

Detailed Program
Bachelor of Business Administration
(BBA)

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

Semester- VII
(2024-2028)

DOC202406210020



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 EvenSemester, along with examination pattern is as follows:

Course Scheme

Semester –VII

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BBAC22400	DSC-22	Econometrics	3	1	0	4
2.		DSE -5	One from pool of DSE - Group of Specialization Elective	3	1	0	4
3.		DSE -6/GE-7	One from pool of DSE - Group of Specialization Elective / One from the pool of GE -Group A	3	1	0	4
4.		DSE -7/GE-8	One from pool of DSE - Group of Specialization Elective / One from the pool of GE -Group A	3	1	0	4
5.	DAPE99449	Research Project- 1	Dissertation/ Academic Project / Startup	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
5	BBAE23005	Retail Management (DSE-5)	3	1	0	4
6	BBAE23006	Neuro- Marketing Management (DSE-6)	3	1	0	4
7	BBAE23007	Brand Management (DSE-7)	3	1	0	4
Finance			L	T	P	Credits
5	BBAE24005	Project Management (DSE-5)	3	1	0	4
6	BBAE24006	Financial Reporting (DSE-6)	3	1	0	4
7	BBAE24007	International Finance (DSE-7)	3	1	0	4
Human Resource Management			L	T	P	Credits
5	BBAE25005	Negotiation and Collective Bargaining (DSE-5)	3	1	0	4
6	BBAE25006	International HR Management (DSE-6)	3	1	0	4
7	BBAE25007	HR Analytics and Metrics (DSE-7)	3	1	0	4
Foreign Trade			L	T	P	Credits
5	BBAE26005	International Marketing (DSE-5)	3	1	0	4
6	BBAE26006	International Finance and Currency Markets (DSE-6)	3	1	0	4
7	BBAE26007	Cross-Cultural Management (DSE-7)	3	1	0	4
Digital Marketing			L	T	P	Credits
5	BBAE27005	Affiliate marketing (DSE-5)	3	1	0	4
6	BBAE27006	Digital Media Analytics (DSE-6)	3	1	0	4
7	BBAE27007	Social Media Marketing (DSE-7)	3	1	0	4

General Electives						
S. No.	Course Code	Course Name				
Group A-Odd Sem.			L	T	P	Credits
4	GEC066003	Intellectual Property Rights (GE-7)	3	1	0	4
5	GEC066005	Research Problem, Interpretation and Report Writing (GE-8)	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
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	20
Attendance	75% +: 5 marks	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 educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

2. Mission

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

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:

P01. Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

P02. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

P03. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

P04. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

P05. Apply the knowledge of business concepts and functions in an integrated manner to solve business problems.

P06. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

P07. Organize a complex issue into a coherent written statement and plan its effective presentation.

P08. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

P09. Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

P010. Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

P011. Examine and break information into parts to manage projects in multidisciplinary environments.

P012. Build the ability to engage in independent and life-long learning in the broadest context of technological change.

5. Program Specific Outcome (PSO's)

PS01: Demonstrate understanding of arrange of disciplines of Management, business accounting, economics, finance, and marketing.

PS02: 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.

PS03: 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.

PS04: Adapt business practices based on the opportunities and challenges of a growing business environment.

6.1 Course Outcomes Core Courses	
Course Code & Course Name	After completion of these courses' students should be able to
BBAC22400- Econometrics	C01: Understand the components and structure of an econometric model. C02: Differentiate between various types of economic data C03: Perform and interpret tests of significance for regression coefficients C04: Discuss the issues arising from measurement errors in variables C05: Analyze the specification issues in simultaneous equation models
GEC066003 – Intellectual Property Rights (From the Pool of GE)	C01: Explain the basic concepts, types, and importance of intellectual property rights, including patents, copyrights, trademarks, and trade secrets. C02: Describe knowledge of the national and international legal frameworks governing intellectual property rights and demonstrate the ability to navigate and comply with these regulations C03: Obtain and enforce intellectual property rights, including the application process for patents, trademarks, and copyrights, as well as strategies for protecting IP assets from infringement. C04: Analyze the role of intellectual property rights in fostering innovation and entrepreneurship, understanding how to leverage IPR for competitive advantage, business growth, and revenue generation. C05: Evaluate the ethical and societal implications of intellectual property rights, including issues related to access, equity, and the balance between private rights and public interests.
GEC066005– Research Problem, Interpretation and Report Writing	C01: Define what constitutes a research problem and identify its significance in the research process. C02: Frame a hypothesis that is testable and aligns with the defined research. C03: Recognise the limitations of various hypothesis tests and develop strategies to address them. C04: Understand and be able to create the appropriate layout for a research report. C05: Learn the detailed process of presenting a thesis, including text setting, footnotes, conclusion, and suggestions.
DAPE99449- Research Project (Optional)	C01: Design and conduct independent research including formulating research questions, developing hypotheses, and selecting appropriate methodologies. C02: Develop expertise in data collection, management, and analysis using management, and analysis using management, and analysis using. C03: 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. C04: Communicate research findings effectively through written reports and oral presentations.
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6.2 CO PO Mapping

BBAC22400	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	3	2		2		3	3	3	3	2
C02	2		3	2	2	3	2	2	3	3	2	3
C03	3	2	3	3	3		2	2		3	2	2
C04		2	3	2	3	2	3	2	3	2		2
C05	2		3		3		2	3	3	2	2	3

GEC066003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	2	3	2	3	2		2	3	2	3
C02		2	3	2	3	2	3	2	3	2	3	2
C03	3	2	3	2	3	3	1	3	3	1	3	3
C04	3	2	2	2	2	2	3	3		3	2	2
C05	3	2	3	2	2	2	3	3	3	3	3	3

GEC066005	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	2	3	2	3	2		2	3	2	3
C02		2	3	2	3	2	3	2	3	2	3	2
C03	3	2		2	3	3	1	3	3	1		3
C04	3	2	2	2	2	2	3	3		3	2	2
C05	3	2	3	2	2	2	3	3	3	3	3	3

DAPE99449	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	2	3	1	2	1	2	1	-	2	2
C02	2	2	-	2	2	-	1	1	-	2	-	3
C03	1	2	2	3	2	2	-	-	2	-	2	3
C04	2	2	1	1	2	3	2	3	3	3	2	2
C05	3	3	2	3	1	2	3	2	3	2	2	3

7.1 Course outcomes: Discipline Specific Elective: Marketing

Course Code & Course Name	After completion of these courses' students should be able to
BBAE23005–Retail Management	C01: Understanding the concepts of markups and markdowns in merchandise. C02: Define key terms such as retailing, characteristics, evolution of retailing C03: Classify various retail stores in your locality according to their formats. C04: Distinguish between store-based and non-store-based retail formats. C05: Evaluate different pricing strategies used in retail merchandising.
BBAE23006–Neuro Marketing	C01: To Understand Neuro Marketing Foundations. C02: To Explore Neuro marketing Tools. C03: To Analyze Consumer Behavior. C04: To Apply Neuro Marketing Strategies. C05: To Develop skills to design and implement marketing campaigns.
BBAE23007-Brand Management	C01: Explain various definitions of a brand and branding concepts. C02: Describe the evolution of brands over time. C03: Identify and analyze the factors shaping a brand throughout its life cycle. C04: Distinguish the features of a good brand name and its importance. C05: Evaluate the different functions that brands perform in the market.

7.2 CO PO Mapping: Discipline Specific Elective: Marketing

BBAE23005	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	2	2	3	2	-	-	2	-	3
C02	-	2	3	3	2	-	-	2	3	2	-	2
C03	2	-	2	3	3	2	-	3	2	-	2	3
C04	2	2	2	2	2	-	2	-	3	2	2	1
C05	3	2	2	2	-	-	3	2	-	3	2	3

BBAE23006	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	3	2	3	2	3		3	2	3	3
C02		3	2	3	2	3	2	3	2	3	2	3
C03	3	2	3	2	3	2		3	3		2	3
C04	3	2	2	3	2	2	3	2		3	2	3
C05	3	2	2	2	2	2	3	3	3	3	2	3

BBAE23007	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	2	2	3	2	-	-	2	-	3
C02	-	2	3	3	2	-	-	2	3	2	-	2
C03	2	-	2	3	3	2	-	3	2	-	2	3
C04	2	2	2	2	2	-	2	-	3	2	2	1
C05	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
BBAE24005 – Project Management	C01: Define a project, identify various categories of projects. C02: Assess technical factors including material inputs, technology, production. C03: Apply network techniques for resource and cost budgeting, scheduling. C04: Learn methods for monitoring the progress of projects. C05: Understand the processes involved in securing and managing project.
BBAE24006 – Financial Reporting	C01: Understand the principles and standards governing financial reporting. C02: Learn to prepare and interpret financial statements. C03: Develop skills in analyzing financial statements. C04: Explore contemporary issues and developments in financial reporting. C05: Enhance critical thinking and problem-solving skills.
BBAE24007- International Finance	C01: Understand the fundamentals of international finance theory and practice. C02: Analyze the impact of exchange rate movements. C03: Evaluate the role of multinational corporations and financial institutions. C04: Discuss the challenges and opportunities of conducting business. C05: Apply financial tools and techniques to manage risks.

8.2 CO PO Mapping: Discipline Specific Elective: Finance

BBAE24005	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	2	3	2	1	2	2	3	3	1	3
C02	2	2	3	2	1	2	2	2	3	1	2	3
C03	3	2	2		3	2	2	3	3	2		2
C04	2	2	2	2	1	3	3		2	2	2	2
C05	3	3	3	3	3	3	3	3	3	3	3	3

BBAE24006	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	2	3	1	2	1	2	3	2	1	3
C02	3	2	2	2	2	-	2	1	2	2	2	2
C03	2	2	1	1	2	-	2	2	3	1	2	3
C04	2	1	2	2	2	1	-	-	2	2	3	2
C05	3	3	3	3	3	-	3	3	3	3	3	3

BBAE24007	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	2	3	2	1	2	2	3	3	1	3
C02	3	2	3	2	1	2	3	2	3	1	2	3
C03	3	2	2	3	3	2	2	3	3	2	2	2
C04	2	2	2	2	1	3	3		2	2	2	2
C05	3	3	3	3	3	3	3	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
BBAE25005 – Negotiation & Collective Bargaining	C01: Understand the negotiation, identify its nature and characteristics, and distinguish between different negotiation strategies. C02: Learn what is communicated during negotiations and how effective communication can be achieved. C03: Understand the issues and implications of cross-cultural communication in negotiations. C04: Analyze the dynamics of power and relationships in negotiations and how they influence outcomes. C05: Identify the different types of collective bargaining and the recent trends affecting it, especially in the Indian context.

BBAE25006 – International HR Management	C01: Understand the impact of globalization on HRM practices. C02: Develop an understanding of cross-cultural management. C03: Analyze the role of HRM in international business strategy. C04: Explore international staffing strategies and expatriate management. C05: Examine global talent management practices.
BBAE25007 – HR Analytics & Metrics	C01: Understand the role of analytics in HR value creation. C02: Define HR analytics and its applications. C03: Explore strategic HR metrics and benchmarking. C04: Learn about HR scorecards and workforce scorecards. C05: Evaluate human capital analytics and maturity levels.

9.2 CO PO Mapping: Discipline Specific Elective: HR

BBAE25005	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	3	2	2	2	3	2	2	2	2	2
C02	3	3	2	3	2	2	2	2	2	3	2	3
C03	2	3	3			2		3	2	2	3	2
C04	2	2	2	3	3	2	3	3	2	2	3	3
C05	2		2	2	2	2	3	2	3	2		2

BBAE25006	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1		3		2	2	2		2	1	3	3
C02	2	2		2	3	1	3	2	3		2	3
C03	3	2	2	2	1	2	2		1	3	1	3
C04	1			2	2	2		2	2	2		3
C05	3	3	3	3	3	3	3	3	3	3	3	3

BBAE25007	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	3	2	2	2	3	2	2	2	2	2
C02	3	3	2		2	2		2	2	3	2	3
C03	2	3	3	3		2	2	3	2		2	2
C04	3	2	2	3	3	2	3	3	2	2	3	3
C05	2		2	2	2	2	3	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
BBAE26005- International Marketing	C01: Understand the key concepts & principles of international marketing. C02: Analyze the complexities and challenges of marketing C03: Develop skills in market research, STP in global context. C04: Apply product, branding, promotion, and distribution strategies. C05: Evaluate the effectiveness of international marketing strategies.
BBAE26006- International Finance & Currency Markets	C01: Understand the Foreign Exchange Market. C02: Analyze Exchange Rate Determinants. C03: Evaluate Exchange Rate Risk Management Strategies. C04: Examine International Financial Institutions. C05: Explore International Capital Markets.
BBAE26007- Cross Culture Management	C01: Understand the impact of cultural differences. C02: Develop cultural intelligence and cross-cultural communication skills. C03: Acquire strategies for effective cross-cultural negotiation. C04: Enhance awareness of diversity and inclusion issues. C05: Apply cross-cultural management concepts and techniques.

10.2 CO PO Mapping: Discipline Specific Elective: Foreign Trade

BBAE26005	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		1	3	2	3
CO3		3	3	2	3	2	3	3	3		3	2
CO4	2	2		3	3		3	3	2	2	3	3
CO5	2		2	2		2	3	2	3	2	2	2

BBAE26006	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3		3	2	2	2	2	3	2		2	3
CO2	2	2		3	3		2	2	3	3	2	2
CO3	3	2	2	2		2	2	3	3	3	3	3
CO4				2	2	2		2	2	2		3
CO5	3	3	3	3	3	3	3	3	3	3	3	3

BBAE26007	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	3	2	2	2		2	2	2	2	2
C02	3	2		3	2		2		3	3	3	3
C03		3	3	2	3	2	3	3	2		3	2
C04	2	2		3	3		3	3	2	2	3	3
C05	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
BBAE27005-Affiliate Marketing	C01: Understand the History and Evolution of Affiliate Marketing C02: Understand the Basics and Concepts of Affiliate Marketing C03: Familiarize with Affiliate Program Payment Methods C04: Able to Discover strategies for optimizing affiliate marketing efforts C05: Explore various methods for promoting affiliate programs.
BBAE27006-Digital Media Analytics	C01: Understand the role of web analytics the digital marketing landscape. C02: Identify, define, and interpret commonly used web metrics and KPIs. C03: Analyze social media data to derive marketing insights. C04: Make informed decisions using case-based methods. C05: Analyze the utility aspects of the different digital media.
BBAE27007-Social Media Marketing	C01: Understand the fundamentals of social media marketing. C02: Develop strategies for building and managing social media profiles. C03: Create compelling content tailored to different social media. C04: Implement social media advertising and targeting techniques. C05: Utilize social media analytics to measure and optimize campaign.

11.2 CO PO Mapping - Discipline Specific Elective: Digital Marketing

BBAE27005	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3		2	2		2	3	3	2	3	3
C02	3	3	2	3	3	3	3	2	3		3	3
C03	3	3	3	2	3	3	3		3	3	3	3
C04	2		3	2	3	3	3	3	3	3		2
C05	3	3	2	2	1	2		3	3	2	3	3

BBAE27006	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	3	3		3	2	2	3	3	2
C02	3	3	3	2	3	2	2	3	3		3	3
C03	3	3		3		3	3	3		3	3	3
C04	3		3	3	3	3	2	3	3	3	3	2
C05	3	3	3		3	3			3	3	3	3

BBAE27007	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	3		2	2		2		3	2	3	3
C02	3	3	2	3	3	3	3	2	3	2	3	3
C03	3	3	3			3	3	3	3	3	3	3
C04	2	2	3	2	3	3	3	3	3	3		2
C05	3	3	2	2	3	2			3	2	3	3

12. Curriculum

Course Name: Econometrics

Course Code: BBAC22400

Course Objectives:

C01: Understand the components and structure of an econometric model, including dependent and independent variables, and the role of error terms.

C02: Differentiate between various types of economic data: cross-sectional, time series, pooled cross-sectional, and panel data.

C03: Perform and interpret tests of significance for regression coefficients to assess their statistical importance.

C04: Discuss the issues arising from measurement errors in variables and their consequences on econometric analysis.

C05: Analyze & explore the specification issues in simultaneous equation models and understand the problem of simultaneous bias and inconsistency of OLS estimators.

Course Outline:

Unit I: Nature of Econometrics and Economic Data

Definition of Econometrics- Steps in Empirical Economic Analysis-Econometric Model-The Role of Measurement in Economics-The structure of Economic Data: Cross-Sectional data, Time Series data, Pooled Cross Section data, Panel Data.

Unit II: Simple Regression Model- Two variable linear regression model: Assumptions, Estimation of Parameters, Tests of Significance, and properties of Estimators-Functional forms of Regression Models-Log-linear models, Semi log-models and Reciprocal models-Choice of functional form.

Unit III: The General Linear Model- Review of Assumptions, Estimation and Properties of Estimators: Un-biasness, BLUEs, and Tests of significance of estimates-Analysis of Variance-Dummy variables-Nature of Dummy Variables-Use of Dummy variables-Errors in variables and its consequences.

Unit IV: Auto-regressive and Distributed Lag Models- Introduction-Types of Lag schemes-Koyck's lag model, Almon's Lag scheme, Partial Adjustment and Expectations Models-Causality in Economics-The Granger Causality Test.

Unit V: Simultaneous Equation Models- Specification- Simultaneous Bias-Inconsistency of OLS Estimators-The concept of identification, Rank and Order conditions for Identification-Indirect Least Squares-Two stage Least Squares (without proof), Problems.

Text and Reference Books:

1. Johnston, J: Econometric Methods, McGraw-Hill Book Co., New York.
2. Maddala, G.S: Econometrics, McGraw-Hill Book Co., New York, 3rd Rd.
3. Gujarathi, D.N: Basic Econometrics, Fourth Edition, Tata McGraw-Hill, New Delhi.
4. Tintner, G: Econometrics, John Wiley & Sons, New York.
5. Wooldridge, Jeffery M: Econometrics, Cengage Learning India Pvt. Ltd. New Delhi

Discipline Specific Electives

Marketing

Course Name: Retail Management

Course Code: BBAE23005

CO1: Understanding: Describe the concepts of markups and markdowns in merchandise management.

CO2: Define key terms such as retailing, characteristics, and evolution of retailing in India & understanding:

CO3: Applying: Classify various retail stores in your locality according to their formats.

CO4: Analyzing: Distinguish between store-based and non-store-based retail formats.

CO5: Evaluating: Evaluate different pricing strategies used in retail merchandising.

Course Outline

Unit I: Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

Unit II: Retail Formats: Retail Sales by ownership, based on Merchandise offered, non-store Based retail mix & Non- traditional selling.

Unit III: Store Planning: Design & Layout, Location Planning, and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

Unit IV: Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, CRM, Advertising in Retailing.

Unit V: Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management; Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

Unit VI Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

Suggested Readings

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evart: Retail Management, Prentice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

Course Name: Neuro Marketing Management
Course Code: BBAE23006

Course Objectives:

C01: To Understand Neuro Marketing Foundations.

C02: To Explore Neuromarketing Tools

C03: To Analyze Consumer Behavior

C04: To Apply Neuro Marketing Strategies

C05: To Develop skills to design and implement marketing campaigns based on neuro marketing research findings.

Unit I: Introduction to Neuromarketing - Concepts of consumer neuroscience. - History and evolution of neuromarketing; Neuroscience Fundamentals - Basic brain functions and structures relevant to marketing. - Introduction to behavioral science.

Unit II: Neuromarketing Tools and Technologies - Overview of technologies: fMRI, EEG, eye tracking, and facial coding. - Strengths and limitations of each tool. **Consumer Psychology and Neurological Insights** - How emotions, attention, and memory affect buying behavior. - The role of the subconscious in consumer decisions.

Unit III: Designing Neuromarketing Studies - Formulating hypotheses and designing experiments. - Data collection and analysis methods. **Applying Neuromarketing to Marketing Strategies** - Case studies on product placement, pricing strategies, and advertising. - Integrating sensory marketing into product design.

Unit IV: Ethical Considerations in Neuromarketing - Discussion of privacy, consent, and the potential for manipulation. - Developing ethical guidelines for neuromarketing research. **Future Trends in Neuromarketing** - The impact of digital technologies and artificial intelligence. - Predictions and upcoming trends in the field.

References:

1. Bugology: Truth and Lies About Why We Buy" by Martin Lindstrom

2. "Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain" by Patrick Reinvoice and Christophe Morin
3. "The Buying Brain: Secrets for Selling to the Subconscious Mind" by A.K. Pradeep
4. "Neuromarketing: Exploring the Brain of the Consumer" edited by Leon Zurawik
5. "Consumer Neuroscience: Neuropsychological Explanations of Consumer Behavior" edited by Thomas Zoega Ramsay
6. "Decoded: The Science Behind Why We Buy" by Phil Barden

Course Name: Brand Management
Course Code: BBAE23007

Course Objective: To understand the methods of managing brands and strategies for brand Management.

- C01:** Explain the meaning and various definitions of a brand and branding concepts.
C02: Describe the evolution of brands over time.
C03: Identify and analyze the factors shaping a brand throughout its life cycle.
C04: Distinguish the features of a good brand name and its importance.
C05: Evaluate the different functions that brands perform in the market & discuss the significance of brands for businesses and consumers

Course Outline:

Unit I: INTRODUCTION TO BRAND Meaning and Definitions of Brand – Branding- Concepts – Brand Evolution– Factors shaping a brand over its life cycle- Features of good brand name- Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store Brands-Branding Challenges and Opportunities, Brand Choice decision and models, launching a new brand, Building brand in Indian Market,

Unit II: BRAND STRATEGIES Strategic Brand Management process – Identifying and establishing brand positioning and values- Brand building, brand positioning and values brand repositioning- designing and implementing brand strategies, brand extension, brand transfer, brand hierarchy – Branding for Global Markets – Competing with foreign brands, Digital branding, Global branding, Corporate Branding, Service branding, B2B branding

Unit III: BRAND COMMUNICATIONS, BRAND EXTENSION AND BRAND EQUITY BRAND COMMUNICATION - Brand image Building – Brand Loyalty programmes– Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. BRAND EXTENSION – Naming new brand and extension, Advantages of extension, disadvantages of extension, Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

Unit IV: BRAND EQUITY -Customer based brand equity, Concept of brand equity, sources of brand equity, benefits of brand equity, choosing brand elements to build brand equity, Brand element choice criteria, Brand element option, brand element tactics, brand valuation and performance.

Suggested Readings:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 4rd Edition, 2012.
2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
3. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
4. Paul Tmepoal, Branding in Asia, John Willy, 2000.
5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
6. Jagdeep Kapoor, Brandex, Bitran, India, 2005.
7. Mahim Sagar, Deepali Singh, Bitran, Achintya Gupta. –Brand Management Ane Books Bitran – (2009).
8. Gulnar Sharma and Karan Singh Kundai, Brand Management, Himalaya Publishing House (2012)
9. Aaker, David A: Building a Strong Brands, Free Press, New York
10. Joel Kapferer: Strategic Brand Management, Kogen Page

Finance

Course Name: Project Management Course Code: BBAE24005

Course Objectives:

- C01:** Students will be able to define a project, identify various categories of projects, and explain the project development cycle.
- C02:** Students will assess technical factors including material inputs, technology, production, plant capacity, location, and site selection.
- C03:** Students will apply network techniques for resource and cost budgeting and scheduling.
- C04:** Students will learn methods for monitoring the progress of projects.
- C05:** Students will understand the processes involved in securing and managing project financing.

Course Outline

Unit I Basic Concept of a project, categories of project, project development cycle. The concept of project management, tools & techniques of project management. Forms of project organizations.

Unit II Project Formulation

Project identification, Project formulation and preparation: Market and demand estimation, market survey, demand forecasting technical factors-Material inputs, technology, production, plant capacity, location and site, civil works, charts, layouts, work schedule, cost of project, means of financing, estimates of cost, financial projections.

Unit III Process of Project Appraisal

Technical, Economic, Financial, Legal and Social appraisal of the Industrial Projects, Problems arising due to rate of discount, wage-rate, exchange rates, treatment of taxes,

social cost-benefits, treatment of risk and uncertainty, sensitivity analysis and probability approach single as well as multiple projects.

Unit IV Implementation of Projects

Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination.

Unit V Monitoring and Control of Projects

Monitoring and post implementation, evaluation of the project, project financing.

Suggested Readings

1. Chandra Prasanna - Project: Preparation, Appraisal, Budgeting, and Implementation. (TMH, 5th Ed.)
2. Mohsin M. - Project Planning and Control (Vikas)
3. Goyal BB – Project Management: A Development Perspective (Deep & Deep)
4. Chaudhary, S – Project Management (Tata Mc Graw Hill)
5. Young TL – The Hand Book of Project Management (Kogan Page)
6. Desai, Vasant, “*Project Management*”, Himalaya Publishing House.
7. Chandra, Prasanna, “*Projects: Planning, Analysis, Financing, Implementation and Review*,” Tata McGraw Hill Publishing Company Limited, Fifth Edition.
8. Nagarajan, K., “*Project Management*”, New Age International (P) limited, Publishers.
9. Maheshwari, S.N., “*Management Accounting & Financial Control*”, Sultan Chand & Sons, Fourteenth Edition.

Course Name: Financial Reporting

Course Code: BBAE24006

Course Objective:

- C01:** Understand the principles and standards governing financial reporting.
- C02:** Learn to prepare and interpret financial statements in accordance with GAAP.
- C03:** Develop skills in analyzing financial statements to assess a company's financial performance and position
- C04:** Explore contemporary issues and developments in financial reporting.
- C05:** Enhance critical thinking and problem-solving skills in accounting and financial reporting.

Unit I

Introduction to Financial Reporting -Overview of financial reporting, Role of financial statements in decision-making, Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS), Financial Statement Presentation- Structure and content of financial statements (balance sheet, income statement, cash flow statement, statement of changes in equity), Notes to financial statements and disclosures.

Unit II

Revenue Recognition- Principles of revenue recognition, Revenue recognition methods (percentage of completion, completed contract, etc.), Multiple-element arrangements and software revenue recognition, Expense Recognition- Matching principle and accrual accounting,

Expense recognition for tangible and intangible assets, Depreciation, amortization, and impairment.

Unit III

Accounting for Assets- Property, plant, and equipment (PP&E), Intangible assets (goodwill, patents, trademarks), Investment properties and fair value accounting, Accounting for Liabilities- Current vs. long-term liabilities, Contingent liabilities and provisions, Accounting for leases and pensions.

Unit IV

Accounting for Equity- Share capital and reserves, Treasury stock transactions, Dividends and dividend policies, Financial Statement Analysis- Ratio analysis (liquidity, solvency, profitability, efficiency), Common-size analysis and trend analysis, DuPont analysis and decomposition of return on equity (ROE).

Unit V

Consolidated Financial Statements- Accounting for business combinations, Consolidation procedures and elimination entries, Equity method vs. proportionate consolidation, Statement of Cash Flows- Operating, investing, and financing activities, Direct vs. indirect method of preparing the statement of cash flows, Cash flow ratios and analysis

Reference books

1. Accounting and Auditing Research and Databases by Thomas R. Weirich.
2. Accounting control best practices by Steven M. Bragg.
3. Encyclopedia of business and finance by Burton S. Kaliski, editor-in-chief.
4. Everyday finance: economics, personal money management, and entrepreneurship by Thomas Riggs, editor.
5. Routledge companion to accounting history by John Richard Edwards and Stephen P. Walker, editors.

Course Name: International Finance

Course Code: BBAE24007

Course Objectives:

C01: Understand the fundamentals of international finance theory and practice.

C02: Analyze the impact of exchange rate movements on international trade and investment.

C03: Evaluate the role of multinational corporations and financial institutions in global finance.

C04: Discuss the challenges and opportunities of conducting business in the international financial environment.

C05: Apply financial tools and techniques to manage risks associated with international transactions.

Course Outline:

Unit I

Introduction to International Finance-Overview of international finance, Importance of international financial markets, Key concepts and terminology, Foreign Exchange Markets - Structure and participants in foreign exchange markets, Spot and forward exchange rates, Currency quotations and cross rates

Unit II

Exchange Rate Determination - Purchasing Power Parity (PPP), Interest rate parity, the role of expectations in exchange rate determination, International Parity Conditions -Covered interest rate parity, Uncovered interest rate parity, International Fisher Effect

Unit III

Balance of Payments - Components of the balance of payments, Current account and capital account Implications for exchange rates and trade balances, International Monetary System- Historical perspectives on the international monetary system, Fixed vs. floating exchange rate regimes, Role of international financial institutions (IMF, World Bank)

Unit IV

International Investment- Foreign direct investment (FDI) vs. portfolio investment, Factors influencing international investment decisions, Risks and returns of international investment, Multinational Corporations (MNCs)- Characteristics and motivations of MNCs, Financial management of MNCs, Transfer pricing and taxation issues

Unit V

Managing Currency Risk- Transaction exposure, Translation exposure, Economic exposure and hedging strategies, Global Capital Markets- International bond markets, Eurocurrency market Emerging market finance, Sovereign Risk and Country Risk Analysis- Political risk assessment, Credit risk analysis of sovereign debt, Role of credit rating agencies.

Suggested Readings-

1. Basu, Kaushik (1997), Analytical Development Economics: The Less Developed Economy Revisited, The MIT Press.
2. Bird, Graham (2004), International Finance and the Developing Economies, Palgrave Macmillan.
3. Bell, Crave (2003), Development Policy as Public Finance, Oxford University Press
4. Gale, Douglas (1994), "The Efficient Design of Public Debt," in Franklin Allen and D. Gale, Financial Innovation and Risk Sharing, The MIT Press.
5. Gibson, Heather D. (1996), International Finance: Exchange Rates and Financial Flaws in the International System, Longman.

Human Resource

Course Name: Negotiation and Collective Bargaining

Course Code: BBAE25005

Course Objectives:

- C01:** Understand the negotiation, identify its nature and characteristics, and distinguish between different negotiation strategies.
- C02:** Learn what is communicated during negotiations and how effective communication can be achieved.
- C03:** Understand the issues and implications of cross-cultural communication in negotiations.
- C04:** Analyze the dynamics of power and relationships in negotiations and how they influence outcomes.
- C05:** Identify the different types of collective bargaining and the recent trends affecting it, especially in the Indian context.

Course Outline

Unit I Negotiation: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation.

Unit II Negotiation Sub processes: Perception, Cognition and Emotion Communication: What is communicated during negotiation and how people communicate in Negotiation.
Best Practices in Negotiation – Fundamental Structure of negotiation and BATNA.

Unit III Cultural aspects of International Business negotiation- Hofstede's dimension of culture and their influence on International Business negotiation - cross culture Communicate on: Issues and Implications – The role of time in Business negotiation – The role of atmosphere in negotiations.

Unit IV Ethics in negotiations – Communication in negotiations – Negotiation power and relationships in negotiations – Best practices in negotiations – Business Etiquette – Assertive skills – Personality and negotiation skills.

Unit V Collective bargaining: Industrial Dispute, Employee Dissatisfaction, Grievances – Grievance Redressal mechanism; Importance of collective bargaining, procedure of collective bargaining, essentials of successful collective bargaining, problems of collective

bargaining in India, types of bargaining, recent trends in collective bargaining.

Suggested Readings:

1. Lewicki, Saunders & Barry - Negotiation (Tata Mc Graw Hill, 5th Ed.).
2. B.D. Singh - Negotiation Made Simple (Excel Books, 1st Ed.).
3. Pareek Udai - Understanding Organizational Behaviour (Oxford).
4. Rao S.L. - Negotiation Made Simple (Excel Books, 1st Ed.).
5. Cohen S - Negotiation Skills for Managers (Tata Mc Graw Hill, 1st Ed.).

Course Name: International Human Resource Management
Course Code: BBAE25006

Course Objectives:

- Understand the impact of globalization on HRM practices.
- Develop an understanding of cross-cultural management and its implications for HRM.
- Analyze the role of HRM in international business strategy.
- Explore international staffing strategies and expatriate management.
- Examine global talent management practices.

Course Outline:

UNIT I Introduction to International Human Resource Management

- Definition and scope of International HRM
- Globalization and its impact on HRM
- Cultural dimensions and their implications for HRM

UNIT II International Business Strategy and HRM

- The role of HRM in international business strategy
- Aligning HR practices with organizational goals
- HRM challenges in multinational corporations

UNIT III International Staffing and Talent Management Strategies

- Approaches to international staffing
- Expatriate management
- Talent acquisition and retention in a global context
- Succession planning and leadership development
- Performance management in multinational teams

UNIT VI Emerging Trends in International HRM

- Cultural dimensions and their impact on management practices
- Remote work and virtual teams
- Diversity, equity, and inclusion in global organizations
- HR technology and its impact on international HRM

Suggested Reading:

1. Dowling, P. J., Fastling, M., & Engle, A. D. (2017). International Human Resource Management. Cengage Learning.
2. Scullion, H., & Collings, D. G. (2011).
3. Global Talent Management. Routledge.

Course Name: HR Analytics & Metrics
Course Code: BBAE25007

Course Objectives:

C01: Understand the role of analytics in HR value creation.

C02: Define HR analytics and its applications.

C03: Explore strategic HR metrics and benchmarking.

C04: Learn about HR scorecards and workforce scorecards.

C05: Gain insights into data-driven HR analytics.

C06: Evaluate human capital analytics and maturity levels.

Unit I: HR Analytics in Perspective- Role of analytics in HR value creation; Defining HR analytics; Understanding the organizational system and locating HR challenges within it.

Unit II: HRA Frameworks- Strategic HR metrics versus benchmarking; HR scorecards, workforce scorecards, and their differences; HR maturity framework levels (from 1 to 5); Overarching components of an effective analytics framework.

Unit III: Basics of HR Analytics- Evolution and analytical capabilities; Analytic value chain and model; Typical applications of HR analytics; Predictive analytics steps: Determine KPIs, analyze data, interpret results, and predict the future.

Unit IV: Insight into Data-Driven HRA- Data sources, questions faced, and data issues; Connecting HR analytics to business benefits (case studies); Techniques for establishing questions and obtaining/cleaning data.

Unit V: HR Metrics- Defining metrics and understanding demographics; Types of data and tying data sets together; Challenges in obtaining data and ethical considerations; Human capital analytics continuum.

Unit VI: HR Scorecard- Assessing HR programs, engagement, and turnover; Linking HR data to operational performance and stock performance; Guidelines for implementing an HR scorecard.

References:

- “Applying Advanced Analytics to HR Management Decisions: Methods for selection, developing incentives, and improving Collaboration” -James C. Sesil.
- “People Analytics in the Era of Big Data: Changing the Way You Attract, Acquire, Develop, and Retain Talent” - Jean Paul ISON and Jesse S. Harriott
- “HR Analytics: A Practical Approach” - Dr. Kumar Sambhav Prasad
- “People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work” - Ben Waber
- “The Power of People: Learn How Successful Organizations Use Workforce Analytics to Improve Business Performance” - Nigel Guenole, Jonathan Ferrar, and Sheri Feinzig.

Foreign Trade

Course Name: International Marketing
Course Code: BBAE26005

Course Objective -

This course explores the concepts, strategies, and challenges of marketing products and services in a global context. Students will examine the cultural, economic, legal, and technological factors that influence international marketing decisions. Through case studies, projects, and practical exercises, students will develop the skills necessary to create and implement effective international marketing strategies.

Course Outline:

Unit 1: Introduction to International Marketing

- Understanding Global Marketing Environment
- Cultural, Social, and Economic Factors in International Marketing
- Market Entry Strategies: Exporting, Licensing, Joint Ventures, and Direct Investment
- Global Marketing Research and Market Segmentation
- Assessing Global Market Opportunities
- Ethical and Legal Issues in International Marketing

Unit 2: Market Selection and Entry Strategies

- Market Entry Modes: Exporting, Contractual Agreements, and Foreign Direct Investment

- Evaluating Foreign Markets: Market Screening and Country Analysis
- Market Segmentation and Targeting in International Markets
- Product Adaptation and Standardization Strategies
- Distribution Channel Strategies for Global Markets
- Pricing Strategies in International Marketing

Unit 3: International Marketing Mix

- Product and Brand Management in Global Markets
- Promotional Strategies in International Marketing
- Integrated Marketing Communication (IMC) in Global Campaigns
- Digital Marketing and E-commerce in International Context
- International Retailing and Global Distribution Strategies
- Customer Relationship Management (CRM) in International Markets

Unit 4: Managing International Marketing Operations

- Global Supply Chain Management
- International Logistics and Transportation
- Cross-Cultural Negotiation and Relationship Building
- Managing Global Marketing Teams and Partnerships
- Performance Measurement and Control in International Marketing
- Crisis Management and Risk Mitigation in Global Markets

Reference books

Textbooks:

- (a) "Global Marketing" by Warren J. Keegan and Mark C. Green
- (b) "International Marketing" by Philip R. Cateora, John Graham, and Mary C. Gilly

Course Name: International Finance and Currency Markets
Course Code: BBAE26006

Course Objective -

This course provides an in-depth exploration of international finance and currency markets, examining the theories, institutions, and mechanisms that govern global financial flows and exchange rate dynamics. Students will develop a comprehensive understanding of the factors influencing international capital movements, exchange rate determination, and the role of central banks in managing currency markets.

Detailed Syllabus

Unit 1: Introduction to International Finance

- Overview of International Finance
- Theories of Exchange Rate Determination
- Balance of Payments Analysis
- International Monetary System
- Foreign Exchange Markets: Structure and Functions

Unit 2: Exchange Rate Regimes and Policies

- Fixed vs. Floating Exchange Rate Systems
- Managed Floating and Pegged Exchange Rates
- Currency Boards and Dollarization
- Exchange Rate Policy Tools: Interest Rates, Money Supply, and Intervention
- Optimal Currency Areas and Currency Unions

Unit 3: International Capital Flows and Financial Markets

- Capital Mobility and Capital Flows
- Determinants of Foreign Direct Investment (FDI) and Portfolio Investment
- Global Capital Market Integration

- Financial Crises and Contagion
- International Financial Institutions: IMF, World Bank, and Regional Development Banks

Unit 4: Currency Risk Management and Hedging Strategies

- Currency Risk Exposure: Transaction, Translation, and Economic Exposure
- Foreign Exchange Risk Measurement and Quantification
- Currency Derivatives: Forward Contracts, Futures, Options, and Swaps
- Hedging Techniques and Strategies

Reference books

Textbook:

- "International Financial Management" by Cheol Eun and Bruce Resnick

Additional Readings:

- "The Economics of Money, Banking, and Financial Markets" by Frederic S. Mishkin
- "Currency Wars: The Making of the Next Global Crisis" by James Rickards
- Various academic journals and research papers in international finance

Course Name: Cross-Cultural Management

Course Code: BBAE26007

Course Objective -

This course provides an in-depth exploration of the theories, practices, and challenges associated with managing across cultures in global organizations. Students will examine the impact of cultural differences on various aspects of management, including leadership, communication, negotiation, and decision-making. Through case studies, simulations, and experiential learning activities, students will develop the intercultural competencies necessary for effective cross-cultural management.

Course Outlines -

Unit 1: Introduction to Cross-Cultural Management

- Understanding Culture and its Impact on Organizations
- Cultural Dimensions and Frameworks (e.g., Hofstede, Trompenaars, and Hall)
- Cultural Intelligence (CQ) and its Importance in Global Business

- Challenges and Opportunities of Cross-Cultural Management
- Cultural Adaptation and Adjustment Strategies
- Ethical and Social Responsibility Considerations in Cross-Cultural Contexts

Unit 2: Leadership and Communication Across Cultures

- Cultural Variations in Leadership Styles and Approaches
- Cross-Cultural Communication Competence
- High-Context vs. Low-Context Communication Cultures
- Language and Nonverbal Communication in Cross-Cultural Settings
- Leading and Managing Diverse Teams
- Conflict Resolution and Negotiation in Cross-Cultural Contexts

Unit 3: Managing Diversity and Inclusion

- Diversity in Global Workforces
- Inclusive Leadership Practices
- Promoting Diversity and Inclusion in Organizations
- Addressing Unconscious Bias and Stereotypes
- Building Cross-Cultural Trust and Collaboration
- Employee Engagement and Motivation in Diverse Teams

Unit 4: Global Talent Management and HR Practices

- Recruitment and Selection Across Cultures
- Training and Development for Cross-Cultural Competence
- Performance Management in Global Contexts
- Expatriate Management and Cross-Cultural Assignments
- Cross-Cultural Training and Development Programs
- Succession Planning and Career Development in Multinational Organizations

Reference books

Textbooks:

- "Cross-Cultural Management: Essential Concepts" by David C. Thomas and Mark F. Peterson
- "Managing Cultural Differences: Global Leadership Strategies for the 21st Century" by Robert T. Moran, Philip R. Harris, and Sarah V. Moran

Digital Marketing

Course Name: Affiliate marketing

Course Code: BBAE27005

Course Objective

Understand the History and Evolution of Affiliate Marketing & the Basics and Concepts of Affiliate Marketing, Familiarize with Affiliate Program developing strategies for optimizing affiliate marketing efforts based on performance data.

Course Outline

Unit I

Introduction to Affiliate Marketing: History of Affiliate Marketing, the basis of Affiliate Marketing, how affiliate Marketing works, Affiliate Program payment methods, Cookies and Affiliates, Tiered Affiliate Marketing, Cross selling and up selling, multi-tier marketing and commissions, List of affiliate marketing software

Unit II

Affiliate Marketing Platforms: Affiliate marketing with Commission Junction, Affiliate Marketing with Link share, Affiliate Marketing with One Network Direct, Affiliate Marketing with Share a Sale, Affiliate Marketing with Pilums, Affiliate Marketing with Amazon Associates, Affiliate Marketing with Flex offers, Affiliate Marketing with click bank, Affiliate Marketing with Commission So up, Affiliate Marketing with Local affiliate Programs

Unit III

Enrolling in an Affiliate Marketing Program: Signing up as an Affiliate, logging in to your affiliate account, Integrating Affiliate Links into your websites, Monitoring affiliate performance and tracking sales

Unit IV

Tips and tricks to improve affiliate Marketing: Affiliate Links and how to deal with them, promoting your affiliate program, Overcoming the challenges of affiliate marketing, Performing market analysis and market research, Market strategies Establishment, Affiliate Marketing, and organic Search Optimization

Unit V

Types of Affiliate Marketing: Search affiliates, Price comparison service website, Loyalty websites, Cause related and coupon websites, Content and niche market website Personal weblogs and website syndicates, Email marketing and shopping directories, Registration or co-registration affiliates, File sharing affiliates.

Suggested Reading:

- "Affiliate Marketing: Start Your First Profitable Affiliate Marketing Business and Generate a Full-Time Income Online" by Kulwant Nagi Publication: Independently published (2020)
- "Affiliate Marketing: A Beginner's Guide to Making Passive Income Online in 2024" by Himanshu Sharma Publication: Independently published (2024)
- "Affiliate Marketing: The Ultimate Guide to Making Passive Income Online in 2024" by Deepak Kanakaraju Publication: Independently published (2024)
- "Affiliate Marketing: Complete Guide for Beginners to Learn Step by Step to Make Passive Income with Affiliate Marketing in 2024" by Rahul Mannan Publication: Independently published (2024)

Course Name: Digital Media Analytics
Course Code: BBAE27006

Course Objectives:

CO1: Understand the role of web analytics within the digital marketing landscape.

CO2: Identify, define, and interpret commonly used web metrics and KPIs.

CO3: Analyze social media data to derive marketing insights.

CO4: Make informed decisions using case-based methods.

Unit I: Introduction to Digital Marketing: Evolution of Digital Marketing; Importance and Scope; The Digital Consumer & Communities Online; Digital Marketing Landscape.

Unit II: Social Media Marketing: AdWords, ORM, Search Engine Marketing; Pay-Per-Click (PPC) and Online Advertising; Social Media Strategy & Customer Engagement.

Unit III: Affiliate Marketing: Strategic Partnerships; Affiliate Marketing Networks; Email Marketing and Content Strategies.

Unit IV: Analytics & CX in Digital Marketing: Data and Analytics; Social Listening and Web Analytics

Unit V: Integrating Digital & Social Media: Social Media Analytics, Mobile Marketing, Integrating Digital and Social Media Strategies

Textbooks:

1. Michael Solomon and Tracy Tuten, "Social Media Marketing" (Pearson, 2013)
2. F.R. Media, "Social Media Marketing for Beginners: Create Successful Campaigns, Gain More Fans, and Boost Sales from Any Social Network" (2nd edition, June 2014)

Reference Books:

1. Jan Zimmerman and Deborah Ng, "Social Media Marketing All in One for Dummies" (2012)
2. Douglas A. Norman, "The Design of Everyday Things" (Apr 2011)
3. Jack Z. Scissors and Roger B. Baron, "Advertising Media Planning" (2010)
4. Punit Bhatia, "Fundamentals of Digital Marketing" (Pearson, 2017)
5. Ian Doodson, "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" (Wiley, 2016)

Course Name: Social Media Marketing
Course Code: BBAE27007

Course Objectives:

Understand the fundamentals of social media marketing. Develop strategies for building and managing social media profiles. & Create compelling content tailored to different social media platforms. With the. Implement social media advertising and targeting techniques. Also knowing how to Utilize social media analytics to measure and optimize campaign performance.

Course Outline:

Unit I

Introduction to Social Media Marketing- Overview of social media marketing, Importance and benefits, social media platforms and their demographics Building and Managing Social Media Profiles- Creating optimized social media profiles, Profile management tools and techniques, Establishing brand voice and identity

Unit II

Content Creation and Curation- Creating engaging content for social media Content curation best practices, Visual content creation tools and resources
 Social Media Advertising- Introduction to social media advertising, targeting options and ad formats, Creating effective ad campaigns

Unit III

Audience Engagement and Community Building- Strategies for audience engagement, Building and nurturing communities, Handling customer inquiries and feedback, Social Media Analytics and Measurement- Key metrics and KPIs, analyzing social media data, Optimization strategies based on insights.

Unit IV

Influencer Marketing and Partnerships- Understanding influencer marketing, Finding, and collaborating with influencers, Negotiating partnerships and sponsorships

Unit V

Industry Trends and Future Outlook- Emerging trends in social media marketing, Case studies and success stories, Strategies for staying updated and adapting to changes

Suggested readings:

- 1- Textbook: "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
- 2- Online resources: Blogs, industry reports, case studies

3- Social media management platforms for hands-on practice

Course Name: Intellectual Property Rights
(From the Pool of GE-7- Group A)
Course Code: GEC066003

Course Objectives:

C01: Define the key concepts of intellectual property, including its role in economic and cultural development, and the major amendments in IP laws in India.

C02: Explain the conditions for patent protection and the process of obtaining and enforcing patents, including the differences between patentable and non-patentable inventions.

C03: Demonstrate the ability to identify and apply for trademarks, industrial designs, and geographical indications, following the eligibility criteria and registration processes.

C04: Analyze the differences and similarities between various forms of IP protection such as patents, copyrights, trademarks, industrial designs, and trade secrets, including their legal implications and enforcement mechanisms.

C05: Critically assess the significance and protection of traditional knowledge, semiconductor integrated circuits layout design, and plant varieties and breeders' rights in the context of national and international IP laws and treaties.

Course Outline:

Unit I: Introduction to Intellectual Property

- Role of IP in Economic and Cultural Development
- IP Governance and Global Indicators
- Origin and History of IP in India
- Major Amendments in IP Laws in India
- Indian Web Portals for Patents and Technologies
- World Intellectual Property Organization (WIPO) and Key Treaties

Unit II: Patents

- Conditions for Patent Protection
- Rights and Enforcement of Patents
- Patentable and Nonpatentable Inventions
- Patent Infringements and Process
- Commercialization and Need for a Patent Attorney
- Patent Forms, Fee Structure, and Types of Applications
- Copyrights: Classes, Criteria, Ownership, and Infringements

- Fair Use Doctrine and Internet Copyright Issues

Unit III: Trademarks, Industrial Designs, and Geographical Indications

- Trademark Eligibility, Application, and Registration Process
- Industrial Designs: Eligibility, Acts, Registration, and Duration
- Geographical Indications: Acts, Ownership, Rights, and Registration

Unit IV: Trade Secrets, Traditional Knowledge, and Other IP Rights

- Criteria, Protection, and Enforcement of Trade Secrets
- Traditional Knowledge Significance and Protection
- Semiconductor Integrated Circuits Layout Design: Registration and Infringements
- Protection of Plant Varieties and Breeders Rights: Need, Registration, and Duration
- National Biodiversity Authority and Biological Diversity Act

Suggested Readings:

- N.K. Acharya: Textbook on intellectual property rights, Asia Law House (2001).
- Manjula Guru & M.B. Rao, Understanding Trips: Managing Knowledge in Developing Countries, Sage Publications (2003).
- P. Ganguli, Intellectual Property Rights: Unleashing the Knowledge Economy, Tata McGraw-Hill (2001).
- Arthur Raphael Miller, Micheal H. Davis; Intellectual Property: Patents, Trademarks and Copyright in a Nutshell, West Group Publishers (2000).
- Jayashree Watal, Intellectual property rights in the WTO and developing countries, Oxford University Press, Oxford.

Course Name: Research Problem, Interpretation and Report Writing (From the Pool of GE-8- Group A) Course Code: GEC066005

Course Objectives:

C01: Students will be able to define what constitutes a research problem and identify its significance in the research process.

C02: Students will be able to frame a hypothesis that is testable and aligns with the defined research problem.

C03: Students will recognize the limitations of various hypothesis tests and develop strategies to address them.

C04: Students will understand and be able to create the appropriate layout for a research report.

C05: Students will learn the detailed process of presenting a thesis, including text setting, footnotes, conclusions, and suggestions.

Course Outline

Unit I- Defining the Research Problem

What is a Research Problem? Selecting the Problem, Necessity of Defining the Problem
Technique Involved in Defining a Problem, Framing of Hypothesis

Unit II- Testing of Hypotheses

What is a Hypothesis? Basic Concepts Concerning Testing of Hypotheses, Procedure for Hypothesis Testing, Flow Diagram for Hypothesis Testing, Measuring the Power of a Hypothesis Test, Tests of Hypotheses, Important Parametric Tests, Limitations of the Tests of Hypotheses, Quantitative methods

Unit III- Interpretation

Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation

Unit IV- Report Writing

Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports, Presentation of Thesis; Preliminaries, the text; Setting of the text, Style of text, The Footnote, Conclusions and Suggestions, Summary, The end matter

Unit V- Computer applications

Introduction, Computer Applications, Computers and Researcher, Digital materials for research, Collection of data from inter net, Concept of Public domain, Use of material available on internet

Unit VI- Style sheet

1. Style of the Text, Words, spellings, usages, non-English words, phrases, including Indian words, Punctuation, A full stop (.), A colon (:), A semicolon (;), A comma (,), Quotation marks ("."), Round brackets (), Square brackets [], Dash (—), Hyphen (-), Conclusion

Suggested Reading:

1. Harari, Y. N. (2015). *Sapiens: A brief history of humankind*. Harper.
2. Gladwell, M. (2008). *Outliers: The story of success*. Little, Brown, and Company.

3. Pinker, S. (2011). *The better angels of our nature: Why violence has declined*. Viking.
4. Kondo, M. (2014). *The life-changing magic of tidying up: The Japanese art of decluttering and organizing* (C. Hirano, Trans.). Ten Speed Press. (Original work published 2011)
5. Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus, and Giroux.

12. Lesson Plans

BBAC22400– Econometrics

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Definition of Econometrics- Steps in Empirical Economic Analysis	C-1,2	Lecture
Unit-I	Econometric Model	C-3	Lecture
Unit-I	The Role of Measurement in Economics	C-4	Lecture
Unit-I	The structure of Economic Data: Cross-Sectional data,	C-5,6	Lecture
Unit-I	Time Series data, Pooled Cross Section data, Panel Data.	C-7,8	Lecture
Unit-I	Activity	C-9	Activity
Unit-I	Clarification Class	C-10	Clarification Class
Unit-I	Class Assignment I	C-11	Class Assignment
Unit-II	Simple Regression Model-Two variable linear regression model	C-12	Lecture
Unit-II	Two variable linear regression model:	C-13	Lecture
Unit-II	Presentation I	C-14	Presentation
Unit-II	Two variable linear regression model: Assumptions,	C-15	Lecture
Unit-II	Estimation of Parameters, Tests of Significance, and properties of Estimators	C-16,17	Lecture
Unit-II	Class Assignment II	C-18	Class Assignment
Unit-II	Home Assignments		Home Assignments
Unit-II	Functional forms of Regression Models-Log-linear models	C-19,20	Lecture
Unit-II	Semi log-models and Reciprocal models-Choice of functional form	C-21,22	Lecture
Unit-II	Quiz	C-23	Quiz
Unit-II	Clarification Class	C-24	Clarification Class
Unit-III	The General Linear Model-Review of Assumptions	C-25,26	Lecture
Unit-III	Estimation and Properties of Estimators	C-27-28	Lecture
Unit-III	Un-biasness, BLUEs, and Tests of significance of estimate	C-29,30	Lecture
Unit-III	Analysis of Variance	C-31,32	Lecture
Unit-III	Class Assignment III	C-33	Class Assignment
Unit-III	Presentation II	C-34	Presentation
Unit-III	Dummy variables-Nature of Dummy variables	C-35,36	Lecture

Unit-III	Use of Dummy variables-Errors in variables and its consequences	C-37-38	Lecture
Unit-III	Clarification Class	C-39	Clarification Class
Unit-IV	Auto-regressive and Distributed Lag Models-Introduction	C-40,41	Lecture
Unit-IV	Class Assignment IV	C-42	Class Assignment
Unit-IV	Presentation III	C-43	Presentation
Unit-IV	Home Assignment		Home Assignments
Unit-IV	Partial Adjustment and Expectations models	C-44,45	Lecture
Unit-IV	Causality in Economics	C-46,47	Lecture
Unit-IV	Causality in Economics-The Granger Causality Test	C-48,49	Lecture
Unit-IV	Clarification Class	C-50	Clarification Class
Unit-V	Simultaneous Equation Models-Specification	C-51,52	Lecture
Unit-V	Simultaneous Bias-Inconsistency of OLS Estimators	C-53,54	Lecture
Unit-V	The concept of identification, Rank and Order conditions for Identification	C-55,56	Lecture
Unit-V	Quiz	C-57	Quiz
Unit-V	Indirect Least Squares-Two stage Least Squares (without proof), Problems.	C-58,59	Lecture
Unit-V	Clarification Class	C60	Clarification Class

BBAE23005 – Retail Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Retailing, Definition,	C-1	Lecture
Unit-I	Evolution of Retailing in India.	C-2	Lecture
Unit-I	Retailing in India	C-3	Lecture
Unit-I	Emerging Trends in Retailing	C-4,5	Lecture
Unit-I	Factors Behind the change of Indian Retail Industry	C-6,7	Lecture
Unit-I	Clarification Class	C-8	Clarification Class
Unit-II	Retail Formats: Retail Sales by ownership	C-9,10	Lecture
Unit-II	Retail Formats: Based on Merchandise offered	C-11	Lecture
Unit-II	Quiz	C-12	Quiz
Unit-II	Retail Formats: non-store Based retail mix	C-13,14	Lecture
Unit-II	Retail Formats: Non- traditional selling	C-15,16	Lecture
Unit-II	Class Assignment I	C-17	Class Assignment
Unit-II	Clarification Class	C-18	Clarification Class
Unit-II	Presentation I	C-19	Presentation
Unit-III	Home Assignment		Home Assignments
Unit-III	Store Planning: Design & Layout	C-20,21	Lecture
Unit-III	Location Planning and its importance	C-22	Lecture
Unit-III	Class Assignment II	C-23	Class Assignment
Unit-III	retailing image mix,	C-24,25	Lecture
Unit-III	Effective Retail Space Management	C-26,27	Lecture
Unit-III	Floor Space Management	C-28,29	Lecture
Unit-III	Clarification Class	C-30	Clarification Class
Unit-IV	Retail Marketing: Advertising & Sales Promotion	C-31,32	Lecture
Unit-IV	Class Assignment III	C-33	Class Assignment
Unit-IV	Presentation II	C-34	Presentation
Unit-IV	Store Positioning	C-35,36	Lecture
Unit-IV	Retail Marketing Mix,	C-37,38	Lecture
Unit-IV	CRM	C-39	Lecture
Unit-IV	Advertising in Retailing.	C-40	Lecture
Unit-IV	Class Assignment IV	C-41	Class Assignment
Unit-IV	Clarification Class	C-42	Clarification Class
Unit-V	Retail Merchandising: Buying function,	C-43	
Unit-V	Take Home Assignment		Home Assignments
Unit-V	Markups & Markdown in merchandise management	C-44	Lecture
Unit-V	shrinkage in Retail merchandise management	C-45	Lecture
Unit-V	Merchandise Pricing: Concept of Merchandise	C-46,47	Lecture

	Pricing, Pricing Options, Pricing Strategies		
Unit-V	Pricing Objectives, Types of Pricing	C-48	Lecture
Unit-V	Presentation III	C-49	Presentation
Unit-V	Clarification Class	C-50	Clarification Class
Unit-VI	Retail Operation: Elements/Components of Retail Store Operation	C-51	Lecture
Unit-VI	Quiz	C-52	Quiz
Unit-VI	Store Administration,	C-53	Lecture
Unit-VI	Store Manager –Responsibilities	C-54	Lecture
Unit-VI	Inventory Management, Management of Receipts	C-55	Lecture
Unit-VI	Customer Service, Management of Retail Outlet/Store	C-56	Lecture
Unit-VI	Store Maintenance	C-57	Lecture
Unit-VI	Store Security	C-58,59	Lecture
Unit-VI	Clarification Class	C60	Clarification Class

BBAE23006– Neuro-Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Neuromarketing	C-1,2	Lecture
Unit-I	History and evolution of neuromarketing	C-3,4	Lecture
Unit-I	Neuroscience Fundamentals - Basic brain functions	C-5,6	Lecture
Unit-I	structures relevant to marketing.	C-7,8	Lecture
Unit-I	Class Assignment I	C-9	Class Assignment
Unit-I	Structures relevant to marketing	C-10,11	Lecture
Unit-I	Introduction to behavioral science	C-12,13	Lecture
Unit-I	Clarification Class	C-14	Clarification Class
Unit-II	Overview of technologies: fMRI	C-15	Lecture
Unit-II	EEG	C-16	Lecture
Unit-II	eye tracking, and facial coding. - Strengths and limitations of each tool.	C-17,18	Lecture
Unit-II	Class Assignment II	C-19	Class Assignment
Unit-II	Psychology and Neurological Insights	C-20	Lecture
Unit-II	How emotions, attention, and memory affect buying behavior.	C-21	Lecture
Unit-II	The role of the subconscious in consumer decisions	C-22,23	Lecture
Unit-II	Presentation I	C-24	Presentation
Unit-II	Class Assignment III	C-25	Class Assignment
Unit-II	Clarification Class	C-26	Clarification Class
Unit-III	Designing Neuromarketing Studies	C-27,28	Lecture
Unit-III	Formulating hypotheses and designing experiments	C-29,30	Lecture
Unit-III	Presentation II	C-31,32	Presentation
Unit-III	Data collection and analysis methods	C-33,34	Lecture
Unit-III	Quiz	C-35	Quiz
Unit-III	Data collection and analysis methods	C-36,37	Lecture
Unit-III	Applying Neuromarketing to Marketing Strategies	C-38,39	Lecture
Unit-III	Case studies on product placement	C-40	Lecture
Unit-III	Class Assignment IV	C-41	Class Assignment
Unit-III	Presentation III	C-42,43	Presentation
Unit-III	Case studies on pricing strategies, and advertising	C-44	Lecture
Unit-III	Integrating sensory marketing into product design	C-45,46	Lecture
Unit-III	Clarification Class	C-47	Clarification Class
Unit-IV	Ethical Considerations in Neuromarketing	C-48,49	Lecture
Unit-IV	Discussion of privacy, consent, and the potential for manipulation	C-50,51	Lecture
Unit-IV	Developing ethical guidelines for neuromarketing	C-52,53	Lecture

	research.		
Unit-IV	Future Trends in Neuromarketing	C-54,55	Lecture
Unit-IV	The impact of digital technologies	C-56,57	Lecture
Unit-IV	Predictions and upcoming trends in the field	C-58	Lecture
Unit-IV	Quiz	C-59	Quiz
Unit-IV	Clarification Class	C-60	Clarification Class

BBAE23007- Brand Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to brand	C-1	Lecture
Unit-I	Meaning and Definitions of Brand – Branding-Concepts	C-2	Lecture
Unit-I	Brand Evolution	C-3	Lecture
Unit-I	Factors shaping a brand over its life cycle	C-4	Lecture
Unit-I	Features of good brand name	C-5	Lecture
Unit-I	Functions of Brand	C-6	Lecture
Unit-I	Significance of Brands	C-7	Lecture
Unit-I	Different Types of Brands	C-8	Lecture
Unit-I	Co-branding	C-9	Lecture
Unit-I	Store brands	C-10	Lecture
Unit-I	Branding Challenges and Opportunities	C-11	Lecture
Unit-I	Brand Choice decision and models,	C-12	Lecture
Unit-I	Launching a new brand	C-13	Lecture
Unit-I	Building brand in Indian Market	C-14	Lecture
Unit-I	Clarification Class	C-15	Clarification Class
Unit-II	Brand Strategies	C-16	Lecture
Unit-II	Strategic Brand Management process	C-17	Lecture
Unit-II	Class Assignment I	C-18	Class Assignment
Unit-II	Take Home assignment I		Take Home Assignments
Unit-II	Identifying and establishing brand positioning and values- Brand building	C-19,20	Lecture
Unit-II	Quiz	C-21	Quiz
Unit-II	Designing and implementing brand strategies	C-22,23	Lecture
Unit-II	Brand extension	C-24	Lecture
Unit-II	Brand transfer	C-25	Lecture
Unit-II	Brand hierarchy – Branding for Global Markets	C-26	Lecture
Unit-II	Competing with foreign brands	C-27	Lecture
Unit-II	Digital branding	C-28	Lecture
Unit-II	Global branding	C-29	Lecture
Unit-II	Corporate Branding, Service branding	C-30	Lecture
Unit-II	B2B branding	C-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	Brand communications	C-35	Lecture

Unit-III	Brand extension and brand equity	C-36	Lecture
Unit-III	BRAND COMMUNICATION - Brand image Building	C-37	Lecture
Unit-III	Quiz	C-38	Quiz
Unit-III	Brand Loyalty programmes	C-39	Lecture
Unit-III	Brand Promotion Methods – Role of Brand ambassadors	C-40	Lecture
Unit-III	Celebrities – On line Brand Promotions.	C-41	Lecture
Unit-III	Class Assignment III	C-42	Class Assignment
Unit-III	Presentation II	C-43	Presentation
Unit-III	Home Assignments		Home Assignments
Unit-III	BRAND EXTENSION – Naming new brand and extension, Advantages of extension, disadvantages of extension	C-44	Lecture
Unit-III	Brand Adoption Practices – Different type of brand extension	C-45	Lecture
Unit-III	Clarification Class	C-46	Clarification Class
Unit-IV	Factors influencing Decision for extension	C-47	Lecture
Unit-IV	Re-branding and re-launching	C-48	Lecture
Unit-IV	Brand equity	C-49	Lecture
Unit-IV	Customer based brand equity	C-50	Lecture
Unit-IV	Concept of brand equity	C-51	Lecture
Unit-IV	Presentation III	C-52	Presentation
Unit-IV	Sources of brand equity	C-53	Lecture
Unit-IV	Class Assignment IV	C-54	Class Assignment
Unit-IV	benefits of brand equity	C-55	Lecture
Unit-IV	choosing brand elements to build brand equity	C-56	Lecture
Unit-IV	Brand element choice criteria	C-57	Lecture
Unit-IV	Brand element option, brand element tactics	C-58	Lecture
Unit-IV	brand valuation and performance.	C-59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

BBAE24005 – Project Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Basic Concept of a project	C-1	Lecture
Unit-I	categories of project	C-2,3	Lecture
Unit-I	project development cycle	C-4	Lecture
Unit-I	The concept of project management	C-5	Lecture
Unit-I	tools& techniques of project management	C-6,7	Lecture
Unit-I	Forms of project organizations	C-8,9	Lecture
Unit-I	Clarification Class	C-10	Clarification Class
Unit-II	Project Formulation	C-11	Lecture
Unit-II	Project identification	C-12	Lecture
Unit-II	Project formulation and preparation	C-13	Lecture
Unit-II	Presentation I	C-14	Presentation
Unit-II	Market and demand estimation	C-15	Lecture
Unit-II	Market survey	C-16	Lecture
Unit-II	Demand forecasting	C-17	Lecture
Unit-II	Class Assignment I	C-18	Class Assignment
Unit-II	Home Assignments		Home Assignments
Unit-II	Technical factors-Material inputs, technology, production, plant capacity	C-19	Lecture
Unit-II	Quiz	C-20	Quiz
Unit-II	location and site	C-21	Lecture
Unit-II	civil works, charts, layouts	C-22	Lecture
Unit-II	Work schedule	C-23	Lecture
Unit-II	cost of project	C-24	Lecture
Unit-II	means of financing	C-25	Lecture
Unit-II	estimates of cost	C-26	Lecture
Unit-II	Financial projections	C-27,28	Lecture
Unit-II	Clarification Class	C-29	Clarification Class
Unit-III	Process of Project Appraisal	C-30	Lecture
Unit-III	Technical, Economic, Financial, Legal and Social appraisal of the Industrial Projects	C-31-32	Lecture
Unit-III	Class Assignment II	C-33	Class Assignment
Unit-III	Presentation II	C-34	Presentation
Unit-III	Problems arising due to rate of discount, wage-rate, exchange rates, treatment of taxes	C-35	Lecture
Unit-III	social cost-benefits	C-36	Lecture
Unit-III	treatment of risk and uncertainty	C-37,38	Lecture
Unit-III	sensitivity analysis and probability	C-39,40	Lecture

	approach single as well as multiple projects		
Unit-III	Class Assignment III	C-41	Class Assignment
Unit-III	Presentation III	C-42	Presentation
Unit-III	Clarification Class	C-43	Clarification Class
Unit-III	Home Assignments		Home Assignments
Unit-IV	Implementation of Projects	C-44	Lecture
Unit-IV	network techniques for resource and cost budgeting and scheduling	C-45,46	Lecture
Unit-IV	project management teams and coordination.	C-47,48	Lecture
Unit-IV	Clarification Class	C-49	Clarification Class
Unit-IV	Monitoring and Control of Projects	C-50,51	Lecture
Unit-V	Monitoring and post implementation,	C-52	Lecture
Unit-V	Quiz	C-53	Quiz
Unit-V	evaluation of the project	C-54,56	Lecture
Unit-V	Class Assignment 4	C-57	Class Assignment
Unit-V	project financing.	C-58,59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

BBAE24006 – Financial Reporting

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Financial Reporting	C-1	Lecture
Unit-I	Overview of financial reporting	C-2,3	Lecture
Unit-I	Role of financial statements in decision-making	C-4,5	Lecture
Unit-I	Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS),	C-6,7	Lecture
Unit-I	Presentation	C-8	Presentation
Unit-I	Financial Statement Presentation- Structure and content of financial statements	C-9,10	Lecture
Unit-I	Financial Statement Presentation- Structure and content of financial statements (balance sheet, income statement, cash flow statement, statement of changes in equity)	C-11,12	Lecture
Unit-I	Notes to financial statements and disclosures	C-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	Revenue Recognition- Principles of revenue recognition	C-17,18	Lecture
Unit II	Revenue recognition methods (percentage of completion, completed contract, etc.)	C-19,20	Lecture
Unit II	Multiple-element arrangements and software revenue recognition	C-21,22	Lecture
Unit II	Quiz	C-23	Quiz
Unit II	Expense Recognition- Matching principle and accrual accounting, Expense recognition for tangible and intangible assets	C-24,25	Lecture
Unit II	Depreciation, amortization, and impairment	C-26,27	Lecture
Unit II	Clarification Class	C-28	Clarification Class
Unit II	Class Assignment II	C-29	Class Assignment
Unit II	Presentation II	C-30,31	Presentation
Unit III	Accounting for Assets- Property, plant, and equipment (PP&E)	C-32,33	Lecture
Unit III	Intangible assets (Goodwill, patents, trademarks), Investment properties and fair value accounting	C-34,35	Lecture
Unit III	Accounting for Liabilities-Current vs. long-term liabilities	C-36,37	Lecture
Unit III	Contingent liabilities and provisions, Accounting for	C-38,39	Lecture

	leases and pensions.		
Unit III	Clarification Class	C-40	Clarification Class
Unit III	Class Assignment III	C-41	Class Assignment
Unit III	Presentation III	C-42	Presentation
Unit III	Home Assignments		Home Assignments
Unit IV	Accounting for Equity- Share capital and reserves	C-43,44	Lecture
Unit IV	Treasury stock transactions, Dividends, and dividend policies	C-45	Lecture
Unit IV	Financial Statement Analysis- Ratio analysis (liquidity, solvency, profitability, efficiency)	C-46	Lecture
Unit IV	Common-size analysis and trend analysis	C-47	Lecture
Unit IV	DuPont analysis and decomposition of return on equity (ROE)	C-48	Lecture
Unit IV	Clarification Class	C-49	Clarification Class
Unit V	Consolidated Financial Statements- Accounting for business combinations	C-50-51	Lecture
Unit V	Consolidation procedures and elimination entries	C-52	Lecture
Unit V	Equity method vs. proportionate consolidation	C-53	Lecture
Unit V	Quiz	C-54	Quiz
Unit V	Statement of Cash Flows- Operating, investing, and financing activities	C-55	Lecture
Unit V	Class Assignment IV	C-56	Class Assignment
Unit V	Direct vs. indirect method of preparing the statement of cash flows	C-57	Lecture
Unit V	Cash flow ratios and analysis	C-58-59	Lecture
Unit V	Clarification Class	C-60	Clarification Class

BBAE24007 – International Finance

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to International Finance	C-1	Lecture
Unit-I	Overview of international finance	C-2	Lecture
Unit-I	Importance of international financial markets	C-3	Lecture
Unit-I	Key concepts and terminology,	C-4,5	Lecture
Unit-I	Foreign Exchange Markets - Structure and participants in foreign exchange markets	C-6,7	Lecture
Unit-I	Spot and forward exchange rates	C-8,9	Lecture
Unit-I	Currency quotations and cross rates	C-10,11	Lecture
Unit-I	Financial institutions (IMF, World Bank)	C-12-13	Lecture
Unit-I	Presentation I	C-14,15	Presentation
Unit-I	Class Assignment I	C-16	Class Assignment
Unit-I	Clarification Class	C-17	Clarification Class
Unit-II	Exchange Rate Determination - Purchasing Power Parity (PPP)	C-18	Lecture
Unit-II	Home Assignments		Home Assignments
Unit-II	Interest rate parity	C-19	Lecture
Unit-II	The role of expectations in exchange rate determination	C-20	Lecture
Unit-II	International Parity Conditions -Covered interest rate parity	C-21	Lecture
Unit-II	Uncovered interest rate parity, International Fisher Effect	C-22	Lecture
Unit-II	Quiz	C-23	Quiz
Unit-II	Clarification Class	C-24	Clarification Class
Unit-III	Balance of Payments - Components of the balance of payments	C-25,26	Lecture
Unit-III	Current account and capital account Implications for exchange rates and trade balances	C-27,28	Lecture
Unit-III	International Monetary System- Historical perspectives on the international monetary system	C-29	Lecture
Unit-III	Fixed vs. floating exchange rate regimes	C-30,31	Lecture
Unit-III	Role of international financial institutions	C-32,33	Lecture
Unit-III	IMF	C-34,35	Lecture
Unit-III	Class Assignment II	C-36	Class Assignment
Unit-III	Presentation II	C-37	Presentation
Unit-III	World Bank	C-38	Lecture
Unit-III	Clarification Class	C-39	Clarification Class
Unit-IV	International Investment- Foreign direct	C-40	Lecture

	investment (FDI) vs. portfolio investment		
Unit-IV	Factors influencing international investment decisions	C-41	Lecture
Unit-IV	Class Assignment III	C-42	Class Assignment
Unit-IV	Presentation III	C-43	Presentation
Unit-IV	Home Assignments		Home Assignments
Unit-IV	Factors influencing international investment decisions	C-44	Lecture
Unit-IV	Risks and returns of international investment	C-45	Lecture
Unit-IV	Multinational Corporations (MNCs)- Characteristics and motivations of MNCs	C-46	Lecture
Unit-IV	Characteristics and motivations of MNCs, Financial management of MNCs, Transfer pricing and taxation issues	C-47,48	Lecture
Unit-IV	Clarification Class	C-49	Clarification Class
Unit-V	Managing Currency Risk- Transaction exposure, Translation exposure	C50,51	Lecture
Unit-V	Translation exposure	C-52	Lecture
Unit-V	Economic exposure and hedging strategies	C-53	Lecture
Unit-V	Global Capital Markets- International bond markets	C-54	Lecture
Unit-V	Class Assignment IV	C-55	Class Assignment
Unit-V	Eurocurrency market Emerging market finance	C-56	Lecture
Unit-V	Sovereign Risk and Country Risk Analysis- Political risk assessment	C-57	Lecture
Unit-V	Credit risk analysis of sovereign debt, Role of credit rating agencies	C-58	Lecture
Unit-V	Quiz	C-59	Quiz
Unit-V	Clarification Class	C-60	Clarification Class

BBAE25005 – Negotiation and Collective Bargaining

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Negotiation	C-1,2	Lecture
Unit-I	Nature, Characteristics	C-3,4	Lecture
Unit-I	Strategy and Tactics of Distributive Bargaining	C-5,6	Lecture
Unit-I	Presentation I	C-7,8	Presentation
Unit-I	Strategy and Tactics of Integrative Negotiation	C-9,10	Lecture
Unit-I	Quiz	C-11	Quiz
Unit-I	Strategy and Planning for Negotiation	C-12,13	Lecture
Unit-I	Clarification Class	C-14	Clarification Class
Unit-II	Negotiation Sub processes	C-15,16	Lecture
Unit-II	Take Home Assignments		Home Assignments
Unit-II	Cognition and Emotion Communication	C-17,18	Lecture
Unit-II	What is communicated during negotiation and how people communicate in Negotiation	C-19,20	Lecture
Unit-II	Best Practices in Negotiation	C-21,22	Lecture
Unit-II	Fundamental Structure of negotiation	C-23,24	Lecture
	BATNA	C-25,26	
Unit-II	Class Assignment I	C-27	Class Assignment
Unit-II	Clarification Class	C-28	Clarification Class
Unit-III	Cultural aspects of International Business negotiation	C-29,30	Lecture
Unit-III	Quiz	C-31	Quiz
Unit-III	Hofstede's dimension of culture and their influence on International Business negotiation	C-32	Lecture
Unit-III	Class Assignment II	C-33	Class Assignment
Unit-III	Presentation II	C-34	Presentation
Unit-III	Cross culture Communicate on: Issues and Implications	C-35	Lecture
Unit-III	The role of time in Business negotiation	C-36	Lecture
Unit-III	The role of atmosphere in negotiations.	C-37	Lecture
Unit-III	Presentation III	C-38	Presentation
Unit-III	Cross culture Communicate on: Issues and Implications	C-39,40	Lecture
Unit-III	Class Assignment III	C-41	Class Assignment
Unit-III	Quiz	C-42	Quiz
Unit-III	Clarification Class	C-43	Clarification Class
Unit-III	Home Assignments		Home Assignments
Unit-IV	Ethics in negotiations	C-44	Lecture
Unit-IV	Communication in negotiations	C-45	Lecture
Unit-IV	Negotiation power and relationships in	C-46	Lecture

	negotiations		
Unit-IV	Best practices in negotiations	C-47	Lecture
Unit-IV	Business Etiquette –Assertive skills	C-48	Lecture
Unit-IV	Personality and negotiation skills	C-49	Lecture
Unit-IV	Clarification Class	C-50	Clarification Class
Unit-V	Collective bargaining	C-51	Lecture
Unit-V	Industrial Dispute, Employee Dissatisfaction	C-52	Lecture
Unit-V	Grievances – Grievance Redressal mechanism	C-53	Lecture
Unit-V	Class Assignment IV	C-54	Class Assignment
Unit-V	Importance & procedure of collective bargaining	C-55	Lecture
Unit-V	essentials of successful collective bargaining	C-56	Lecture
Unit-V	problems of collective bargaining in India	C-57	Lecture
Unit-V	types of bargaining	C-58	Lecture
Unit-V	recent trends in collective bargaining	C-59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

BBAE25006 - International HR Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to International Human Resource Management	C-1,2	Lecture
Unit-I	Definition and scope of International HRM	C-3,4	Lecture
Unit-I	Globalization	C-5,6	Lecture
	Impact of Globalization on HRM	C-7,8	
Unit-I	Cultural dimensions and their implications for HRM	C-9,10	Lecture
Unit-I	Group Discussion	C-11	Group Discussion
Unit-I	Seminar	C-12	Seminar
Unit-I	Clarification Class	C-13	Clarification Class
Unit-I	Class Assignment I	C-14	Class Assignment
Unit-I	Home Assignments		Home Assignments
Unit II	International Business Strategy and HRM	C-15,16	Lecture
Unit II	The role of HRM in international business strategy	C-17,18	Lecture
Unit II	Aligning HR practices with organizational goals	C-19,20	Lecture
	HRM challenges in multinational corporations	C-21,22	
Unit II	Quiz	C-23	Quiz
Unit II	Revision	C-24	Lecture
Unit II	Clarification Class	C-25	Clarification Class
Unit II	Class Assignment II	C-26	Class Assignment
Unit II	Presentation I	C-27	Presentation
Unit III	International Staffing and Talent Management Strategies	C-28,29,30	Lecture
Unit III	Approaches to international staffing	C-31,32	Lecture
Unit III	Expatriate management	C-33,34	Lecture
Unit III	Talent acquisition and retention in a global context	C-35,36	Lecture
Unit III	Succession planning and leadership development	C-37,38	Lecture
Unit III	Performance management in multinational teams	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 Assignments		Home Assignments
Unit IV	Emerging Trends in International HRM	C-44,45	Lecture
Unit IV	Cultural dimensions and their impact on management practices	C-46-47	Lecture
Unit IV	Remote work and virtual teams	C-48,49	Lecture
Unit IV	Presentation III	C-50	Lecture
Unit IV	Diversity, equity, and inclusion in global organizations	C-51,52	Lecture

Unit IV	HR technology and its impact on international HRM	C-53,54	Lecture
Unit IV	Class Assignment 4	C-55	Class Assignment
Unit IV	Quiz	C-56	Quiz
Unit IV	Clarification Class	C-57	Clarification Class
	Revision	C-58	Lecture
	Revision	C-59	Lecture
	Revision	C-60	Lecture

BBAE25007 – HR Analytics and Metrics

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	HR Analytics in Perspective- Role of analytics in HR value creation; Defining HR analytics;	C-1	Lecture
Unit-I	Understanding the organizational system and locating HR challenges within it.	C-2,3	Lecture
Unit-I	Defining HR analytics	C-4	Lecture
Unit-I	Presentation I	C-5	Presentation
Unit-I	Defining HR analytics	C-6,7	Lecture
Unit-I	Understanding the organizational system and locating HR challenges within it.	C-8,9	Lecture
Unit-I	Seminar	C-10	Seminar
Unit-I	Clarification Class	C-11	Clarification Class
Unit-II	HRA Frameworks	C-12	Lecture
Unit-II	Strategic HR metrics versus benchmarking	C-13	Lecture
Unit-II	HR scorecards	C-14	Lecture
Unit-II	workforce scorecards, and their differences	C-15,16	Lecture
Unit-II	Quiz	C-17	Quiz
Unit-II	Class Assignment I	C-18	Class Assignment
Unit-II	Take Home Assignment		Home Assignments
Unit-II	Overarching components of an effective analytics framework.	C-19,20	Lecture
Unit-II	Clarification Class	C-21	Clarification Class
Unit-III	Basics of HR Analytics- Evolution and analytical capabilities	C-22,23	Lecture
Unit-III	Analytic value chain and model	C-24,25	Lecture
Unit-III	Quiz	C-26	Quiz
Unit-III	Typical applications of HR analytics	C-27	Lecture
Unit-III	Predictive analytics steps: Determine KPIs	C-28,29	Lecture
Unit-III	analyze data, interpret results, and predict the future	C-30,31	Lecture
Unit-III	Presentation II	C-32	Presentation
Unit-III	Class Assignment II	C-33	Class Assignment
Unit-III	Clarification Class	C-34	Clarification Class
Unit-IV	Insight into Data-Driven HRA Data sources, questions faced, and data issues	C-35	Lecture
Unit-IV	Data sources, questions faced, and data issues	C-36,37	Lecture
Unit-IV	Connecting HR analytics to business benefits (case studies)	C-38	Lecture
Unit-IV	Techniques for establishing questions and	C-39,40	Lecture

	obtaining/cleaning data.		
Unit-IV	Presentation III	C-41	Presentation
Unit-IV	Class Assignment II	C-42	Class Assignment
Unit-IV	Clarification Class	C-43	Clarification Class
Unit-IV	Home Assignments		Home Assignments
Unit-V	HR Metrics- Defining metrics and understanding demographics	C-44,45	Lecture
Unit-V	Quiz	C-46	Quiz
Unit-V	Types of data and tying data sets together	C-47,48	Lecture
Unit-V	Challenges in obtaining data and ethical considerations	C-49	Lecture
Unit-V	Human capital analytics continuum	C-50,51	Lecture
Unit-V	Clarification Class	C-52	Clarification Class
Unit-VI	HR Scorecard- Assessing HR programs	C-53	Lecture
Unit-VI	Engagement, and turnover	C-54	Lecture
Unit-VI	Linking HR data to operational performance and stock performance	C-55-56	Lecture
Unit-VI	Guidelines for implementing an HR scorecard	C-57-58	Lecture
Unit-VI	Class Assignment IV	C-59	Group Discussion
Unit-VI	Clarification Class	C-60	Clarification Class

BBAE26005 – International Marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to International Marketing	C-1,2	Lecture
Unit-I	Understanding Global Marketing Environment	C-3,4	Lecture
Unit-I	Cultural, Social, and Economic Factors in International Marketing	C-5,6	Lecture
Unit-I	Market Entry Strategies: Exporting, Licensing, Joint Ventures, and Direct Investment	C-7	Lecture
Unit-I	Class Assignment I	C-8	Class Assignment
Unit-I	Global Marketing Research and Market Segmentation	C-9	Lecture
Unit-I	Presentation	C-10	Presentation
Unit-I	Assessing Global Market Opportunities	C-11,12	Lecture
Unit-I	Ethical and Legal Issues in International Marketing	C-13,14	Lecture
Unit-I	Clarification Class	C-15	Clarification Class
Unit-I	Class Assignment II	C-16	Class Assignment
Unit-I	Home Assignments		Home Assignments
Unit-II	Market Selection and Entry Strategies	C-17,18	Lecture
Unit-II	Market Entry Modes: Exporting, Contractual Agreements, and Foreign Direct Investment	C-19,20,21	Lecture
Unit-II	Evaluating Foreign Markets: Market Screening and Country Analysis	C-22,23	Lecture
Unit-II	Market Segmentation and Targeting in International Markets	C-24,25	Lecture
Unit-II	Product Adaptation and Standardization Strategies	C-26,27	Lecture
Unit-II	Pricing Strategies in International Marketing	C-28,29	Lecture
Unit-II	Distribution Channel Strategies for Global Markets	C-30,31	Lecture
Unit-II	Clarification Class	C-32	Clarification Class
Unit-II	Class Assignment III	C-33	Class Assignment
Unit-II	Presentation II	C-34	Presentation
Unit-III	International Marketing Mix	C-35	Lecture

Unit-III	Product and Brand Management in Global Markets	C-36	Lecture
Unit-III	Promotional Strategies in International Marketing	C-37	Lecture
Unit-III	Integrated Marketing Communication (IMC) in Global Campaigns	C-38,39	Lecture
Unit-III	Digital Marketing and E-commerce in International Context	C-39,40	Lecture
Unit-III	International Retailing and Global Distribution Strategies and Customer Relationship Management (CRM) in International Markets	C-41	Lecture
Unit-III	Clarification Class	C-42	Clarification Class
Unit-III	Class Assignment 4	C-43	Class Assignment
Unit-III	Presentation 3	C-44	Presentation
Unit-III	Home Assignments		Home Assignments
Unit-IV	Managing International Marketing Operations	C-45	Lecture
Unit-IV	Global Supply Chain Management	C-46,47	Lecture
Unit-IV	International Logistics and Transportation	C-48,40	Lecture
Unit-IV	Cross-Cultural Negotiation and Relationship Building	C-50,51	Lecture
Unit-IV	Managing Global Marketing Teams and Partnerships	C-52	Lecture
Unit-IV	Performance Measurement and Control in International Marketing	C-53-54	Lecture
Unit-IV	Activity	C-55	Activity
Unit-IV	Quiz	C-56	Quiz
Unit-IV	Crisis Management and Risk Mitigation in Global Markets	C-57,58	Lecture
Unit-IV	Revision	C-59	Lecture
Unit-IV	Clarification Class	C60	Clarification Class

BBAE26006 – International Finance and Currency Markets

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to International Finance	C-1,2	Lecture
Unit-I	Overview of International Finance	C-3,4	Lecture
Unit-I	Theories of Exchange Rate Determination	C-5,6	Lecture
Unit-I	Balance of Payments Analysis	C-7,8	Lecture
Unit-I	International Monetary System	C-9,10	Lecture
Unit-I	Foreign Exchange Markets: Structure and Functions	C-11,12	Lecture
Unit-I	Group Discussion	C- 13,14	Group Discussion
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	Exchange Rate Regimes and Policies	C-17,18	Lecture
Unit-II	Fixed vs. Floating Exchange Rate Systems	C-19,20	Lecture
Unit-II	Managed Floating and Pegged Exchange Rates	C-21,22	Lecture
Unit-II	Currency Boards and Dollarization	C-23,24	Lecture
Unit-II	Exchange Rate Policy Tools: Interest Rates, Money Supply, and Intervention	C-25,26	Lecture
Unit-II	Optimal Currency Areas and Currency Unions	C-27,28	Lecture
Unit-II	Clarification Class	C-29	Clarification Class
Unit-II	Class Assignment II	C-30	Class Assignment
Unit-II	Presentation I	C-31	Presentation
Unit-III	International Capital Flows and Financial Markets	C-32,33	Lecture
Unit-III	international Financial Institutions: IMF, World Bank, and Regional Development Banks	C-34,25	Lecture
Unit-III	Capital Mobility and Capital Flows	C-36,37	Lecture
Unit-III	Determinants of Foreign Direct Investment (FDI) and Portfolio Investment	C-38,39	Lecture

Unit-III	Financial Crises and Contagion	C-40,41	Lecture
Unit-III	Clarification Class	C-42	Clarification Class
Unit-III	Class Assignment III	C-43	Class Assignment
Unit-III	Presentation II	C-44	Presentation
Unit-III	Home Assignments		Home Assignments
Unit-IV	Currency Risk Management and Hedging Strategies	C-45,46	Lecture
Unit-IV	Currency Risk Exposure: Transaction, Translation, and Economic Exposure	C-47,48	Lecture
Unit-IV	Foreign Exchange Risk Measurement and Quantification	C-49,50	Lecture
Unit-IV	Presentation III	C-51,52	Presentation
Unit-IV	Currency Derivatives: Forward Contracts, Futures, Options, and Swaps	C-53,54	Lecture
Unit-IV	Hedging Techniques and Strategies	C-55,56	Lecture
Unit-IV	Class Assignment IV	C-57	Class Assignment
Unit-IV	Hedging Techniques and Strategies	C-58,59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

BBAE26007 – Cross-Cultural Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Cross-Cultural Management	C-1,2	Lecture
Unit-I	Understanding Culture and its Impact on Organizations	C-3	Lecture
Unit-I	Cultural Dimensions and Frameworks (e.g., Hofstede, Trompenaars, and Hall)	C-4,5	Lecture
Unit-I	Class Assignment I	C-6	Class Assignment
Unit-I	Cultural Intelligence (CQ) and its Importance in Global Business	C-7,8	Lecture
Unit-I	Challenges and Opportunities of Cross-Cultural Management	C-9,10	Lecture
Unit-I	Cultural Adaptation and Adjustment Strategies	C-11,12	Lecture
Unit-I	Presentation I	C-13	Presentation
Unit-I	Ethical and Social Responsibility	C-14	Lecture
Unit-I	Considerations in Cross-Cultural Contexts	C-15,16	Lecture
Unit-I	Clarification Class	C-17	Clarification Class
Unit-I	Class Assignment II	C-18	Class Assignment
Unit-I	Home Assignments		Home Assignments
Unit-II	Leadership and Communication Across Cultures Cross-Cultural Communication Competence High-Context vs. Low-Context Communication Cultures	C-19	Lecture
Unit-II	Language and Nonverbal Communication in Cross-Cultural Settings, Leading and Managing Diverse Teams, Conflict Resolution and Negotiation in Cross-Cultural Contexts	C-20	Lecture
Unit-II	Cultural Variations in Leadership Styles and Approaches	C-21,22	Lecture
Unit-II	Cross-Cultural Communication Competence	C-23	Lecture
Unit-II	High-Context vs. Low-Context Communication Cultures	C-24,25	Lecture
Unit-II	Language and Nonverbal Communication in Cross-Cultural Settings	C-26	Lecture
Unit-II	Quiz	C-27	Quiz
Unit-II	Leading and Managing Diverse Teams	C-28,29	Lecture
Unit-II	Conflict Resolution and Negotiation in Cross-Cultural Contexts	C-30,31	Lecture
Unit-II	Clarification Class	C-32	Clarification Class

Unit-II	Class Assignment III	C-33	Class Assignment
Unit-II	Presentation II	C-34	Presentation
Unit-III	Managing Diversity and Inclusion	C-35	Lecture
Unit-III	Diversity in Global Workforces	C-36,37	Lecture
Unit-III	Inclusive Leadership Practices	C-38,39	Lecture
Unit-III	Promoting Diversity and Inclusion in Organizations	C-40,41	Lecture
Unit-III	Clarification Class	C-42	Clarification Class
Unit-III	Class Assignment IV	C-43	Class Assignment
Unit-III	Presentation III	C-44	Presentation
Unit-III	Home Assignments		Home Assignments
Unit-IV	Global Talent Management and HR Practices	C-45,46	Lecture
Unit-IV	Recruitment and Selection Across Cultures	C-47,48	Lecture
Unit-IV	Training and Development for Cross-Cultural Competence	C-49,50	Lecture
Unit-IV	Performance Management in Global Contexts	C-51,52	Lecture
Unit-IV	Expatriate Management and Cross-Cultural Assignments	C-53,54	Lecture
Unit-IV	Quiz	C-55	Quiz
Unit-IV	Cross-Cultural Training and Development Programs	C-56,57	Lecture
Unit-IV	Succession Planning and Career Development in Multinational Organizations	C-58,59	Lecture
Unit-IV	Clarification Class	C60	Clarification Class

BBAE27005 – Affiliate marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Affiliate Marketing	C-1	Lecture
Unit-I	History of Affiliate Marketing,	C-2,3	Lecture
Unit-I	The basis of Affiliate Marketing	C-4,5	Lecture
Unit-I	How affiliate Marketing works,	C-6	Lecture
Unit-I	Affiliate Program payment methods	C-7,8	Lecture
Unit-I	Cookies and Affiliates	C-9	Lecture
Unit-I	Tiered Affiliate Marketing	C-10	Lecture
Unit-I	Cross selling and up selling	C-11,12	Lecture
Unit-I	Multi-tier marketing and commissions	C-13	Lecture
Unit-I	Presentation I	C-14	Presentation
Unit-I	List of affiliate marketing software	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	Affiliate Marketing Platforms	C-19	Lecture
Unit-II	Affiliate marketing with Commission Junction	C-20	Lecture
Unit-II	Affiliate Marketing with Link share	C-21	Lecture
Unit-II	Affiliate Marketing with One Network Direct	C-22	Lecture
Unit-II	Affiliate Marketing with Share a Sale, Affiliate Marketing with Pilums	C-23	Lecture
Unit-II	Affiliate Marketing with Amazon Associates	C-24	Lecture
Unit-II	Affiliate Marketing with Flex offers	C-25	Lecture
Unit-II	Affiliate Marketing with click bank	C-26,27	Lecture
Unit-II	Quiz	C-28	Quiz
Unit-II	Affiliate Marketing with Commission	C-29	Lecture
Unit-II	So up, Affiliate Marketing with Local affiliate Programs	C-30,31	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	Enrolling in an Affiliate Marketing Program	C-35	Lecture
Unit-III	Signing up as an Affiliate	C-36	Lecture
Unit-III	Logging in to your affiliate account	C-37	Lecture
Unit-III	Integrating Affiliate Links into your websites	C-38	Lecture
Unit-III	Monitoring affiliate performance and tracking sales	C-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	Tips and tricks to improve affiliate Marketing:	C-44	Lecture
Unit-IV	Affiliate Links and how to deal with them	C-45	Lecture
Unit-IV	Promoting your affiliate program, Overcoming the challenges of affiliate marketing	C-46	Lecture
Unit-IV	Performing market analysis and market research	C-47	Lecture
Unit-IV	Market strategies Establishment,	C-48	Lecture
Unit-IV	Affiliate Marketing and organic Search Optimization	C-49	Lecture
Unit-IV	Clarification Class	C-50	Clarification Class
Unit-V	Types of Affiliate Marketing, Search affiliates	C-51	Lecture
Unit-V	Class Assignment IV	C-52	Class Assignment
Unit-V	Price comparison service website	C-53	Lecture
Unit-V	Loyalty websites	C-54	Lecture
Unit-V	Cause related and coupon websites	C-55	Lecture
Unit-V	Content and niche market website	C-56	Lecture
Unit-V	Personal weblogs and website syndicates	C-57	Lecture
Unit-V	Email marketing and shopping directories	C-58	Lecture
Unit-V	Registration or co-registration affiliates, File sharing affiliates	C-59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

BBAE27006 – Digital Media Analytics

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Digital Marketing	C-1,2	Lecture
Unit-I	Evolution of Digital Marketing	C-3,4	Lecture
Unit-I	Importance and Scope	C-5,6	Lecture
Unit-I	The Digital Consumer & Communities Online	C-7,8	Lecture
Unit-I	Digital Marketing Landscape	C-9,10	Lecture
Unit-I	Quiz	C-11	Quiz
Unit-I	Clarification Class	C-12	Clarification Class
Unit-I	Class Assignment I	C-13	Class Assignment
Unit-I	Home Assignments		Home Assignments
Unit-II	Social Media Marketing	C-14	Lecture
Unit-II	Adwords	C-15	Lecture
Unit-II	ORM	C-16,17	
Unit-II	Search Engine Marketing	C-18,19	
Unit-II	Pay-Per-Click (PPC)	C-20,21	Lecture
Unit-II	Online Advertising	C-22,23	
Unit-II	Social Media Strategy	C-20,21	Lecture
Unit-II	Customer Engagement	C-24,25	
Unit-II	Activity	C-26	Activity
Unit-II	Seminar	C-27	Seminar
Unit-II	Quiz	C-28	Quiz
Unit-II	Webinar	C-29	Webinar
Unit-II	Clarification Class II	C-30	Clarification Class
Unit-II	Class Assignment	C-31	Class Assignment
Unit-II	Presentation I	C-32	Presentation
Unit-III	Affiliate Marketing	C-33,34	Lecture
Unit-III	Strategic Partnerships	C-35,36	Lecture
Unit-III	Affiliate Marketing Networks	C-37,38	Lecture
Unit-III	Email Marketing and Content Strategies	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 Assignments		Home Assignments
Unit-IV	CRM & CX in Digital Marketing	C-44,45	Lecture
Unit-IV	Data and Analytics	C-46,47	Lecture
Unit-IV	Social Listening and Web Analytics	C-48,49	Lecture
Unit-IV	Clarification Class	C-50	Clarification Class
Unit-V	Social Media Analytics	C-51,52	Lecture

Unit-V	Presentation III	C-53	Presentation
Unit-V	Mobile Marketing,	C-54,55	Lecture
Unit-V	Class Assignment IV	C-56	Class Assignment
Unit-V	Integrating Digital and Social Media Strategies	C-57,58	Lecture
Unit-V	Quiz	C-59	Quiz
Unit-V	Clarification Class	C-60	Clarification Class

BBAE27007 – Social Media Marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Social Media Marketing	C-1	Lecture
Unit-I	Overview of social media marketing	C-2	Lecture
Unit-I	Importance and benefits	C-3	Lecture
Unit-I	Social media platforms and their demographics	C-4	Lecture
Unit-I	Building and Managing Social Media Profiles	C-5	Lecture
Unit-I	Creating optimized social media profiles	C-6	Lecture
Unit-I	Profile management tools and techniques	C-7	Lecture
Unit-I	Establishing brand voice and identity	C-8	Lecture
Unit-I	Clarification Class	C-9	Clarification Class
Unit-II	Content Creation and Curation	C-10	Lecture
Unit-II	Creating engaging content for social media Content curation best practices,	C-11	Lecture
Unit-II	Presentation I	C-12	Presentation
Unit-II	Social media Content curation best practices, Visual content creation tools and resources	C-13	Lecture
Unit-II	Social Media Advertising- Introduction to social media advertising	C-14	Lecture
Unit-II	Targeting options and ad formats, Creating effective ad campaigns	C-15,16	Lecture
Unit-II	Class Assignment I	C-17	Class Assignment
Unit-II	Clarification Class	C-18	Clarification Class
Unit-II	Home Assignment I		Home Assignments
Unit-III	Audience Engagement and Community Building	C-19,20	Lecture
Unit-III	Strategies for audience engagement	C-21	Lecture
Unit-III	Quiz	C-22	Quiz
Unit-III	Building and nurturing communities	C-23	Lecture
Unit-III	Handling customer inquiries and feedback	C-24,25	Lecture
Unit-III	Social Media Analytics and Measurement	C-26,27	Lecture
Unit-III	Key metrics and KPIs	C-28	Lecture
Unit-III	Analyzing social media data,	C-29,30	Lecture
Unit-III	Optimization strategies based on insights.	C-31	Lecture
Unit-III	Clarification Class	C-32	Clarification Class
Unit-III	Class Assignment II	C-33	Class Assignment
Unit-III	Presentation II	C-34	Presentation
Unit-IV	Influencer Marketing and Partnerships	C-35,37	Lecture
Unit-IV	Understanding influencer marketing,	C-38,39	Lecture

Unit-IV	Finding and collaborating with influencers	C-40,41	Lecture
Unit-IV	Class Assignment III	C-42	Class Assignment
Unit-IV	Presentation III	C-43	Presentation
Unit-IV	Home Assignments		Home Assignments
Unit-IV	Negotiating partnerships and sponsorships	C-44,46	Lecture
Unit-IV	Clarification Class	C-47	Clarification Class
Unit-V	Industry Trends and Future Outlook	C-48,49	Lecture
Unit-V	Emerging trends in social media marketing	C-50,51	Lecture
Unit-V	Case studies and success stories	C-52,54,53	Lecture
Unit-V	Class Assignment 4	C-55	Class Assignment
Unit-V	Strategies for staying updated and adapting to changes	C-56,57,58	Lecture
Unit-V	Quiz	C-59	Quiz
Unit-V	Clarification Class	C-60	Clarification Class

GEC066003- Intellectual Property Rights - GE-7 Group A

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Intellectual Property (IP) and Role of IP in Economic and Cultural Development	C-1	Lecture
Unit-I	IP Governance and Global Indicators	C-2	Lecture
Unit-I	Origin and History of IP in India	C-3	Lecture
Unit-I	Major Amendments in IP Laws in India	C-4	Lecture
Unit-I	Home Assignment		Home Assignment
Unit-I	Indian Web Portals for Patents and Technologies	C-5	Lecture
Unit-I	World Intellectual Property Organization (WIPO) and Key Treaties	C-6	Lecture
Unit-I	Classroom Assignment I	C-7	Classroom Assignment
Unit-I	Case study analysis of a significant IP law amendment in India	C-8	Activity
Unit-I	Presentation I	C-9	Presentation
Unit-I	Different aspects of WIPO and its key treaties. World Intellectual Property Organization (WIPO) and Key Treaties	C-10	Lecture
Unit-I	Clarification Class	C-11	Clarification Class
Unit-II	Conditions for Patent Protection	C-12	Lecture
Unit-II	Class Assignment II	C-13	Class Assignment
Unit-II	Rights and Enforcement of Patents, Patentable and Non-patentable Inventions, Patent Infringements and Process	C-14	Lecture
Unit-II	Quiz	C-15	Quiz
Unit-II	Commercialization and Need for a Patent Attorney	C-16	Lecture
Unit-II	Patent Forms, Fee Structure, and Types of Applications	C-17	Lecture
Unit-II	Draft a patent claim for a hypothetical invention.	C-18	Lecture
Unit-II	Fair Use Doctrine and Internet Copyright Issues	C-19	Lecture
Unit-II	Mock patent application filing.	C-20	Activity
Unit-II	Copyrights: Classes, Criteria, Ownership, and Infringements	C-21	Lecture
Unit-II	Quiz	C-22	Activity
Unit-II	Clarification Class	C-23	Clarification Class
Unit-II	Webinar	C-24	Webinar
Unit-II	Activity	C-25	Activity
Unit-III	Trademark Eligibility, Application, and Registration Process	C-26	Lecture
Unit-III	Industrial Designs: Eligibility, Acts, Registration, and	C-27	Lecture

	Duration		
Unit-III	Geographical Indications: Acts, Ownership	C-28	Lecture
Unit-III	Role-playing exercise for filing a trademark application.	C-29	Activity
Unit-III	Case study analysis of a geographical indication registration.	C-30	Activity
Unit-III	Presentation II	C-31	Presentation
Unit-III	Q&A on trademarks and industrial designs, different aspects of trademark law.	C-32	Quiz
Unit-III	Create a hypothetical trademark and go through the application process.	C-33	Classroom Assignment
Unit-III	Geographical Indications: Rights, and Registration	C-34	Lecture
Unit-III	Clarification Class	C-35	Clarification Class
Unit-III	Activity	C-36	Activity
Unit-IV	Mock session on trademark dispute resolution. (Role Play)	C-37	Activity
Unit-IV	Industrial Visit	C-38,39	Industrial Visit
Unit-IV	Webinar	C-40	Webinar
Unit-IV	Criteria, Protection, and Enforcement of Trade Secrets	C-41	Lecture
Unit-IV	Traditional Knowledge Significance and Protection	C-42	Lecture
Unit-IV	Semiconductor Integrated Circuits Layout Design: Registration and Infringements	C-43,44	Lecture
Unit-IV	Protection of Plant Varieties and Breeders Rights: Need, Registration, and Duration	C-45,46	Lecture
Unit-IV	National Biodiversity Authority and Biological Diversity Act	C-47	Lecture
Unit-IV	Case study on the protection of traditional knowledge.	C-48	Activity
Unit-IV	Quiz	C-49	Quiz
Unit-IV	Group discussion on the enforcement of trade secrets.	C-50,51	Group Discussion
Unit-IV	Activity	C-52	Activity
Unit-IV	Write a report on the significance of the Biological Diversity Act.	C-53	Classroom Assignment
Unit-IV	Presentation III	C-54	Presentation
Unit-IV	Group Discussion	C-55	Group Discussion
Unit-IV	Activity	C-56	Activity
Unit-IV	Revision	C-57,58	Lecture
Unit-IV	Quiz	C-59	Quiz
Unit-IV	Clarification Class	C-60	Clarification Class

GEC066005- Research Problem, Interpretation and Report Writing – (From the pool of GE-8 Group A)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Syllabus, Pedagogy & Defining the Research Problem-Introduction to Research Problems	C-1	Lecture
Unit-I	Research Problem	C-2	Lecture
Unit-I	Characteristics of a Good Research Problem	C-3	Lecture
Unit-I	Selecting a Research Problem, Importance of Defining the Research Problem	C-4	Lecture
Unit-I	Techniques for Defining a Research Problem	C-5	Lecture
Unit-I	Framing a Hypothesis: Basics	C-6	Lecture
Unit-I	Examples and Practice of Framing Hypotheses	C-7,8	Lecture
Unit-I	Webinar	C-9	Webinar
Unit-I	Class Assignment I	C-10	Classroom Assignment
Unit-I	Clarification Class	C-11	Clarification Class
Unit-I	Presentation I	C-12	Presentation (PPT)
Unit-II	Testing of Hypotheses- Introduction to Hypotheses, what is a Hypothesis?	C-13	Lecture
Unit-II	Quiz	C-14	Quiz
Unit-II	Activity	C-15	Activity
Unit-II	Basic Concepts in Hypothesis Testing	C-16	Lecture
Unit-II	Hypothesis Testing Procedure: Overview	C-17	Lecture
Unit-II	Take Home Assignment		Home Assignment
Unit-II	Detailed Steps in Hypothesis Testing	C-18	Lecture
Unit-II	Flow Diagram for Hypothesis Testing	C-19	Lecture
Unit-II	Measuring the Power of a Hypothesis Test	C-20	Lecture
Unit-II	Important Parametric Tests	C-21	Lecture
Unit-II	Limitations of Hypothesis Tests	C-22	Lecture
Unit-II	Introduction to Quantitative Methods	C-23	Lecture
Unit-II	Class Assignment II	C-24	Classroom Assignments
Unit-II	Clarification Class	C-25	Clarification Class
Unit-II	Presentation II	C-26	Presentation (PPT)
Unit-III	Interpretation- Introduction to Interpretation	C-27	Lecture
Unit-III	Meaning of Interpretation	C-28	Lecture
Unit-III	Techniques for Effective Interpretation	C-29,30	Lecture
Unit-III	Activity	C-31	Activity
Unit-III	Precautions in Interpretation	C-32	Lecture

Unit-III	Examples of Good Interpretation Practices	C-33	Webinar
Unit-III	Webinar	C-34	Lecture
Unit-III	Class Assignment III	C-35	Classroom Assignments
Unit-III	Presentation III	C-36	Presentation
Unit-III	Clarification Class	C-37	Clarification Class
Unit-IV	Report Writing- Introduction to Report Writing	C-38	Lecture
Unit-IV	Significance of Report Writing	C-39	Lecture
Unit-IV	Steps in Writing a Research Report	C-40	Lecture
Unit-IV	Layout of the Research Report	C-41	Lecture
Unit-IV	Types of Reports	C-42	Lecture
Unit-IV	Oral Presentation Techniques	C-43	Lecture
Unit-IV	Mechanics of Writing a Research Report	C-44	Lecture
Unit-IV	Precautions for Writing Research Reports	C-45	Lecture
Unit-IV	Group Discussion	C-46	Group Discussion
Unit-IV	Class Assignment IV	C-47	Classroom Assignments
Unit-IV	Clarification Class	C-48	Clarification Class
Unit-V	Computer Applications-Introduction to Computer Applications in Research	C-49	Lecture
Unit-V	Role of Computers for Researchers	C-50	Lecture
Unit-V	Digital Materials for Research	C-51	Lecture
Unit-V	Data Collection from the Internet	C-52	Lecture
Unit-V	Understanding Public Domain and Use of Internet Materials	C-53	Lecture
Unit-V	Clarification Class	C-54	Clarification Class
Unit-V	Take Home Assignment		Home Assignments
Unit-V	Revision	C-55	Lecture
Unit-VI	Style Sheet-Style of the Text in Research Writing	C-56	Lecture
Unit-VI	Correct Use of Words, Spellings, and Usages	C-57	Lecture
Unit-VI	Punctuation Rules and Usage	C-58	Lecture
Unit-VI	Final Overview: Using Style Sheets in Research Writing	C-59	Lecture
Unit-VI	Clarification Class	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.

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