketing
# Course Code: BBAE23009

**Course Objectives:**

- Learn about the importance of search engines in online visibility.
- Understand how PageRank influences search engine rankings.
- Understand campaign settings, budgeting, and bidding strategies.
- Understand platform-specific strategies for building relationships on Facebook, Twitter, and LinkedIn.
- Understand the importance of web analytics for data-driven decision-making.

**Course Outline**

**Unit I:** Search Engine Optimization (SEO)- Introduction to Online Search, Understanding Google Page Rank, Introduction to Search Engine Optimization Keyword Search and Optimization, Useful Tools for SEO, The Past, Present, and Future of SEO.

**Unit II:** Google AdWords, Getting Started with Google AdWords, Creating Ads in Google AdWords, Creating and Managing Your First Ad Campaign, AdWords Reporting and Account Performance Reports

**Unit III:** Social Media Marketing (SMM), Beginners Guide to the World of SMM, Why Social Media? Getting Started with Social Media, Building Relationships with Social Media, Building Relationships via Facebook, Building Relationships via Twitter, Building Relationships via LinkedIn, Marketing through YouTube, Handling Positive and Negative Comments

**Unit IV:** Web Analytics-Web Analytics and Intelligence Tools, Introduction to Google Analytics, Goals and Actionable Insights, Data Management, Social Media Analytics, Social Media Goals and KPIs, Tools for Social Media Analytics, Overview of Online Reputation Management (ORM)

**Suggested reading:**


1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Calvin Jones, Damian Ryan (Mar 2012) REFERENCE BOOKS:
2. Digital Marketing for Everyone: Connect with Your Customers, Grow Your Business & Demystify Social Media by Eric Morrow, Shannon Cherone (Dec 19, 2012)
3. The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement by Calvin Jones, Damian Ryan (Jun 3, 2011)

# Course Name: Customer Relationship Management
# Course Code: BBAE23010

**Course Objective**:

- Understand the meaning and definition of Relationship Marketing.
- Explain the importance of building relationships with customers.
- Develop strategies for customer acquisition, retention, and preventing defection.
- Analyze various models used in CRM and their applicability.
- Evaluate trends in CRM including e-CRM solutions and data mining for CRM.

**Course Outline**

**Unit 1**: Introduction to Relationship Marketing, Overview of Relationship Marketing: meaning and definition, Basis of Building Relationship: Discussing types of relationship marketing, Customer Information Database: Overview of customer profile analysis and customer perception throughout the customer lifecycle.

**Unit 2**: Understanding CRM (Customer Relationship Management)- CRM: Meaning and definition, its overview, and evolution, CRM, and Relationship Marketing: Comparison between transactional and relationship approaches, CRM as a Strategic Marketing Tool: Importance of CRM to stakeholders.

**Unit 3**: CRM Structures- Elements of CRM: Components and processes involved in CRM. CRM Process: Detailed explanation of CRM process, Strategies for Customer Acquisition, Retention, and Prevention of Defection: Tactics for acquiring, retaining, and preventing customer defection, Models of CRM: Various models used in CRM. CRM Roadmap for Business Applications: Guidelines for implementing CRM in business.

**Unit 4**: CRM Planning and Implementation- Strategic CRM Planning Process: Process for planning CRM strategically, Implementation Issues: Challenges and considerations during CRM implementation, CRM Tools: Analytical CRM, operational CRM, call center management, and the role of CRM managers. Trends in CRM- e-CRM Solutions: Electronic CRM solutions., Data Mining for CRM: Introduction to using data mining for CRM.

**Suggested Readings:**


1. S. Shajahan– Relationship Marketing –McGrawHill,1997
2. Paul Greenberg–CRM–TataMcGrawHill,2002
3. PhilipKotler, MarketingManagement, PrenticeHall,2005
4. Saroj Kumar and Supriya Singh– Customer Relationship Management, Thakur Publishers Chennai
5. Barry Berman and Joel R Evans– Retail Management–A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006.

# Finance

## Course Name: Financial Modeling
## Course Code: BBAE24008

**Course Objectives:**

- Understand the principles and techniques of financial modeling.
- Develop skills in building and analyzing financial models using spreadsheets.
- Apply financial modeling techniques to real-world business scenarios.
- Learn best practices for model design, documentation, and validation.
- Enhance critical thinking and problem-solving skills in finance.

**Unit I**

Introduction to Financial Modeling- Overview of financial modeling, Importance of financial modeling in decision-making, Types of financial models and their applications, Financial Statement Analysis-Understanding financial statements (balance sheet, income statement, cash flow statement), Ratio analysis and financial statement trends, Common-size analysis, and vertical/horizontal analysis

**Unit II**

Forecasting Financial Statements-Forecasting revenue and expenses, Building pro forma financial statements, Assumptions and drivers in financial forecasting, Discounted Cash Flow (DCF) Valuation, Time value of money principles-Discounted cash flow (DCF) analysis, Sensitivity analysis and scenario analysis in DCF valuation.

**Unit III**

Relative Valuation- Comparable company analysis (CCA), Precedent transactions analysis (PTA), Selection and analysis of comparable companies and transactions, Introduction to Excel for Financial Modeling- Excel basics for financial modeling, Functions and formulas commonly used in financial modeling Data organization and formatting best practices

**Unit IV**

Building Integrated Financial Models-Linking financial statements, building a three-statement model (income statement, balance sheet, cash flow statement), Circular references and iterative calculations, Advanced Financial Modeling Techniques- Scenario analysis and sensitivity analysis, Monte Carlo simulation, Data tables and goal seek

**Unit V**

Capital Budgeting and Project Finance Modeling- Capital budgeting techniques (NPV, IRR, Payback Period), Project finance modeling considerations, Risk analysis and sensitivity analysis in project finance models, Merger and Acquisition (M&A) Modeling, M&A modeling overview, Accretion/dilution analysis, Synergy analysis and modeling considerations.

**Suggested Reading:**

1. Financial Modelling - Simon Benning - Kindle Edition.
2. Financial Analysis and Modelling using Excel and VBA - Chandan Sengupta – Amazon.
3. Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Levels - Michael Rees – Amazon.

## Course Name: Operational Budgeting
## Course Code: BBAE24009

- Understand the importance and objectives of operational budgeting in organizations.
- Learn to develop, implement, and monitor operational budgets.
- Analyze cost behavior and its implications for budgeting decisions.
- Evaluate variances and deviations from budgeted targets.
- Apply budgeting techniques and tools to real-world business scenarios.

**Course Outline**

**Unit I**

Introduction to Operational Budgeting- Overview of operational budgeting, Importance and objectives of budgeting, Budgeting process and cycle, Budgeting Fundamentals- Types of budgets (master budget, operating budget, capital budget, etc.), Budgeting terminology and concepts Budgeting as a tool for planning, coordination, and control, Cost Behavior Analysis- Fixed vs. variable costs, Semi-variable costs and step costs, Cost-volume-profit (CVP) analysis,

**Unit II**

Budgeting Approaches and Methodologies- Top-down vs. bottom-up budgeting, Zero-based budgeting (ZBB), Activity-based budgeting (ABB), Flexible Budgeting-Purpose and benefits of flexible budgets, creating flexible budgets based on cost behavior, Variance analysis using flexible budgets.

**Unit III**

Variance Analysis -Types of variances (price variance, quantity variance, etc.), Causes of variances and corrective actions, Management by exception, Capital Budgeting and Long-Term Planning-Overview of capital budgeting process, evaluating capital investment projects (NPV, IRR, payback period), Incorporating capital expenditures into the budget.

**Unit IV**

Budgeting for Performance Measurement -Key performance indicators (KPIs), Balanced scorecard approach to performance measurement, linking budgeting to strategic goals, Behavioral Aspects of Budgeting- Budgetary slack and gaming, Participative budgeting, and employee motivation, Overcoming behavioral barriers to effective budgeting.

**Unit V**

Budgeting in Different Organizational Settings -Budgeting in profit vs. nonprofit organizations, Budgeting in service industries vs. manufacturing industries, Budgeting in decentralized

organizations, Budgeting for Special Situations - Budgeting for mergers and acquisitions, Budgeting for growth and expansion, Budgeting during economic downturns.

**Suggested reading:**


1. Batty, J. 1966. Management Accountancy. London: MacDonald and Evans.
2. Bierman H., Jr., et al. 1986. Financial Management for Decision Making. New York: Macmillan.
3. Brigham, E.F., et al. 1997. Financial Management: Theory and Practice. 8th ed. Florida: Dryden Press.
4. Archer, S.H., et al. 1972. Business Finance—Theory and Management. New York: Macmillan.


## Course Name: Wealth Management
## Course Code: BBAE24010

**Course Outcomes**

- Understand the principles and concepts of wealth management.
- Learn various investment strategies and asset allocation techniques.
- Develop skills in financial analysis and risk management.
- Explore methods for estate planning and tax optimization.
- Gain practical experience through case studies and simulations.

**Course Outline**

**Unit I**
Introduction to Financial Planning, Wealth Management &The Economy, Investment & Risk Management: Equity

**Unit II**
Investment & Risk Management: Debt, Investment & Risk Management: Alternate Assets

**Unit III**
Investment Product and Services, Investment Evaluation Framework, Risk Profiling & Asset Allocation

**Unit IV**
Risk Management through Insurance, Elements of Taxation, Taxation of Investment Products
Estate Planning

**Unit V**
Retirement Planning, Behavioral Finance.

**Suggested reading:**


1. "The Only Investment Guide You'll Ever Need" by Andrew Tobias: This book provides practical advice on saving, investing, and building wealth for the long term.

2. "The Little Book of Common-Sense Investing" by John C. Bogle: This classic book emphasizes the importance of low-cost index investing and staying the course for long-term success.
3. "The Millionaire Next Door: The Surprising Secrets of America's Wealthy" by Thomas J. Stanley and William D. Danko: This book offers insights into the habits and behaviours of wealthy individuals, providing valuable lessons for wealth accumulation.
4. "Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!" by Robert T. Kiyosaki: While not strictly a wealth management book, it offers valuable perspectives on financial independence and building wealth.
5. "The Intelligent Investor" by Benjamin Graham: Often referred to as the bible of investing, this book lays out the principles of value investing and emphasizes the importance of a disciplined approach to wealth management.

## Human Resource

## Course Name: Organizational Development and Change Management
## Course Code: BBAE25008

**Course Objectives:**

- Understand the interventions and intervention process for development of organizations.
- Develop skills on organizational analysis trough different diagnostic approaches
- Provide knowledge on the theories and models of changes
- Apply the diagnostic models to determine the change requirements
- Develop intervention strategies & implement and lead the changing process

**Course Contents:**

**Unit I: Diagnosis**
Organizational Development Process: Entering and contracting; Diagnosing organizations, groups, and jobs; Analysis of diagnostic information; Feedback, Designing Intervention

**Unit II: Interventions**
OD Interventions: Types- Human Process, Techno-structural, Human Resource Management Intervention, Strategic Change Interventions

**Unit III: Change Models**
Conceptual Analysis of Change; Prototypical Theories of Change (Life cycle, Teleological, dialectical, evolutionary, 'E'& 'O'); Organizational Change, Forces and Models of Organizational Change (Lewin's change model, Planning model, Action research model, Integrative model).

**Unit IV: Leading Change**
Leading and managing change: Role of change of Agent, creating readiness to change and strategies to overcome resistance, transition management and sustaining transformational change.

***Suggested Reading:***


1. Management of Organizational Change-K. Harigopal, Response Books
2. Organization Development and Change- T. G. Cummings & C.G. Worli, Cengage Learning
3. Organisation Design and Development -Dr. Bhupen Srivastava
4. Managing Organizational Change -V. Nilakant& S. Ramanarayan
5. Change Management -Robert A. Paton & James McCalman
6. Organization Effectiveness and Change -Assurant& Naveen Kumar
7. Organization Development Wendell-L. French & Cecil Hubbell Jr. Leading change-John P. Kotter.


## Course Name: Employee Engagement and Retention Strategies
## Course Code: BBAE25009

**Course Objectives:**
- Understand the importance of employee retention and development in achieving organizational goals.
- Identify key factors that contribute to employee engagement and job satisfaction.
- Learn strategies for attracting, retaining, and developing top talent.
- Explore best practices for career development and succession planning.
- Understand the role of leadership in creating a positive work environment.
- Develop skills in designing and implementing retention and development programs.

**Course Outline:**

**Unit I** Introduction to Retention and Engagement
- Concept of Retention and engagement
- Factors Affecting Employee Engagement
- Overview of Talent Management

**Unit II** Employee Engagement and Job Satisfaction
- Understanding Employee Needs and Expectations
- Creating a Positive Work Environment
- Employee Recognition and Rewards

**Unit III** Attracting and Retaining Top Talent
- Recruitment Strategies

- Onboarding and Orientation
- Building a Talent Pipeline

**Unit IV** Career Development and Succession Planning
- Identifying High-Potential Employees
- Providing Growth Opportunities
- Succession Planning Strategies

**Unit V** Designing and Implementing Retention and Development Programs
- Assessing Organizational Needs
- Developing a Retention and Development Strategy
- Evaluating Program Effectiveness

**Suggested readings:**
1. Textbook: "Employee Retention and Development: Strategies for Success" by John Doe
2. Managing Organizational Change -V. Nilakant& S. Ramanarayan
3. Change Management -Robert A. Paton & James McCalman
4. Organization Effectiveness and Change -Assurant& Naveen Kumar

## Course Name: HR Audit
## Course Code: BBAE25010

**Course Objectives**:
- Explain the fundamental concepts, definitions, and significance of HR Audits in organizations.
- Familiarize students with various methodologies and data collection techniques used in HR Audits.
- Apply theoretical knowledge through assignments, case studies, and project work.
- Analyze and evaluate HR functions and identify areas for improvement.
- Implement best practices and navigate legal and ethical issues in HR Audits.

### Course Outline:

**Unit 1: Introduction to HR Audit**
Concept and Definition of HR Audit-Understanding HR Audit, Importance of HR Audit in Organizations
Objectives and Scope of HR Audit- Objectives of conducting an HR Audit & Scope and areas covered in HR Audits
Types of HR Audits- Compliance Audit, Best Practices Audit, Strategic Audit, Function-Specific Audit
HR Audit Frameworks and Models- Introduction to various HR Audit frameworks, Comparison of different models, Process of HR Audit

**Unit II: Methodology and Tools for HR Audit**
HR Audit Methodology- Phases of HR Audit: Pre-Audit, On-Site Audit, Post-Audit, Data Collection Techniques: Surveys, Interviews, Document Review.

HR Metrics and Analytics, Key HR Metrics for Audit, Using HR Analytics in Audits
Audit Tools and Techniques, Audit Checklists, HR Scorecards, SWOT Analysis in HR Audit
Audit Reporting- Structure and Components of an HR Audit Report, Presentation of Audit Findings, Recommendations and Action Plans

**Unit III: Areas of HR Audit**
Audit of HR Planning and Recruitment- Assessing Workforce Planning, Evaluation of Recruitment and Selection Processes
Audit of Training and Development- Effectiveness of Training Programs, Learning and Development Strategies
Audit of Performance Management- Appraisal Systems and Methods, Performance Metrics and Feedback Mechanisms
Audit of Compensation and Benefits- Compensation Structures and Competitiveness, Benefits Administration and Compliance
Audit of Employee Relations and Retention, Employee Engagement and Satisfaction, Retention Strategies and Turnover Analysis

**Unit IV: Strategic HR Auditing and Best Practices**
Strategic Role of HR Audit- Aligning HR Audits with Organizational Strategy, Impact of HR Audit on Organizational Performance
Best Practices in HR Auditing - Benchmarking HR Practices, Learning from Industry Leaders
Legal and Ethical Considerations in HR Audit- Compliance with Labor Laws and Regulations, Ethical Issues in HR Audits
Future Trends in HR Auditing- Technological Advancements in HR Audit, Predictive Analytics and AI in HR Audits

**Suggested Readings:**
1. "The HR Scorecard: Linking People, Strategy, and Performance" by Brian E. Becker, Mark A. Huse lid, and Dave Ulrich
2. "Auditing Your Human Resources Department: A Step-by-Step Guide to Assessing the Key Areas of Your Program" by John H. McConnell
3. "HR Metrics and Analytics: Use HR Data to Drive Better Outcomes" by Gene Pease, Boyce Byerly, and Jac Fitz-Enz

## Foreign Trade

## Course Name: International Economics
## Course Code: BBAE26008

**Course Objectives**
- To understand the basics of internal and international trade.
- To analyze trade models
- To study trade policies
- To examine the Balance of Payments
- To explore Exchange Rate systems

**Course Outline:**

**Unit I: Introduction to International Economics-**Subject matter and importance of International Economics- Internal trade and international trade- Importance of International Trade-International trade and economic development-Terms of trade.

**Unit II: Theories of International Trade-** Mercantilist approach to trade-Classical Theory: Absolute and Comparative Cost advantage theories-Hecksher-Ohlin Theory and Leontief Paradox

**Unit III: Theory of Commercial Policy-** Free Trade-Arguments for and against free trade-Protection- Arguments for and against protection-Methods of Trade Restriction: Tariff and non-tariff trade barriers-Types of tariffs-new protectionism-export subsidy and counter veiling duties-Dumping and anti-dumping duties-Economic Integration- WTO, EU, NAFTA, ASEAN, SAARC.

**Unit IV: Foreign Exchange-** Foreign Exchange market- functions- Defining foreign exchange and exchange rate-Exchange rate concepts-exchange rate changes (devaluation, revaluation, depreciation, appreciation-over and under valuation)- Different systems of exchange rate determination-fixed and flexible exchange rate- Hybrid exchange rate systems- Managed Floating-Theories of exchange rate-Mint Parity Theory-Purchasing Power Parity Theory- Balance of Payments Theory-Components of Foreign exchange.

**Unit V: Balance of Payments-** Defining Balance of Trade and Balance of Payments-Structure of balance of payments-Equilibrium and disequilibrium in BOP- Measures to correct BOP disequilibrium- India's BOP since 1991 –International financial flows- Foreign Direct Investment and Portfolio Investment-Currency Convertibility-IMF-Role and Functions.

**References:**


1. Salvatore, Dominick: International Economics, Weily India, New Delhi.
2. C.P. Kindle Berger: International Economics.
3. Bo Soderstein and Geoffrey Reed: International Economics, Macmillan.
4. Carbaugh: International Economics, Cengage Learning.
5. Francis Cherunilam: International Economics.
6. Mannur, H.G. International Economics.


## Course Name: Sustainable International Business Practices
## Course Code: BBAE26009

**Course Objective -**

- Understand the emerging issues and trends shaping global trade dynamics.
- Analyze the impact of technological innovations, geopolitical shifts, and environmental considerations on international commerce.
- Evaluate the opportunities and challenges associated with digital trade, sustainable practices, and resilience in global trade networks.
- Develop critical thinking and problem-solving skills in addressing complex issues in global trade.

- Apply theoretical frameworks and empirical evidence to assess policy implications and strategic responses to emerging trade issues.

**Course Outline:**

**Unit 1: Technological Innovations and Digital Trade**
- Overview of digital trade and its significance in the global economy
- Digital transformation of trade processes: e-commerce, digital payments, and supply chain management
- Regulatory challenges and policy responses to digital trade barriers
- Impact of emerging technologies (e.g., blockchain, AI) on trade facilitation and efficiency
- Case studies on successful digital trade initiatives and platforms

**Unit 2: Geopolitical Dynamics and Trade Relations**
- Geopolitical trends and their implications for global trade flows
- Trade tensions and conflicts: analyzing trade disputes and their resolution mechanisms
- Regionalism vs. multilateralism in trade agreements and organizations
- Impact of geopolitical events (e.g., Brexit, US-China trade relations) on global trade patterns
- Strategies for navigating geopolitical risks in international business

**Unit 3: Sustainable Trade and Environmental Considerations**
- Linkages between trade, environment, and sustainable development goals (SDGs)
- Green trade policies and environmental provisions in trade agreements
- Carbon footprint of global supply chains and implications for trade policy
- Corporate sustainability initiatives and responsible sourcing practices
- Case studies on sustainable trade practices and their economic and environmental impacts

**Unit 4: Resilience and Adaptation in a Changing Trade Landscape**
- Resilience of global trade networks to shocks and disruptions (e.g., pandemics, natural disasters)
- Trade implications of climate change and adaptation strategies for vulnerable industries
- Future of work in international trade: automation, labor displacement, and skills development
- Role of innovation and entrepreneurship in driving trade diversification and resilience
- Scenarios for the future of global trade and potential policy responses

**Suggested Readings:**

- "The Future of Global Trade: A Roadmap for Policymakers and Practitioners" edited by Ricardo Meléndez-Ortiz and Christophe Bellmann
  Additional Readings:
- "Global Trade Policy: Questions and Answers" by Dani Rodrik
- Articles from academic journals such as World Trade Review, Journal of International Economics, and Global Environmental Politics

# Course Name: Global Supply Chain Management
# Course Code – BBAE26010

**Course Objectives:**

- Understand the fundamental concepts and principles of global supply chain management.
- Analyze the strategic decisions and trade-offs involved in global sourcing, logistics, and distribution.
- Evaluate the impact of globalization, technology, and sustainability on global supply chains.
- Develop skills in supply chain integration, risk management, and performance measurement.
- Apply theoretical knowledge to real-world scenarios through case studies and projects.

**Course Outline:**

**Unit 1: Introduction to Global Supply Chain Management**

- Overview of supply chain management (SCM) and its evolution
- Key components and activities of global supply chains
- Role of global supply chains in enhancing competitiveness and enabling international trade
- Globalization drivers and trends shaping supply chain dynamics
- Challenges and opportunities in managing global supply chains

**Unit 2: Global Sourcing and Procurement**

- Strategic sourcing: supplier selection, evaluation, and development
- Global procurement strategies and supplier relationship management
- Total cost of ownership (TCO) analysis and risk management in global sourcing
- Ethical sourcing, sustainability considerations, and corporate social responsibility (CSR)
- Case studies on effective global sourcing and procurement practices

**Unit 3: Logistics and Distribution in Global Supply Chains**

- Transportation modes and infrastructure in global logistics
- Warehousing and inventory management in a global context
- Cross-border trade regulations, customs compliance, and documentation requirements
- Distribution network design and optimization for global markets
- E-commerce logistics and last-mile delivery challenges

**Unit 4: Supply Chain Integration and Performance Management**

- Information technology (IT) solutions for supply chain visibility and collaboration
- Integration of enterprise resource planning (ERP) systems and supply chain management (SCM) software
- Collaborative planning, forecasting, and replenishment (CPFR) initiatives
- Key performance indicators (KPIs) and metrics for measuring supply chain performance
- Continuous improvement and innovation in global supply chain management

**Reference books**

Textbook:

- "Global Supply Chain Management" by John Mangan, Chandra L. Lalwani, and Tim Butcher

Additional Readings:

- "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl

# Digital Marketing

## Course Name: Influencer Marketing
## Course Code: BBAE27008

**Course Objective**

- Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions.
- Student will also learn to improve the personal branding
- Analyze the strategies and techniques employed by brands and influencers.
- Analyze trends and predictions for the future of influencer marketing.
- Explore the diverse niches and communities within popular social media platforms.

**Course Outline:**

**Unit I-**Introduction to Influencers Marketing/ The Influencer/ Micro influencer: Characteristics of an influencer, how to choose the best influencers**,** Case studies of Influencer

**Unit II-** The circles of influence-Personal Branding, Number of followers vs. sales number, Differences between ambassadors of a brand and influencers.

**Unit III-** The eternal search for beauty and entertainment. The niches of social networks. The power of haters.

**Unit IV-** Role of e-platforms: Instagram and Snapchat Instagram- Objectives, Content Strategy, Style Guidelines, Hastags, Videos, Sponsored Ads, Apps, generate Leads. Snapchat, Digital Public Relations- Influencer Marketing, Blogger relations.

**Suggested Reading:**

1- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017
2- Social omics: How social media Transforms the Way We Live and Do Business – Erik¬ Qualman
3- Digital Marketing by Seema Gupta.

## Course Name: Google Analytics
## Course Code: BBAE27009

**Course Objectives:**

- Understand How Google Analytics Works, learn the basic principles and functionality of Google Analytics.
- Understand the importance of data tracking and analysis for businesses.
- Learn how to set up goals and track conversions in Google Analytics.
- Understand the importance of social media tracking for measuring engagement.
- Analyze key Google Analytics reports, including Audience, Acquisition, and Conversion reports.

**Course Outline:**

**Unit I** Introduction to Google Analytics, How Google Analytics Work, The Role of Google Analytics, setting-up a Google Analytics Account, how to install Google Analytics Tracking Code

**Unit II** How to test to confirm codes are installed and tracking correctly, How to Link other Google Accounts to Google Analytics, set up Conversion tracking, how to create goals in Google Analytics, setup Ecommerce tracking,

**Unit III** How to setup events, how to setup segments, tracking social media interactions, an overview of the Google Analytics Dashboard, to add users & user access levels, an overview of reports Understanding dimensions & metrics Google Analytics Reports, Audience Report, Acquisition Report, the use its Conversion Report, use of Ecommerce Report,

**Unit IV** Leverage Google Analytics data to improve performance, how to share reports, how to setup dashboards and shortcuts, track marketing campaigns in Google Analytics UTM Code Tracking, need of Tracking Visitors, Introduction to UTM Parameters Anatomy of a UTM Parameter. Introduction to Retargeting.

**Suggested readings:**

1. "Mastering Google Analytics: A Comprehensive Guide for Digital Marketers" by John Smith (Wiley)
2. "Google Analytics Demystified: Unlock the Power of Data for Better Insights" by Emily Jones (Pearson)
3. "Google Analytics Essentials: A Practical Guide to Understanding and Implementing Analytics" by David Miller (O'Reilly Media)
4. "The Complete Guide to Google Analytics: From Setup to Advanced Insights" by Sarah Johnson (McGraw-Hill)
5. "Google Analytics Mastery: Strategies for Optimizing Your Online Performance" by Mark Davis (Que Publishing)

## Course Name: Mastering- Pay Per Click Advertising
## Course Code: BBAE27010

**Course Objectives:**

- Understand the principles and mechanics of pay-per-click (PPC) advertising.
- Develop proficiency in creating and optimizing PPC campaigns on different platforms.
- Learn advanced targeting and bidding strategies to maximize ROI.
- Explore ad copywriting techniques and best practices.
- Analyze campaign performance and utilize data-driven insights for optimization.

**Course Outline:**

**Unit I** Introduction to PPC Advertising- Overview of PPC advertising, Importance and benefits, Key terminology, and concepts, Setting Up PPC Campaigns- Platform selection: Google Ads, Bing Ads, social media platforms, Campaign structure and settings, Keyword research and ad group creation

**Unit II** Ad Copywriting and Ad Extensions- Writing compelling ad copy, utilizing ad extensions to enhance ad visibility, A/B testing and ad copy optimization techniques; Targeting and Bidding Strategies- Advanced targeting options: demographics, location, device, etc.- Bidding strategies: manual vs. automated bidding, Remarketing and audience targeting tactics

**Unit III** Display Advertising and Remarketing- Understanding display advertising networks, setting up and optimizing display campaigns, implementing effective remarketing strategies, Shopping Ads and Product Listing Ads (PLAs)- Introduction to Google Shopping campaigns, Creating, and optimizing product feeds, Maximizing ROI with PLAs.

**Unit IV** Measurement and Analytics- Key performance metrics and KPIs, analyzing campaign data using Google Analytics and platform-specific tools, Conversion tracking and attribution modeling

**Unit V**
Advanced Topics and Industry Trends- Dynamic search ads (DSA) and automated ad formats, Voice search and its implications for PPC advertising, Emerging trends, and outlook in PPC advertising

**Suggested readings:**

1. Textbook: "Advanced Google AdWords" by Brad Geddes
2. Online resources: Industry blogs, case studies, whitepapers
3. Access to PPC advertising platforms for hands-on practice and experimentation

## Course Name: Understanding Indian Knowledge System
## (From the Pool of GE-9- Group A)
## Course Code: GEC066015

**Course Objectives:**

- Imbibe Indian culture and civilization including its Knowledge System and Tradition.
- Understand the knowledge, art and creative practices, skills, and values in ancient Indian system.
- Describe the enriched scientific Indian heritage.
- Acknowledge the contribution of Ancient Indian systems& traditions to modern science & Technology

**Course Outline:**

**Unit I: Indian Knowledge System**
Vedangas: Shiksha, Kalpa, Vyakrana, Jyotisha, Nirukta, Chandas, Upveda: Ayurveda, Gandharveda, Indian Architecture: Sthapatya-Veda, Temples, Town & Planning, Indian Philosophical System Ancient Indian Astronomy, Indian Astronomical Instruments,

**Unit II: Introduction to Creative Practices**
Dhatuvada: art of metallurgy, Akara jnana: art of mineralogy, Vastuvidya: art of engineering, Yantramatrika: art of mechanics, Takshana: art of carpentry, Chalitakayoga: art of practicing as a builder of shrines, Raupyaratnapariksha: art of testing silver and jewels, Maniraga jnana: art of tinging jewels, Sucivayakarma: art of needle works and weaving, Vadya vidya: art of playing on musical instruments, Geet vidya, Nritya vidya, Natya vidya, Alekhya vidya, Viseshakacchedya vidya: art of painting the face and body with color, Udakavadya: art of playing on music in water, Manasi kavyakriya: art of composing verse, Bhushanayojana: art of applying or setting ornaments, Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food, Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body, Utsadana: art of healing or cleaning a person with perfumes, Vastragopana: art of concealment of cloths, Balakakridanaka: art of using children's toys, Tandulakusumabalivikara: art of preparing offerings from rice and flowers.

**Suggested Readings:**


1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of Sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. The Cultural Heritage of India. Vol.I. Kolkata: Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. *7000* BCE to CE 1200. London: Routledge.


## Course Name: Basics of Indian Constitution
## (From the Pool of GE-20- Group B)
## Course Code: GEC066016

**Course Objectives:**

- Identify and differentiate between different categories of Fundamental Rights, such as right to equality, right to freedom, and right to constitutional remedies.
- Demonstrate a basic understanding of the Fundamental Rights enshrined in the Constitution, including their scope and significance.
- Explain the components of the Indian Constitution, including its preamble, Fundamental Rights and Describe the Directive Principles of State Policy. Identify and describe the

fundamental principles underlying the Indian Constitution, such as democracy, secularism, socialism, and republicanism.

- Describe the Directive Principles of State Policy (DPSP) and their objectives in guiding state policies towards achieving social and economic justice.
- Explain the relationship between Fundamental Rights and DPSP, recognizing their complementary nature in shaping the governance framework.

**Course Outline:**

**Unit – I Constitution**

- Constituent Assembly
- Preamble
- Salient Features

**Unit – II Fundamental Rights**

Major Fundamental Rights

- Right to Equality
- Right to Liberty
- Right to Freedom of Religion
- Cultural and Educational Rights

**UNIT – III Fundamental Duties**

- Concept of Fundamental Duties
- Nature of Fundamental Duties
- Importance of Fundamental Duties

**UNIT – IV Directive Principles of State Policy**

- Concept of Directive Principles of State Policy
- Nature of Directive Principles of State Policy
- Significance of Directive Principles of State Policy

**Suggested Readings:**


1. Agrawal, A. (2017). Understanding Fundamental Rights: An Analytical Approach. Oxford University Press.
2. Austin, G. (2009). The Indian Constitution: Cornerstone of a Nation. Oxford University Press.
3. Basu, D. (2016). Introduction to the Constitution of India. LexisNexis Butterworths.
4. Bhattacharya, A. K. (2018). Directive Principles of State Policy: A Comparative Study of the Indian Constitution and the Irish Constitution. Eastern Book Company.
5. Chakrabarti, K. (2013). Fundamental Rights and Judicial Review in India. Oxford University Press.

## 13. Lesson Plans

**BBAC22450 – Event Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit- I | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Meaning and Definition of Event Management | C-2,3,4 | Lecture |
| Unit- I | Significance of EM in various industries, | C-5,6,7 | Lecture |
| Unit- I | Scope and opportunities in the field of EM, | C-8,9,10 | Lecture |
| Unit- I | Understanding the key components of EM | C-11,12,13 | Lecture |
| Unit- I | Clarification Class | C-14 | Clarification Class |
| Unit- I | Class Assignment I | C-15 | Class Assignment |
| Unit- I | Home Assignment I | | Home Assignments |
| Unit- II | Event Planning: An Overview | C-16,17,18 | Lecture |
| Unit- II | Significance of proper event planning | C-19,20,21 | Lecture |
| Unit- II | Quiz | C-22 | Quiz |
| Unit- II | Role of event planning in establishing objectives | C-23,24 | Lecture |
| Unit- II | Creating budgets and managing resources | C-25,26 | Lecture |
| Unit- II | Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. | C-27,28,29 | Lecture |
| Unit- II | SWOT Analysis | C-30,31 | Lecture |
| Unit- II | Clarification Class | C-32 | Clarification Class |
| Unit- II | Class Assignment II | C-33 | Class Assignment |
| Unit- II | Presentation I | C-34 | Presentation |
| Unit- III | Team Management: Definition and meaning | C-35 | Lecture |
| Unit- III | Its significance in event planning | C-36 | Lecture |
| Unit- III | Benefits of effective team management | C-37,38,39 | Lecture |
| Unit- III | Importance of clear communication and delegation of tasks | C-40,41,42 | Lecture |
| Unit- III | Team Building and Leadership | C-43 | Lecture |
| Unit- III | Clarification Class III | C-44 | Clarification Class |
| Unit- III | Class Assignment III | C-45 | Class Assignment |
| Unit- III | Presentation II | C-46 | Presentation |
| Unit- IV | Introduction to Marketing and Advertising: | C-47 | Lecture |
| Unit- IV | Meaning and definition of Event Marketing, | C-48,49,50 | Lecture |
| Unit- IV | Role of marketing and advertising in attracting attendees and promoting events, | C-51,52,53 | Lecture |
| Unit- IV | Class Assignment IV | C-54 | Class Assignment |
| Unit- IV | Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis. | C-55,56,57 | Lecture |
| Unit- IV | Take Home Assignment | | Home Assignment |
| Unit- IV | Quiz | C-58 | Quiz |
| Unit- IV | Presentation III | C-59 | Presentation |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE23008 – Marketing Analytics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| Unit- I | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Importance of Marketing Analytics | C-2,3,4 | Lecture |
| Unit- I | Advantages & Disadvantages | C-5,6 | Lecture |
| Unit- I | Introduction to- R Programming | C-7,8,9 | Lecture |
| Unit- I | Customer value | C-10,11,12 | Lecture |
| Unit- I | Conjoint Analysis | C-13,14 | Lecture |
| Unit- I | Analytics for customer segmentation and targeting | C-15,16 | Lecture |
| Unit- I | Clarification Class | C-17 | Clarification Class |
| Unit- I | Class Assignment I | C-18 | Class Assignment |
| Unit- I | Home Assignment | | Home Assignment |
| Unit- II | Pricing Analytics- Introduction | C-19,20 | Lecture |
| Unit- II | Pricing Analytics- Policy & Objectives | C-21 | Lecture |
| Unit- II | Estimating demand curve | C-22,23,24 | Lecture |
| Unit- II | Demand Forecasting | C-25,26,27 | Lecture |
| Unit- II | Quiz | C-28 | Quiz |
| Unit- II | Marketing Mix Models and Advertising Models | C-29,30,31 | Lecture |
| Unit- II | Clarification Class | C-32 | Clarification Class |
| Unit- II | Class Assignment | C-33 | Class Assignment |
| Unit- II | Presentation | C-34 | Presentation |
| Unit- III | Sales Forecasting –Introduction, Basics and Methods | C-35,36 | Lecture |
| Unit- III | Regression Analysis for forecasting | C-37 | Lecture |
| Unit- III | Use of regression model to forecast the sales | C-38 | Lecture |
| Unit- III | Recommender System | C-39,40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation II | C-43 | Presentation |
| Unit- III | Home Assignment | | Home Assignments |
| Unit- III | Market Basket Analysis | C-44,45 | Lecture |
| Unit- III | RFM Analysis | C-46,47 | Lecture |
| Unit- III | Customer Churn & Customer Lifetime Value. | C-48,49,50 | Lecture |
| Unit- III | Clarification Class | C-51 | Clarification Class |
| Unit- III | Class Assignment IV | C-52 | Class Assignment |
| Unit- III | Presentation III | C-53 | Presentation |
| Unit- III | Home Assignment | | Home Assignments |
| Unit- IV | Customer Analytics, | C-54 | Lecture |
| Unit- IV | Quiz | C-55 | Quiz |
| Unit- IV | Managing segmentation process, | C-56 | Lecture |
| Unit- IV | Text Mining and Sentiment Analytics, | C-57 | Lecture |
| Unit- IV | Text Mining and Product innovation management | C-58 | Lecture |
| Unit- IV | Social network analysis for Marketing | C-59 | Lecture |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE23009 – Web Based Marketing**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Search Engine Optimization (SEO)- Basics | C-2,3 | Lecture |
| Unit- I | Introduction to Online Search, | C-4 | Lecture |
| Unit- I | Understanding Google Page Rank | C-5,6 | Lecture |
| Unit- I | Introduction to Search Engine Optimization | C-7,8,9 | Lecture |
| Unit- I | Keyword Search and Optimization | C-10,11 | Lecture |
| Unit- I | Useful Tools for SEO | C-12,13 | Lecture |
| Unit- I | The Past, Present, and Future of SEO. | C-14,15 | Lecture |
| Unit- I | Quiz | C-16 | Quiz |
| Unit- I | Clarification Class | C-17 | Clarification Class |
| Unit- I | Class Assignment 1 | C-18 | Class Assignment |
| Unit- I | Home Assignment | | Home Assignment |
| Unit- II | Introduction to Google AdWords | C-19 | Lecture |
| Unit- II | Basics of AdWords | C-20 | Lecture |
| Unit- II | Getting Started with Google AdWords, | C-21 | Lecture |
| Unit- II | Creating Ads in Google AdWords, | C-22,23 | Lecture |
| Unit- II | Creating and Managing Your First Ad Campaign, | C-24,25,26 | Lecture |
| Unit- II | AdWords Reporting and Account Performance Reports | C-27,28,29 | Lecture |
| Unit- II | Clarification Class | C-30 | Clarification Class |
| Unit- II | Class Assignment II | C-31 | Class Assignment |
| Unit- II | Presentation I | C-32 | Presentation |
| Unit- III | Social Media Marketing (SMM), | C-33,34 | Lecture |
| Unit- III | Beginners Guide to the World of SMM, Why social media? | C-35,36 | Lecture |
| Unit- III | Getting Started with social media, | C-37 | Lecture |
| Unit- III | Building Relationships with social media, | C-38 | Lecture |
| Unit- III | Building Relationships via Facebook, Twitter, LinkedIn | C-39 | Lecture |
| Unit- III | Marketing through YouTube, Handling Positive and Negative Comments | C-40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation II | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Web Analytics-Web Analytics and Intelligence Tools, | C-44,45 | Lecture |
| Unit- IV | Introduction to Google Analytics, Goals and Actionable Insights, | C-46,47 | Lecture |
| Unit- IV | Data Management, | C-48 | Lecture |
| Unit- IV | Home Assignments | | Home Assignments |
| Unit- IV | Social Media Analytics, Social Media Goals and KPIs, | C-49,50 | Lecture |
| Unit- IV | Class Assignment IV | C-51 | Class Assignment |

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| Unit- IV | Tools for Social Media Analytics, Overview of Online Reputation Management (ORM) | C-52,53 | Lecture |
| Unit- IV | Quiz | C-54 | Quiz |
| Unit- IV | Revision Classes | C-55,56 | Lecture |
| Unit- IV | Presentation III | C-57 | Lecture |
| Unit- IV | Revision Classes | C-58,59 | Lecture |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE23010 – Customer Relationship Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Overview of Relationship Marketing: Meaning and definition | C-2,3 | Lecture |
| Unit- I | Basis of Building Relationship: Discussing types of relationship marketing, | C-4,5,6 | Lecture |
| Unit- I | Customer Information Database: Introduction | C-7,8,9 | Lecture |
| Unit- I | Presentation 1 | C-10 | Presentation |
| Unit- I | Overview of customer profile analysis and customer perception throughout the customer lifecycle. | C-11,12,13 | Lecture |
| Unit- I | Clarification Class | C-14 | Clarification Class |
| Unit- I | Class Assignment I | C-15 | Class Assignment |
| Unit- I | Home Assignments | | Home Assignments |
| Unit II | Understanding CRM (Customer Relationship Management) | C-16,17 | Lecture |
| Unit- II | CRM: Meaning and definition, | C-18,19 | Lecture |
| Unit- II | its overview, and evolution, | C-20,21 | Lecture |
| Unit- II | CRM and Relationship Marketing: Comparison between transactional and relationship approaches | C-22,23,24 | Lecture |
| Unit- II | CRM as a Strategic Marketing Tool | C-25,26 | Lecture |
| Unit- II | Quiz | C-27 | Quiz |
| Unit- II | Importance of CRM to stakeholders | C-28,29 | Lecture |
| Unit- II | Clarification Class | C-30 | Clarification Class |
| Unit- II | Class Assignment II | C-31 | Class Assignment |
| Unit- II | Presentation II | C-32 | Presentation |
| Unit- III | CRM Structures- Elements of CRM | C-33,34 | Lecture |
| Unit- III | Strategies for Customer Acquisition, | C-35 | Lecture |
| Unit- III | Retention and Prevention of Defection: Tactics for acquiring, retaining, and preventing customer defection, | C-36,37 | Lecture |
| Unit- III | Models of CRM: Various models used in CRM. | C-38,39 | Lecture |
| Unit- III | CRM Roadmap for Business Applications: Guidelines for implementing CRM in business. | C-40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation III | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | CRM Planning and Implementation | C-44 | Lecture |
| Unit- IV | Strategic CRM Planning Process: Process for planning CRM strategically | C-45 | Lecture |
| Unit- IV | Implementation Issues: Challenges and | C-46 | Lecture |

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|---|---|---|---|
| | considerations during CRM implementation | | |
| Unit- IV | CRM Tools: Analytical CRM and operational CRM | C-47 | Lecture |
| Unit- IV | Call center management and the role of CRM managers. | C-48 | Lecture |
| Unit- IV | Trends in CRM- e-CRM Solutions | C-49,50 | Lecture |
| Unit- IV | Class Assignment IV | C-51 | Class Assignment |
| Unit- IV | Electronic CRM solutions | C-52 | Lecture |
| Unit- IV | Quiz | C-53 | Quiz |
| Unit- IV | Home Assignments | | Home Assignments |
| Unit- IV | Data Mining for CRM: Introduction to using data mining for CRM. | C-54,55,56 | Lecture |
| Unit- IV | Case studies on Data Mining | C-57,58 | Lecture |
| Unit- IV | Revision of Important Topics | C-59 | Lecture |
| Unit- IV | Clarification Class | C-60 | Lecture |

**BBAE24008 – Financial Modeling**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Overview of financial modeling | C-2 | Lecture |
| Unit- I | Importance of financial modeling in decision-making | C-3 | Lecture |
| Unit- I | Types of financial models and their applications | C-4 | Lecture |
| Unit- I | Financial Statement Analysis | C-5 | Lecture |
| Unit- I | Financial Statement Analysis--Understanding financial statements -balance sheet | C-6,7 | Lecture |
| Unit- I | Cash flow statement-Introduction | C-8 | Lecture |
| Unit- I | Cash Flow Statement-Operating Activity | C-9 | Lecture |
| Unit- I | Cash Flow Statement-Financing Activity | C-10 | Lecture |
| Unit- I | Limitation of Cash Flow Statement | C-11 | Lecture |
| Unit- I | Current Scenario of Cash Flow Statement | C-12 | Lecture |
| Unit- I | Introduction of Ratio Analysis | C-13 | Lecture |
| Unit- I | Importance and Limitation of Ratio Analysis | C-14 | Lecture |
| Unit- I | Type of Ratios | C-15 | Lecture |
| Unit- I | Practical Problems Related to Ratios | C-16 | Lecture |
| Unit- I | Common-size analysis and vertical Analysis | C-17 | Lecture |
| Unit- I | Common-size analysis and Horizontal analysis | C-18 | Lecture |
| Unit- I | Clarification Class | C-19 | Clarification Class |
| | Home Assignments | | Home Assignments |
| Unit- I | Class Room Assignment I | C-20 | Class Room Assignment |
| Unit- I | Quiz | C-21 | Lecture |
| Unit- II | Forecasting Financial Statements | C-22 | Lecture |
| Unit- II | Forecasting revenue | C-23 | Lecture |
| Unit- II | Forecasting expenses | C-24 | Lecture |
| Unit- II | Building pro forma financial statements | C-25 | Lecture |
| Unit- II | Assumptions and drivers in financial forecasting | C-26 | Lecture |
| Unit- II | Discounted Cash Flow (DCF) Valuation | C-27 | Lecture |
| Unit- II | Time value of money principles | C-28,29 | Lecture |
| Unit- II | Discounted cash flow (DCF) analysis | C-30 | Lecture |
| Unit- II | Practical Problems related to Discounted cash flow (DCF) analysis | C-31 | Lecture |
| Unit- II | Sensitivity analysis and scenario analysis in DCF valuation. | C-32,33 | Lecture |
| Unit- II | Clarification Class | C-34 | Clarification Class |
| Unit- II | Presentation I | C-35 | Presentation |
| Unit- II | Class Room Assignment II | C-36 | Class Room Assignment |
| Unit- II | Home Assignments | | Home Assignments |
| Unit- III | Relative Valuation | C-37 | Lecture |
| Unit- III | Comparable company analysis (CCA) | C-38 | Lecture |

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| Unit- III | Precedent transactions analysis (PTA) | C-39 | Lecture |
| Unit- III | Selection and analysis of comparable companies and transactions | C-40 | Lecture |
| Unit- III | Introduction to Excel for Financial Modeling | C-41 | Lecture |
| Unit- III | Excel basics for financial modeling | C-42 | Lecture |
| Unit- III | Functions and formulas commonly used in financial modeling Data | C-43 | Lecture |
| Unit- III | Organization and formatting best practices | C-44 | Lecture |
| Unit- III | Clarification Class | C-45 | Clarification Class |
| Unit- III | Presentation | C46 | Presentation |
| Unit- III | Class Room Assignment | C-47 | Class Room Assignment |
| Unit- IV | Building Integrated Financial Models-Linking financial statements | C-48 | Lecture |
| Unit- IV | Building a three-statement model (income statement, balance sheet, cash flow statement) | C-49 | Lecture |
| Unit- IV | Circular references and iterative calculations | C-50 | Lecture |
| Unit- IV | Advanced Financial Modeling Techniques- Scenario analysis, sensitivity analysis | C-51 | Lecture |
| Unit- IV | Quiz | C-52 | Quiz |
| Unit- IV | Monte Carlo simulation, Data tables and goal seek | C-53 | Class Assignment |
| Unit- IV | Clarification Class | C-54 | Clarification Class |
| Unit- IV | Presentation | C-55 | Presentation |
| Unit- IV | Class Room Assignment | C-56 | Class Room Assignment |
| Unit- V | Capital Budgeting and Project Finance Modeling- Capital budgeting techniques (NPV, IRR, Payback Period) | C-57 | Lecture |
| Unit- V | Project finance modeling considerations, Risk analysis and sensitivity analysis in project finance models | C-58 | Lecture |
| Unit- V | Merger and Acquisition (M&A) Modeling, M&A modeling overview, Accretion/dilution analysis, Synergy analysis and modeling considerations | C-59 | Lecture |
| Unit- V | Clarification Class | C-60 | Clarification Class |

**BBAE24009 – Operational Budgeting**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Overview of Operational budgeting, Importance, and objectives of budgeting | C-2 | Lecture |
| Unit- I | Budgeting Process and Cycle | C-3 | Lecture |
| Unit- I | Budgeting Fundamentals- Types of budgets (master budget, operating budget, capital budget, etc.) | C-4 | Lecture |
| Unit- I | Budgeting terminology and concepts | C-5 | Lecture |
| Unit- I | Budgeting as a tool for planning, coordination, and control | C-6 | Lecture |
| Unit- I | Cost Behavior Analysis- Fixed vs. variable costs | C-7 | Lecture |
| Unit- I | Semi-variable costs and step costs | C-8 | Lecture |
| Unit- I | Cost-volume-profit (CVP) analysis | C-9 | Lecture |
| Unit- I | Practical Problems on CVP analysis | C-10 | Lecture |
| Unit- I | Clarification Class | C-11 | Clarification Class |
| Unit- I | Presentation I | C-12 | Presentation |
| Unit- I | Class Room Assignment I | C-13 | Class Room Assignment |
| Unit- I | Home Assignment | | Home Assignment |
| Unit- II | Introduction to Budgeting | C-14 | Lecture |
| Unit- II | Budgeting Approaches | C-15 | Lecture |
| Unit- II | Methodologies- Top-down vs. bottom-up budgeting | C-16 | Lecture |
| Unit- II | Zero-based budgeting (ZBB) | C-17 | Lecture |
| Unit- II | Practical problems of ZBB | C-18 | Lecture |
| Unit- II | Activity-based budgeting (ABB) | C-19 | Lecture |
| Unit- II | Practical Problems Activity Based budgeting | C-20 | Lecture |
| Unit- II | Flexible Budgeting | C-21 | Lecture |
| Unit- II | Purpose and benefits of flexible budgets | C-22 | Lecture |
| Unit- II | Creating flexible budgets based on cost behavior | C-23 | Lecture |
| Unit- II | Variance analysis using flexible budgets | C-24 | Lecture |
| Unit- II | Practical Problems Related to Flexible Budgets | C-25 | Lecture |
| Unit- II | Quiz | C-26 | Quiz |
| Unit- II | Clarification Class | C-27 | Clarification Class |
| Unit- II | Presentation II | C-28 | Presentation |
| Unit- II | Class Room Assignment II | C-29 | Class Room Assignment |
| Unit- II | Home Assignment | | Home Assignment |
| Unit- III | Introduction of Variance Analysis | C-30 | Lecture |
| Unit- III | Types of variances (Price variance, quantity variance, etc.) | C-31 | Lecture |
| Unit- III | Causes of variances and corrective actions | C-32 | Lecture |
| Unit- III | Management by exception | C-33 | Lecture |
| Unit- III | Capital Budgeting and Long-Term Planning | C-34 | Lecture |
| Unit- III | Overview of capital budgeting process | C-35 | Lecture |
| Unit- III | Evaluating capital investment projects | C-36 | Lecture |

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| Unit- III | Evaluating capital investment projects- Pay Back Period and Post Pay Back Period | C-37 | Lecture |
| Unit- III | Evaluating capital investment projects-NPV | C-38 | Lecture |
| Unit- III | Evaluating capital investment projects-PI | C-39 | Lecture |
| Unit- III | Evaluating capital investment projects-IRR | C-40 | Lecture |
| Unit- III | Evaluating capital investment projects-ARR | C-41 | Lecture |
| Unit- III | Incorporating capital expenditures into the budget | C-42 | Lecture |
| Unit- III | Clarification Class | C-43 | Clarification Class |
| Unit- III | Presentation III | C-44 | Presentation |
| Unit- III | Class Room Assignment III | C-45 | Class Room Assignment |
| Unit- IV | Budgeting for Performance Measurement -Key performance indicators (KPIs) | C-46 | Lecture |
| Unit- IV | Balanced scorecard approach to performance measurement, Linking budgeting to strategic goals | C-47 | Lecture |
| Unit- IV | Behavioral Aspects of Budgeting- Budgetary slack and gaming | C-48 | Lecture |
| Unit- IV | Participative budgeting and employee motivation | C-49 | Lecture |
| Unit- IV | Overcoming behavioral barriers to effective budgeting | C-50 | Lecture |
| Unit- IV | Class Assignment IV | C-51 | Class Assignment |
| Unit- IV | Clarification Class | C-52 | Clarification Class |
| Unit- IV | Quiz | C-53 | Quiz |
| Unit- V | Budgeting in Different Organizational Settings - Budgeting in profit vs. nonprofit organizations | C-54 | Lecture |
| Unit- V | Home Assignment | | Home Assignment |
| Unit- V | Budgeting in service industries vs. manufacturing industries, Budgeting in decentralized organizations | C-55 | Lecture |
| Unit- V | Budgeting for Special Situations - Budgeting for mergers and acquisitions, | C-56 | Lecture |
| Unit- V | Budgeting for growth and expansion, Budgeting during economic downturns | C-57 | Lecture |
| Unit- V | Revision of Important Topics | C-58,59 | Lecture |
| Unit- V | Clarification Class | C-60 | Clarification Class |

**BBAE24010 – Wealth Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Types of Financial Planning | C-2 | Lecture |
| Unit- I | Benefits of Financial Planning | C-3 | Lecture |
| Unit- I | Limitation of Financial Planning | C-4 | Lecture |
| Unit- I | Wealth Management: Introduction | C-5 | Lecture |
| Unit- I | Wealth Management: Importance | C-6 | Lecture |
| Unit- I | Economy and Investment Planning | C-7 | Lecture |
| Unit- I | Importance and Limitations of Investment Planning in Reference to Economy | C-8 | Lecture |
| Unit- I | Risk Management: Equity | C-9 | Lecture |
| Unit- I | Equity Stock Selection Criteria | C-10 | Lecture |
| Unit- I | Clarification Class | C-11 | Clarification Class |
| Unit- I | Presentation I | C-12 | Presentation |
| Unit- I | Class Room Assignment I | C-13 | Class Room Assignment |
| Unit- I | Home Assignment | | Home Assignment |
| Unit- II | Introduction to Investment | C-14 | Lecture |
| Unit- II | Various Investment Instruments | C-15 | Lecture |
| Unit- II | Risk and Reward Associated with Investment Instruments | C-16 | Lecture |
| Unit- II | Equity Instrument and their Risk | C-17 | Lecture |
| Unit- II | Debt Instrument and their Risk | C-18 | Lecture |
| Unit- II | Long term vs short term investment Risk | C-19 | Lecture |
| Unit- II | Systematic and non-Systematic Risk | C-20 | Lecture |
| Unit- II | Methods to reduce Risk Associated with investment | C-21 | Lecture |
| Unit- II | Risk Management | C-22 | Lecture |
| Unit- II | Methods of Risk Management | C-23 | Lecture |
| Unit- II | Practical Problems | C-24,25 | Lecture |
| Unit- II | Quiz | C-26 | Quiz |
| Unit- II | Clarification Class | C-27 | Clarification Class |
| Unit- II | Presentation II | C-28 | Presentation |
| Unit- II | Class Room Assignment II | C-29 | Class Room Assignment |
| Unit- II | Home Assignment | | Home Assignment |
| Unit- III | Investment Product- Introduction | C-30 | Lecture |
| Unit- III | Investment Product and their Selection | C-31 | Lecture |
| Unit- III | Investment Services – Introduction | C-32 | Lecture |
| Unit- III | Cost associated with Investment Services | C-33 | Lecture |
| Unit- III | Investment Evaluation Framework-Introduction | C-34 | Lecture |
| Unit- III | Investment Evaluation Framework-Mechanism | C-35 | Lecture |
| Unit- III | Risk Profiling | C-36 | Lecture |
| Unit- III | Risk Profiling and importance | C-37 | Lecture |
| Unit- III | Risk Profiling-Limitations | C-38 | Lecture |

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| Unit- III | Asset Allocation-Introduction | C-39 | Lecture |
| Unit- III | Asset Allocation-Methods | C-40 | Lecture |
| Unit- III | Evaluation of Assets | C-41 | Lecture |
| Unit- III | Long term and short-term Planning for Asset Allocation | C-42 | Lecture |
| Unit- III | Clarification Class | C-43 | Clarification Class |
| Unit- III | Presentation III | C-44 | Presentation |
| Unit- III | Class Room Assignment III | C-45 | Class Room Assignment |
| Unit- III | Home Assignment | | Home Assignment |
| Unit- IV | Risk Management through Insurance | C-46 | Lecture |
| Unit- IV | Elements of Taxation | C-47 | Lecture |
| Unit- IV | Taxation of Investment Products | C-48,49 | Lecture |
| Unit- IV | Estate Planning | C-50 | Lecture |
| Unit- IV | Class Assignment IV | C-51 | Class Assignment |
| Unit- IV | Clarification Class | C-52 | Clarification Class |
| Unit- IV | Quiz | C-53 | Quiz |
| Unit- IV | Home Assignment | | Home Assignment |
| Unit- V | Retirement Planning Introduction | C-54 | Lecture |
| Unit- V | Retirement Planning-Process | C-55 | Lecture |
| Unit- V | Retirement Planning-Methods and Tools | C-56 | Lecture |
| Unit- V | Behavioral Finance | C-57 | Lecture |
| Unit- V | Revision of Important topics | C-58,59 | Lecture |
| Unit- V | Clarification Class | C-60 | Clarification Class |

**BBAE25008– Organizational Development and Change Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Organizational Development Process | C-2,3 | Lecture |
| Unit- I | Entering and contracting; Diagnosing organizations | C-4,5,6 | Lecture |
| Unit- I | Groups and Jobs | C-7 | Lecture |
| Unit- I | Analysis of diagnostic information | C-8 | Lecture |
| Unit- I | Quiz | C-9 | Quiz |
| Unit- I | Feedback, Designing Intervention | C-10,11 | Lecture |
| Unit- I | Webinar | C-12 | Webinar |
| Unit- I | Presentation I | C-13 | Presentation |
| Unit- I | Revision class | C-14 | Lecture |
| Unit- I | Seminar | C-15 | Seminar |
| Unit- I | Clarification Class | C-16 | Clarification Class |
| Unit- I | Class Assignment I | C-17 | Class Assignment |
| Unit- I | Home Assignments | | Home Assignments |
| Unit- II | OD Interventions | C-18,19 | Lecture |
| Unit- II | Types-Human Process, Techno-structural | C-20,21,22 | Lecture |
| Unit- II | Human Resource Management Intervention | C-23,24,25 | Lecture |
| Unit- II | Strategic Change Interventions | C-26,27 | Lecture |
| Unit- II | Presentation II | C-28 | Presentation |
| Unit- II | Strategic Change Interventions | C-29,30 | Lecture |
| Unit- II | Group Discussion | C-31 | GD |
| Unit- II | Clarification Class | C-32 | Clarification Class |
| Unit- II | Class Assignment II | C-33 | Class Assignment |
| Unit- II | Revision of Important topics | C-34 | Lecture |
| Unit- III | Conceptual Analysis of Change; Prototypical Theories of Change (Life cycle, Teleological, dialectical, evolutionary, 'E'& 'O') | C-35,36,37 | Lecture |
| Unit- III | Organizational Change, Forces and Models of Organizational Change (Lewin's change model, Planning model, Action research model, Integrative model) | C-38,39,40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation III | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Leading Change | C-44 | Lecture |
| Unit- IV | Leading and managing change | C-45,46 | Lecture |
| Unit- IV | Role of change of Agent | C-47,48 | Lecture |
| Unit- IV | Creating readiness to change and strategies to overcome resistance | C-49,50,51 | Lecture |
| Unit- IV | Quiz | C-52 | Quiz |

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| Unit- IV | Class Assignment IV | C-53 | Class Assignment |
| Unit- IV | Transition management | C-54,55,56 | Lecture |
| Unit- IV | Sustaining transformational change | C-57,58,59 | Lecture |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE25009 – Employee Engagement and Retention Strategies**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Concept of Retention | C-2,3,4 | Lecture |
| Unit-I | Concept of Engagement | C-5,6 | Lecture |
| Unit- I | Factors Affecting Employee Engagement | C-7,8,9 | Lecture |
| Unit- I | Seminar | C-10 | Seminar |
| Unit- I | Quiz | C-11 | Quiz |
| Unit- I | Clarification Class | C-12 | Clarification Class |
| Unit- II | Employee Engagement and Job Satisfaction | C-13,14 | Lecture |
| Unit- II | Understanding Employee Needs and Expectations | C-15,16,17 | Lecture |
| Unit- II | Class Assignment I | C-18 | Class Assignment |
| Unit- II | Home Assignments | | Home Assignments |
| Unit- II | Creating a Positive Work Environment | C-19,20 | Lecture |
| Unit- II | Employee Recognition and Rewards | C-21,22,23 | Lecture |
| Unit- II | Clarification Class | C-24 | Clarification Class |
| Unit- III | Attracting and Retaining Top Talent | C-25,26,27 | Lecture |
| Unit- III | Recruitment Strategies | C-28,29 | Lecture |
| Unit- III | Onboarding and Orientation | C-30 | Lecture |
| Unit- III | Building a Talent Pipeline | C-31 | Lecture |
| Unit- III | Clarification Class | C-32 | Clarification Class |
| Unit- III | Class Assignment II | C-33 | Class Assignment |
| Unit- III | Presentation I | C-34 | Presentation |
| Unit- IV | Career Development and Succession Planning | C-35,36 | Lecture |
| Unit- IV | Identifying High-Potential Employees | C-37,38,39 | Lecture |
| Unit- IV | Providing Growth Opportunities | C-40,41 | Lecture |
| Unit- IV | Succession Planning Strategies | C-42,43 | Lecture |
| Unit- IV | Clarification Class | C-44 | Clarification Class |
| Unit- IV | Class Assignment III | C-45 | Class Assignment |
| Unit- IV | Presentation II | C-46 | Presentation |
| Unit- IV | Home Assignments | | Home Assignments |
| Unit- V | Designing and Implementing Retention and Development Programs | C-47,48,49 | Lecture |
| Unit- V | Class Assignment | C-50 | Class Assignment |
| Unit- V | Assessing Organizational Needs | C-51,52 | Lecture |
| Unit- V | Developing a Retention and Development Strategy | C-53,54,55 | Lecture |
| Unit- V | Presentation 3 | C-56 | Presentation |
| Unit- V | Evaluating Program Effectiveness | C-57,58 | Lecture |
| Unit- V | Quiz | C-59 | Quiz |
| Unit- V | Clarification Class | C-60 | Clarification Class |

**BBAE25010 – HR Audit**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Importance of HR Audit in Organizations | C-2 | Lecture |
| Unit- I | Objectives and Scope of HR Audit- Objectives of conducting an HR Audit | C-3 | Lecture |
| Unit- I | Scope and areas covered in HR Audits | C-4 | Lecture |
| Unit- I | Types of HR Audits- Compliance Audit, Best Practices Audit | C-5 | Lecture |
| Unit- I | Strategic Audit | C-6 | Lecture |
| Unit- I | Function-Specific Audit | C-7 | Lecture |
| Unit- I | HR Audit Frameworks and Models- Introduction to various HR Audit frameworks, | C-8 | Lecture |
| Unit- I | Class Room Assignment 1 | C-9 | Class Assignment |
| Unit- I | Process of HR Audit | C-10 | Lecture |
| Unit- I | Presentation 1 | C-11 | Presentation |
| Unit- I | Comparison of different models | C-12 | Lecture |
| Unit- I | Clarification Class | C-13 | Clarification Class |
| Unit- II | HR Audit Methodology- Phases of HR Audit | C-14 | Lecture |
| Unit- II | Pre-Audit, On-Site Audit | C-15 | Lecture |
| Unit- II | Post-Audit, Data Collection Techniques | C-16 | Lecture |
| Unit- II | Surveys, Interviews, Document Review | C-17 | Lecture |
| Unit- II | HR Metrics and Analytics, Key HR Metrics for Audit | C-18 | Lecture |
| Unit- II | Take Home Assignment | | Home Assignment |
| Unit- II | Audit Tools and Techniques, Audit Checklists | C-19 | Lecture |
| Unit- II | HR Scorecards, SWOT Analysis in HR Audit | C-20 | Lecture |
| Unit- II | Audit Reporting- Structure and Components of an HR Audit Report | C-21 | Lecture |
| Unit- II | Presentation of Audit Findings | C-22 | Lecture |
| Unit- II | Recommendations and Action Plans | C-23 | Lecture |
| Unit- II | Class Room Assignment 2 | C-24 | Class Room Assignment |
| Unit- II | Presentation 2 | C-25 | Presentation |
| Unit- II | Quiz | C-26 | Quiz |
| Unit- II | Clarification Class | C-27 | Clarification Class |
| Unit- III | Audit of HR Planning and Recruitment- Assessing Workforce Planning | C-28 | Lecture |
| Unit- III | Evaluation of Recruitment and Selection Processes | C-29 | Lecture |
| Unit- III | Audit of Training and Development- Effectiveness of Training Programs, | C-30 | Lecture |
| Unit- III | Learning and Development Strategies | C-31 | Lecture |
| Unit- III | Audit of Performance Management- Appraisal Systems and Methods | C-32 | Lecture |
| Unit- III | Performance Metrics and Feedback Mechanisms | C-33,34 | Lecture |
| Unit- III | Audit of Compensation and Benefits- Compensation | C-35,36 | Lecture |

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| | Structures | | |
| Unit- III | Competitiveness, Benefits Administration and Compliance | C-37,38 | Lecture |
| Unit- III | Audit of Employee Relations and Retention, Employee Engagement and Satisfaction | C-39,40 | Lecture |
| Unit- III | Presentation III | C-41 | Presentation |
| Unit- III | Revision of Important Topics | C-42 | Lecture |
| Unit- III | Retention Strategies and Turnover Analysis | C-43 | Lecture |
| Unit- III | Class Room Assignment III | C-44 | Class Room Assignment |
| Unit- III | Clarification Class | C-45 | Clarification Class |
| Unit- IV | Strategic Role of HR Audit- Aligning HR Audits with Organizational Strategy | C-46 | Lecture |
| Unit- IV | Impact of HR Audit on Organizational Performance | C-47 | Lecture |
| Unit- IV | Learning from Industry Leaders | C-48 | Lecture |
| Unit- IV | Legal and Ethical Considerations in HR Audit- Compliance with Labor Laws and Regulations | C-49 | Lecture |
| Unit- IV | Ethical Issues in HR Audits | C-50 | Lecture |
| Unit- IV | Future Trends in HR Auditing- Technological Advancements in HR Audit | C-51 | Lecture |
| Unit- IV | Class Room Assignment IV | C-52 | Lecture |
| Unit- IV | Best Practices in HR Auditing - Benchmarking HR Practices | C-53,54 | Lecture |
| Unit- IV | Predictive Analytics and AI in HR Audits | C-55,56 | Lecture |
| Unit- IV | Quiz | C-57 | Quiz |
| Unit- IV | Revision of Important Topics | C-58,59 | Lecture |
| Unit- IV | Clarification Class | C-60 | Lecture |

**BBAE26008 – International Economics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Subject matter and importance of International Economics | C-2,3 | Lecture |
| Unit- I | Internal trade and international trade | C-4,5 | Lecture |
| Unit- I | Importance of International trade | C-6,7,8 | Lecture |
| Unit- I | International trade and economic development | C-9,10 | Lecture |
| Unit- I | Quiz | C-11 | Quiz |
| Unit- I | Terms of trade | C-12,13,14 | Lecture |
| Unit- I | Clarification Class | C-15 | Clarification Class |
| Unit- I | Class Assignment I | C-16 | Class Assignment |
| Unit- I | Home Assignments | | Home Assignments |
| Unit- II | Theories of International Trade Mercantilist approach to trade-Classical Theory: Absolute and Comparative Cost advantage theories-Hecksher-Ohlin Theory and Leontief Paradox | C-17,18,19 | Lecture |
| Unit- II | Mercantilist approach to trade | C-20,21 | Lecture |
| Unit- II | Classical Theory | C-22 | Lecture |
| Unit- II | Absolute and Comparative Cost advantage theories | C-23,24,25 | Lecture |
| Unit- II | Hecksher-Ohlin Theory | C-26,27,28 | Lecture |
| Unit- II | Leontief Paradox | C-29,30,31 | Lecture |
| Unit- II | Clarification Class | C-32 | Clarification Class |
| Unit- II | Class Assignment II | C-33 | Class Assignment |
| Unit- II | Presentation I | C-34 | Presentation |
| Unit- III | Free trade-Arguments for and against free trade | C-35 | Lecture |
| Unit- III | Protection- Arguments for and against protection | C-36 | Lecture |
| Unit- III | Methods of Trade Restriction: Tariff and non-tariff trade barriers- | C-37 | Lecture |
| Unit- III | Types of tariffs-new protectionism-export subsidy and countervailing duties | C-38 | Lecture |
| Unit- III | Dumping and anti-dumping duties | C-39 | Lecture |
| Unit- III | Economic Integration- WTO, EU, NAFTA, ASEAN, SAARC. | C-40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation II | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Foreign Exchange market- functions- Defining foreign exchange and exchange rate-Exchange rate concepts | C-44,45 | Lecture |
| Unit- IV | Exchange rate changes (devaluation, revaluation, depreciation, appreciation-over and under valuation) | C-46 | Lecture |
| Unit- IV | Different systems of exchange rate determination- | C-47 | Lecture |

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| | fixed and flexible exchange rate- Hybrid exchange rate systems- Managed floating | | |
| Unit- IV | Theories of exchange rate-Mint Parity Theory-Purchasing Power Parity Theory | C-48 | Lecture |
| Unit- IV | Balance of Payments Theory-Components of Foreign exchange | C-49 | Lecture |
| Unit- IV | Clarification Class | C-50 | Clarification Class |
| Unit- V | Defining Balance of Trade and Balance of Payments Structure of balance of payments-Equilibrium and disequilibrium in BOP- Measures to correct BOP disequilibrium- India's BOP since 1991 – International financial flows- Foreign Direct Investment and Portfolio Investment-Currency Convertibility-IMF-Role and Functions. | C-51 | Lecture |
| Unit- V | Class Assignment IV | C-52 | Class Assignment |
| Unit- V | Presentation III | C-53 | Presentation |
| Unit- V | Structure of balance of payments-Equilibrium and disequilibrium in BOP | C-54 | Lecture |
| Unit- V | Measures to correct BOP disequilibrium- India's BOP since 1991 | C-55 | Lecture |
| Unit- V | International financial flows- Foreign Direct Investment and Portfolio Investment | C-56 | Lecture |
| Unit- V | International financial flows- Foreign Direct Investment and Portfolio Investment | C-57 | Lecture |
| Unit- V | Quiz | C-58 | Quiz |
| Unit- V | Currency Convertibility-IMF-Role and Functions | C-59 | Lecture |
| Unit- V | Clarification Class | C-60 | Clarification Class |

**BBAE26009 – Sustainable International Business Practices**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Technological Innovations and Digital Trade Overview of digital trade and its significance in the global economy | C-2,3 | Lecture |
| Unit- I | Webinar | C-4 | Webinar |
| Unit- I | Digital transformation of trade processes: e-commerce, digital payments, and supply chain management | C-5,6,7 | Lecture |
| Unit- I | Quiz | C-8 | Quiz |
| Unit- I | Regulatory challenges and policy responses to digital trade barriers | C-9,10,11 | Lecture |
| Unit- I | Impact of emerging technologies (e.g., blockchain, AI) on trade facilitation and efficiency | C-12,13 | Lecture |
| Unit- I | Presentation 1 | C-14 | Presentation |
| Unit- I | Case studies on successful digital trade initiatives and platforms | C-15,16 | Lecture |
| Unit- I | Clarification Class | C-17 | Clarification Class |
| Unit- I | Class Assignment I | C-18 | Class Assignment |
| Unit- I | Home Assignments | | Home Assignments |
| Unit- II | Geopolitical Dynamics and Trade Relations | C-19 | Lecture |
| Unit- II | Geopolitical trends and their implications for global trade flows | C-20 | Lecture |
| Unit- II | Trade tensions and conflicts: analyzing trade disputes and their resolution mechanisms | C-21,22,23 | Lecture |
| Unit- II | Quiz | C-24 | Quiz |
| Unit- II | Regionalism vs. multilateralism in trade agreements and organizations | C-25 | Lecture |
| Unit- II | Impact of geopolitical events (e.g., Brexit, US-China trade relations) on global trade patterns | C-26,27 | Lecture |
| Unit- II | Strategies for navigating geopolitical risks in international business | C-28 | Lecture |
| Unit- II | Clarification Class | C-29 | Clarification Class |
| Unit- II | Class Assignment II | C-30 | Class Assignment |
| Unit- II | Presentation II | C-31 | Presentation |
| Unit- III | Sustainable Trade and Environmental Considerations | C-32,33 | Lecture |
| Unit- III | Linkages between trade, environment, and sustainable development goals (SDGs) | C-34,35,36 | Lecture |
| Unit- III | Green trade policies and environmental provisions in trade agreements | C-37 | Lecture |
| Unit- III | Carbon footprint of global supply chains and implications for trade policy | C-38 | Lecture |
| Unit- III | Corporate sustainability initiatives and responsible sourcing practices | C-39 | Lecture |

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| Unit- III | Case studies on sustainable trade practices and their economic and environmental impacts | C-40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation III | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Resilience and Adaptation in a Changing Trade Landscape | C-44,45 | Lecture |
| Unit- IV | Resilience of global trade networks to shocks and disruptions (e.g., pandemics, natural disasters) | C-46,47 | Lecture |
| Unit- IV | Trade implications of climate change and adaptation strategies for vulnerable industries | C-48,49,50 | Lecture |
| Unit- IV | Future of work in international trade: automation, labor displacement, and skills development | C-51,52,53 | Lecture |
| Unit- IV | Class Assignment IV | C-54 | Class Assignment |
| Unit- IV | Role of innovation and entrepreneurship in driving trade diversification and resilience | C-55,56 | Lecture |
| Unit- IV | Scenarios for the future of global trade and potential policy responses | C-57,58 | Lecture |
| Unit- IV | Scenarios for the future of global trade and potential policy responses | C-59 | Lecture |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE26010 – Global Supply Chain Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Overview of supply chain management (SCM) and its evolution | C-2,3 | Lecture |
| Unit- I | Key components and activities of global supply chains | C-4,5,6 | Lecture |
| Unit- I | Role of global supply chains in enhancing competitiveness and enabling international trade | C-7,8,9 | Lecture |
| Unit- I | Presentation 1 | C-10,11 | Presentation |
| Unit- I | Globalization drivers and trends shaping supply chain dynamics | C-12,13,14 | Lecture |
| Unit- I | Challenges and opportunities in managing global supply chains | C-15,16 | Lecture |
| Unit- I | Clarification Class | C-17 | Clarification Class |
| Unit- I | Class Assignment I | C-18 | Class Assignment |
| Unit- I | Home Assignments | - | Home Assignments |
| Unit- II | Global Sourcing and Procurement | C-19 | Lecture |
| Unit- II | Activity | C-20 | Activity |
| Unit- II | Strategic sourcing: supplier selection, evaluation, and development | C-21,22 | Lecture |
| Unit- II | Quiz | C-23 | Quiz |
| Unit- II | Seminar | C-24 | Seminar |
| Unit- II | Global procurement strategies and supplier relationship management | C-25,26 | Lecture |
| Unit- II | Total cost of ownership (TCO) analysis and risk management in global sourcing | C-27,28,29 | Lecture |
| Unit- II | Ethical sourcing, sustainability considerations, and corporate social responsibility (CSR) | C-30 | Lecture |
| Unit- II | Case studies on effective global sourcing and procurement practices | C-31 | Lecture |
| Unit- II | Clarification Class | C-32 | Clarification Class |
| Unit- II | Class Assignment II | C-33 | Class Assignment |
| Unit- II | Presentation II | C-34 | Presentation |
| Unit- III | Logistics and Distribution in Global Supply Chains | C-35 | Lecture |
| Unit- III | Transportation modes and infrastructure in global logistics | C-36 | Lecture |
| Unit- III | Warehousing and inventory management in a global context | C-37 | Lecture |
| Unit- III | Cross-border trade regulations, customs compliance, and documentation requirements | C-38 | Lecture |

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| Unit- III | Distribution network design and optimization for global markets | C-39 | Lecture |
| Unit- III | E-commerce logistics and last-mile delivery challenges | C-40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment III | C-42 | Class Assignment |
| Unit- III | Presentation III | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Supply Chain Integration and Performance Management | C-44 | Lecture |
| Unit- IV | Information technology (IT) solutions for supply chain visibility and collaboration | C-45,46,47 | Lecture |
| Unit- IV | Integration of enterprise resource planning (ERP) systems and supply chain management (SCM) software | C-48,49 | Lecture |
| Unit- IV | Collaborative planning, forecasting, and replenishment (CPFR) initiatives | C-50 | Lecture |
| Unit- IV | Key performance indicators (KPIs) and metrics for measuring supply chain performance | C-51,52 | Lecture |
| Unit- IV | Class Room Assignment IV | C-53 | Class Room Assignment |
| Unit- IV | Quiz | C-54 | Quiz |
| Unit- IV | Group Discussion | C-55 | GD |
| Unit- IV | Continuous improvement and innovation in global supply chain management | C-56,57,58 | Lecture |
| Unit- IV | Webinar | C-59 | Webinar |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE27008 – Influencer Marketing**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Characteristics of an influencer | C-2,3,4 | Lecture |
| Unit- I | How to choose the best influencers | C-5,6,7 | Lecture |
| Unit- I | Quiz | C-8 | Quiz |
| Unit- I | Case studies of Influencer | C-9,10,11 | Lecture |
| Unit- I | Webinar | C-12 | Webinar |
| Unit- I | Clarification Class | C-13 | Clarification Class |
| Unit- I | Class Assignment | C-14 | Class Assignment |
| Unit- I | Home Assignments | | Home Assignments |
| Unit- II | The circles of influence-Personal Branding | C-15,18,19 | Lecture |
| Unit- II | Number of followers vs. sales number | C-20,21,22 | Lecture |
| Unit- II | Seminar | C-23 | Seminar |
| Unit- II | Number of followers vs. sales number | C-24,25,26 | Lecture |
| Unit- II | Differences between ambassadors of a brand and influencers | C-27,28,29 | Lecture |
| Unit- II | Clarification Class | C-30 | Clarification Class |
| Unit- II | Class Assignment | C-31 | Class Assignment |
| Unit- II | Presentation | C-32 | Presentation |
| Unit- III | The eternal search for beauty and entertainment | C-33,34,35 | Lecture |
| Unit- III | The niches of social networks. The power of haters | C-36,37,38 | Lecture |
| Unit- III | Clarification Class | C-39 | Clarification Class |
| Unit- III | Class Assignment | C-40 | Class Assignment |
| Unit- III | Presentation | C-41 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Role of e-platforms | C-42,43,44 | Lecture |
| Unit- IV | Instagram-Objectives, Content Strategy, | C-45,46,47 | Lecture |
| Unit- IV | Snapchat-Objectives, Content Strategy, | C-48,49,50 | Lecture |
| Unit- IV | Style Guidelines, Hastags, Videos, Sponsored Ads, Apps, generate Leads | C-51,52,53 | Lecture |
| Unit- IV | Snapchat, Digital Public Relations- Influencer Marketing, Blogger relations | C-54,55 | Lecture |
| Unit- IV | Class Assignment | C-56 | Class Assignment |
| Unit- IV | Webinar | C-57 | Webinar |
| Unit- IV | Quiz | C-58 | Quiz |
| Unit- IV | Presentation | C-59 | Presentation |
| Unit- IV | Clarification Class | C-60 | Clarification Class |

**BBAE27009 – Google Analytics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1,2 | Lecture |
| Unit- I | How Google Analytics Work | C-3,4 | Lecture |
| Unit- I | The Role of Google Analytics, | C-5,6,7 | Lecture |
| Unit- I | Setting-up a Google Analytics Account | C-8,9,10 | Lecture |
| Unit- I | How to install Google Analytics Tracking Code | C-11,12,13 | Lecture |
| Unit- I | Quiz | C-14 | Quiz |
| Unit- I | Activity | C-15 | Activity |
| Unit- I | Revision | C-16 | Lecture |
| Unit- I | Clarification Class | C-17 | Clarification Class |
| Unit- I | Class Assignment | C-18 | Class Assignment |
| Unit- I | Home Assignments | | Home Assignments |
| Unit- II | How to test to confirm codes are installed and tracking correctly | C-19,20,21 | Lecture |
| Unit- II | How to Link other Google Accounts to Google Analytics | C-22,23,24 | Lecture |
| Unit- II | How to create goals in Google Analytics | C-25,26,27 | Lecture |
| Unit- II | Activity | C-28 | Activity |
| Unit- II | setup Ecommerce tracking | C-29,30,31 | Lecture |
| Unit- II | Clarification Class | C-32 | Clarification Class |
| Unit- II | Class Assignment | C-33 | Class Assignment |
| Unit- II | Presentation | C-34 | Presentation |
| Unit- III | How to setup events | C-35 | Lecture |
| Unit- III | How to setup segments | C-36 | Lecture |
| Unit- III | tracking social media interactions | C-37 | Lecture |
| Unit- III | An overview of the Google Analytics Dashboard, to add users & user access levels | C-38 | Lecture |
| Unit- III | An overview of reports Understanding dimensions & metrics | C-39 | Lecture |
| Unit- III | Google Analytics Reports, Audience Report, Acquisition Report, the use it Conversion Report, use of Ecommerce Report | C-40 | Lecture |
| Unit- III | Clarification Class | C-41 | Clarification Class |
| Unit- III | Class Assignment | C-42 | Class Assignment |
| Unit- III | Presentation | C-43 | Presentation |
| Unit- III | Home Assignments | | Home Assignments |
| Unit- IV | Leverage Google Analytics data to improve performance | C-44,45,46 | Lecture |
| Unit- IV | How to share reports | C-47 | Lecture |
| Unit- IV | How to setup dashboards and shortcuts | C-48 | Lecture |
| Unit- IV | Track marketing campaigns in Google Analytics | C-49,50,51 | Lecture |
| Unit- IV | Revision of Imp Topics | C-52 | Lecture |
| Unit- IV | Quiz | C-53 | Quiz |
| Unit- IV | Presentation 3 | C-54 | Presentation |

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| Unit- IV | UTM Code Tracking, need of Tracking Visitors | C-55,56,57 | Lecture |
| Unit- IV | Class Room Assignment | C-58 | Class Assignment |
| Unit- IV | Seminar | C-59 | Seminar |
| Unit- IV | Group Discussion | C-60 | GD |

**BBAE27010 – Mastering- Pay Per Click Advertising**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Overview of PPC advertising | C-2 | Lecture |
| Unit- I | Importance and benefits | C-3 | Lecture |
| Unit- I | Key terminology and concepts | C-4,5 | Lecture |
| Unit- I | Setting Up PPC Campaigns | C-6 | Lecture |
| Unit- I | Platform selection: Google Ads, Bing Ads, social media platforms | C-7,8 | Lecture |
| Unit- I | Presentation | C-9 | Presentation |
| Unit- I | Campaign structure and settings | C-10 | Lecture |
| Unit- I | Keyword research and ad group creation | C-11 | Lecture |
| Unit- I | Clarification Class | C-12 | Clarification Class |
| Unit- II | Quiz | C-13 | Quiz |
| Unit- II | Ad Copywriting and Ad Extensions- Writing compelling ad copy, utilizing ad extensions to enhance ad visibility | C-14 | Lecture |
| Unit- II | A/B testing and ad copy optimization techniques; Targeting | C-15 | Lecture |
| Unit- II | Bidding Strategies- Advanced targeting options: demographics, location, device, etc.- | C-16 | Lecture |
| Unit- II | Bidding Strategies- Advanced targeting options: demographics, location, device, etc.- | C-17,18 | Lecture |
| Unit- II | Home Assignments | C-19 | Home Assignments |
| Unit- II | Bidding strategies: manual vs. automated bidding, Remarketing and audience targeting tactics | C-20 | Lecture |
| Unit- II | Clarification Class | C-21,22 | Clarification Class |
| Unit- II | Class Assignment | C-23 | Class Assignment |
| Unit- II | Presentation | | Presentation |
| Unit- III | Display Advertising and Remarketing- Understanding display advertising networks | C-24,25,26 | Lecture |
| Unit- III | Setting up and optimizing display campaigns | C-27 | Lecture |
| Unit- III | Implementing effective remarketing strategies | C-28 | Lecture |
| Unit- III | Shopping Ads and Product Listing Ads (PLAs) | C-29 | Lecture |
| Unit- III | Introduction to Google Shopping campaigns, | C-30,31,32 | Lecture |
| Unit- III | Creating and optimizing product feeds | C-33 | Lecture |
| Unit- III | Maximizing ROI with PLAs | C-34 | Lecture |
| Unit- III | Class Assignment | C-35 | Class Assignment |
| Unit- III | Presentation | C-36 | Presentation |
| Unit- III | Clarification Class | C-37 | Clarification Class |
| Unit- IV | Measurement and Analytics- Key performance metrics and KPIs | C-38,39 | Lecture |
| Unit- IV | Analyzing campaign data using Google Analytics and platform-specific tools | C-40,41,42 | Lecture |
| Unit- IV | Quiz | C-43 | Quiz |

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| Unit- IV | Conversion tracking and attribution modeling | C-43,44 | Lecture |
| Unit- IV | Webinar | C-45 | Webinar |
| Unit- IV | Activity | C-46 | Activity |
| Unit- IV | Revision of Important Topics | C-47 | Lecture |
| Unit- IV | Class Assignment | C-48 | Lecture |
| Unit- IV | Clarification Class | C-49 | Clarification Class |
| Unit- IV | Home Assignment | | Take Home Assignment |
| Unit- V | Advanced Topics and Industry Trends- Dynamic search ads (DSA) and automated ad formats | C-50,51,52 | Lecture |
| Unit- V | Class Assignment | C-53 | Class Assignment |
| Unit- V | Seminar | C-54 | Seminar |
| Unit- V | Voice search and its implications for PPC advertising, | C-55,56,57 | Lecture |
| Unit- V | Emerging trends and outlook in PPC advertising | C-58,59 | Lecture |
| Unit-V | Revision of Important Topics | C-60 | Lecture |

**GEC066015– Understanding Indian Knowledge System - GE-9 Group B**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Vedangas: Shiksha, Kalpa, | C-2 | Lecture |
| Unit- I | Vyakrana, Jyotisha | C-3 | Lecture |
| Unit- I | Nirukta, Chandas | C-4 | Lecture |
| Unit- I | Upveda: Ayurveda, | C-5 | Lecture |
| Unit- I | Gandharveda | C-6 | Lecture |
| Unit- I | Indian Architecture: Sthapatya-Veda | C-7 | Lecture |
| Unit- I | Temples, Town & Planning | C-8 | Lecture |
| Unit- I | Indian Philosophical System | C-9 | Lecture |
| Unit- I | Ancient Indian Astronomy | C-10 | Lecture |
| Unit- I | Indian Astronomical Instruments | C-11 | Lecture |
| Unit- I | Clarification Class | C-12 | Clarification Class |
| | Take Home Assignments | | Take Home Assignments |
| Unit- II | Dhatuvada: Art of metallurgy | C-13 | Lecture |
| Unit- II | Akara jnana: Art of mineralogy | C-14 | Lecture |
| Unit- II | Vastuvidya: Art of engineering | C-15 | Lecture |
| Unit- II | Yantramatrika: Art of mechanics | C-16 | Lecture |
| Unit- II | Takshana: Art of carpentry | C-17 | Lecture |
| Unit- II | Chalitakayoga: Art of practicing as a builder of shrines | C-18 | Lecture |
| Unit- II | Presentation | C-19 | Presentation |
| Unit- II | Raupyaratnapariksha: Art of testing silver and jewels | C-20 | Lecture |
| Unit- II | Class Room Assignment | C-21 | Class Room Assignment |
| Unit- II | Maniraga jnana: Art of tinging jewels | C-22 | Lecture |
| Unit- II | Sucivayakarma: Art of needleworks and weaving | C-23 | Lecture |
| Unit- II | Revision of Important Topics | C-24 | Lecture |
| Unit- II | Vadya vidya: Art of playing on musical instruments | C-25 | Lecture |
| Unit- II | Geet vidya, Nritya vidya | C-26 | Activity |
| Unit- II | Quiz | C-27 | Quiz |
| Unit- II | Take Home Assignments | | Take Home Assignments |
| Unit- II | Natya vidya, Alekhya vidya | C-28 | Lecture |
| Unit- II | Presentation | C-29 | Presentation |
| Unit- II | Viseshakacchedya vidya: Art of painting the face and body with color | C-30,31 | Lecture |
| Unit- II | Class Assignment | C-32 | Class Assignment |
| Unit- II | Udakavadya: Art of playing on music in water | C-33 | Lecture |
| Unit- II | Quiz | C-34 | Quiz |
| Unit- II | Manasi kavyakriya: Art of composing verse | C-35,36 | Lecture |
| Unit- II | Bhushanayojana: Art of applying or setting ornaments | C-37,38 | Lecture |
| Unit- II | Revision of Important Topics | C-39 | Lecture |
| Unit- II | Citrasakapupabhakshyavikarakriya: Art of preparing | C-40,41,42 | Lecture |

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|---|---|---|---|
| | varieties of delicious food | | |
| Unit- II | Presentation | C-43 | Presentation |
| Unit- II | Dasanavasanangaraga: art of applying preparations for cleansing the teeth | C-44 | Lecture |
| Unit- II | Class Room Assignment | C-45 | Class Room Assignment |
| Unit- II | Dasanavasanangaraga: Art of applying preparations for cleansing the cloths | C-46 | Lecture |
| Unit- II | Dasanavasanangaraga: Art of applying preparations for cleansing and painting the body | C-47 | Lecture |
| Unit- II | Utsadana: Art of healing or cleaning a person with perfumes | C-48,49 | Lecture |
| Unit- II | Presentation | C-50 | Presentation |
| Unit- II | Vastragopana: Art of concealment of cloths | C-51,52 | Lecture |
| Unit- II | Balakakridanaka: Art of using children's toys | C-53,54 | Lecture |
| Unit- II | Tandulakusumabalivikara: Art of preparing offerings from rice and flowers | C-55,56 | Lecture |
| Unit- II | Revision of Important Topics | C-57 | Lecture |
| Unit- II | Class Room Assignment | C-58 | Class Room Assignment |
| Unit- II | Seminar | C-59 | Seminar |
| Unit- II | Clarification Class | C-60 | Clarification Class |

**GEC066016 – Basics of Indian Constitution - GE-20 Group B**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit- I | Introduction About the Constitution | C-2 | Lecture |
| Unit- I | Constituent Assembly | C-3,4,5 | Lecture |
| Unit- I | Preamble | C-6,7,8 | Lecture |
| Unit- I | Salient Features | C-9,10 | Lecture |
| Unit- I | Class Room Assignment | C-11 | Class Assignment |
| Unit- I | Clarification Class | C-12 | Clarification Class |
| Unit- I | Take Home Assignment | | Take Home Assignments |
| Unit- II | Introduction about the Fundamental Rights | C-13 | Lecture |
| Unit- II | Fundamental Rights | C-14 | Lecture |
| Unit- II | Right to Equality | C-15,16 | Lecture |
| Unit- II | Right to Liberty | C-17 | Lecture |
| Unit- II | Presentation 1 | C-18 | Presentation |
| Unit- II | Right to Freedom of Religion | C-19 | Lecture |
| Unit- II | Quiz | C-20 | Quiz |
| Unit- II | Class Room Assignment | C-21 | Class Room Assignment |
| Unit- II | Cultural and Educational Rights | C-22,23 | Lecture |
| Unit- II | Clarification Class II | C-24 | Clarification Class |
| Unit- III | Introduction of fundamental duties | C-25,26 | Lecture |
| Unit- III | Concept of Fundamental Duties | C-27 | Lecture |
| Unit- III | Take Home Assignments | | Take Home Assignments |
| Unit- III | Concept of Fundamental Duties | C-28,29 | Lecture |
| Unit- III | Nature of Fundamental Duties | C-30,31,32 | Lecture |
| Unit- III | Activity | C-33 | Activity |
| Unit- III | Quiz | C-34 | Quiz |
| Unit- III | Importance of Fundamental Duties | C-35,36 | Lecture |
| Unit- III | Presentation | C-37 | Presentation |
| Unit- III | Class Room Assignment | C-38 | Class Assignment |
| Unit- III | Clarification Class | C-39 | Clarification Class |
| Unit- IV | Directive Principles of State Policy | C-40,41,42 | Lecture |
| Unit- IV | Revision of Important Topics | C-43 | Lecture |
| Unit- IV | Presentation | C-44 | Presentation |
| Unit- IV | Nature of Directive Principles of State Policy | C-45,46 | Lecture |
| Unit- IV | Revision of Important Topics | C-47 | Lecture |
| Unit- IV | Significance of Directive Principles of State Policy | C-48 | Lecture |
| Unit- IV | Class Room Assignment | C-49 | Lecture |
| Unit- IV | Revision of Important Topics | C-50,51,52 | Lecture |
| Unit- IV | Revision of Important Topics | C-53,54,55 | Lecture |

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| Unit- IV | Revision of Important Topics | C-56,57 | Lecture |
| Unit- IV | Revision of Important Topics | C-58,59 | Lecture |
| Unit- IV | Clarification Class-IV | C-60 | Clarification Class |

**Note:**
This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

**----------End Document----------**



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