



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND
STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

CURRICULUM

AND

SCHEME OF EXAMINATION

**(BACHELOR OF BUSINESS ADMINISTRATION-DIGITAL
MARKETING)**

(ONLINE DEGREE PROGRAMME)

BATCH: 2023-26 ONWARDS

PREAMBLE

The Centre for Distance and Online Education has adopted the curriculum that has relevance to the local, national, regional and global developmental needs with well-defined Program Educational Objectives (PEOs), Program Objectives (POs) and Program Specific Objectives (PSOs) at the program level and Course Outcomes (COs) at individual course level.

The unique and vibrant curriculum of undergraduate and postgraduate programs offered by the Centre for Distance and Online Education is committed to a liberal education philosophy and promotes quality teaching as well as research on the contemporary demand. The vision of the department is to attain the standard of excellence by imparting knowledge in areas of fundamental importance and pushing frontiers of research to address emerging global challenges through holistic development of students into ethical and socially responsible competent economists. The mission of the department is to offer curriculum which prepares students for acquiring theoretical knowledge and applied skills to deal with the economic enquiries; engage students in research on economic and public-policy issues for attaining development in a sustainable manner and to impart holistic education by producing socially responsible and internationally competitive economists.

The Business Administration & Management PEOs and POs aim to create globally competent economists by extending frontiers to meet the current and future needs, introduce research for addressing the economic challenges to build up a sustainably developed world. It will help inculcate national ethos and values to the ignited minds for serving community on economic or policy issues. The curriculum will enable students to apply analytical framework for economic enquiry and decision-making by appropriate consideration of social and environmental welfare at local, regional, national and global level. The curriculum is regularly reviewed for any revisions or new courses which will help address the need of the academics, industry and society. Regular feedback on the curriculum is taken from all stakeholders' i.e. students, parents, faculties and industry experts. The curriculum is benchmarked with reputed national and international institutions/Universities.

The robust curriculum aims to narrow down the gap between academics and industry to increase employment opportunities and at the same time aims at pushing frontiers of research to meet the local, regional, national and global demand for new forms of knowledge. The students of BBA-DM course are given immense opportunity to grow horizontally in the upcoming contemporary field.

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

(Deemed to be University under section 3 of the UGC Act1956)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

VISION

Through online education, Manav Rachna stands tall to bring the most efficacious environment for providing higher quality academic and research oriented education to the aspirants. Manav Rachna Online Education facilitate the goal of increasing access to enduring learning prospects to students and providing opportunities to make efficient use of scarce resources in light of the new economic realities of higher education.

MISSION

To provide an exclusive learning environment to students with flexible and meticulous online learning opportunities that will guide students to acquire the knowledge and skills as per the requirements of society at large. The aim of Manav Rachna Online Education is:

- To develop emerging skills through online learning methodologies to pursue their Academic and Professional goals.
- To impart profound knowledge and understanding of conceptual aspects of multidisciplinary learning.

ABOUT THE DEPARTMENT:

The ultimate touchstone of quality education is the quality culture permeating in any education Institution. In today's world of digitization, technical education stands at the crossroads of keeping pace with the emerging needs of humankind along with fast changing trends in governance and scientific development. The global transformation, trend of learning by doing, relevance to people and nation development – Manav Rachna International Institute of Research and Studies is the right place to gear up with a world class competitive edge. We are trusted to nurture juvenile minds and prepare them to deal with challenges of their future endeavors. Continuing the Legacy of our Founder Dr. O.P Bhalla, Manav Rachna has launched "Manav Rachna Centre for Distance and Online Education" to provide quality programmes to those students who are not able to draw benefits from conventional systems of Education. Seven programmes in different streams namely Computer Applications, Management, Commerce, Business Administration and Economics will be offered by University in online mode with specialization in different domains.

In Today's opportunistic world specialized education is essential for successful professional life. Manav Rachna Centre for Distance and Online Education has collaboration with prominent industry partners to provide global career opportunities to the students and prepare the students to acquire the increased technology intensive needs of today. In addition, Manav Rachna Centre for Distance and Online Education provides a multidisciplinary approach for the students to shape their career inside and outside their domain of education and to meet the evolving needs of the society. The commitment of multidisciplinary education is to broaden the participation of students in higher education and leads to a more diverse community. In a multidisciplinary approach, students are inspired to select diverged courses from different disciplines to expand their knowledge, discover themselves through creative thinking and learn the skills of collaboration. The online programmes will help the students to achieve an academic degree along with flexibility and relaxation. These online programs hold equal academic value to as on-campus degree and help students in developing themselves into an industry ready as equivalent to a conventional degree. Students can perfectly reshape their career and future through impeccably designed online programmes. The renowned faculty, cutting –edge advanced curriculum, technology driven and a remarkable content delivery will be helpful in the successfully implementation of online programs.

Programme Educational Objectives – BBA (Digital Marketing)

The graduates of BBA (Digital Marketing) are expected to attain the following Programme Educational Objectives:

- PEO 1:** The graduates will pursue higher education in management and other related fields of Digital Marketing.
- PEO 2:** The graduates will have successful professional careers in industry, government, academia and their other chosen professions. Some will become entrepreneurs.
- PEO 3:** The graduates will be active members ready to serve the society locally and internationally.
- PEO 4:** Over a period, the graduates will acquire positions of leadership in reputed organisations.

Programme Outcomes and Programme Specific Outcomes - BBA(Digital Marketing)

Programme Outcomes

After completing BBA Digital Marketing, the students will be able to achieve the following Programme Outcomes (POs).

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO 2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.

PO 3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.

PO 5: Ethics: Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Programme Specific Outcomes (PSOs)

PSO 1: Gain knowledge about the business practices in the country and become ready to take up the entry level management positions.

PSO 2: Analyze business situations and recommend managerial responses.

PSO3: Develop effective oral and written communication and produce professional quality presentations.

MAPPING OF PEOs WITH POs and PSOs

| Programme Outcome(PO)/ Programme Specific Outcome (PSO) | | PEOs that are attained through concerned PO |
|--|---|--|
| PO1 | Critical Thinking: Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives. | 2,4 |
| PO2 | Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology. | 1,3 |
| PO3 | Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings. | 1,3 |
| PO4 | Effective Citizenship: Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering. | 3,4 |
| PO5 | Ethics: Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them. | 2, 4 |
| PO6 | Environment and Sustainability: Understand the issues of environmental contexts and sustainable development. | 4 |
| PO7 | Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes. | 3,5 |
| PSO1 | Gain knowledge about global business practices and be ready for successful careers in management in global economy. | 1,3 |
| PSO2 | Get exposure to different cultures which will help students understand the global context for business operations. | 1 |

| | | |
|-------------|---|-------------|
| PSO3 | Develop understanding of the social responsibility and business ethics necessarily needed to succeed in international business. | 2, 4 |
|-------------|---|-------------|

Semester and Choice Based Credit System

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated.

a) Course credits assignment

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial, and laboratory practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfilment of award of degree.

b) Earning of credits

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however, it shall be mandatory to pass as a partial fulfilment of award of degree.

For Award of Degree of BBA (Digital Marketing), he/she has to earn minimum 140 credits during the three-year duration of the programme in 6 semesters.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket". **The total 107 credits required to be earned under "Compulsory Courses & Foundation Basket" and remaining credits under "Elective Courses Basket, MOOC' Open Electives, Coursera etc.**

All courses under "Compulsory Courses Basket", are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire programme duration. However, for registration of courses [including courses under "Compulsory Courses Basket", "Elective Courses Basket" and Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, **the maximum limit in a semester shall be 32 credits.**

STUDY SCHEME OF BBA (DIGITAL MARKETING) (BATCH 2023 onwards)

| SEMESTER- I | | | | | | | |
|--------------------|--------------------|--------------------------------------|-----------------------------|---------------------------|--------------|-------------------------|----------------|
| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
| | | | Internals Assessment | End Term Externals | Total | | |
| Foundation | OBBA-DS-101 | Business Mathematics | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-102 | Business Organization and Management | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-109 | Business Computing (Theory) | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-159 | Business Computing (Practical) | 30 | 70 | 100 | 2 hrs | 1 |
| Core | OBBA-DS-104 | Business Communication | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-107 | Marketing Management | 30 | 70 | 100 | 3 hrs | 4 |
| | OBBA-DS-112 | Accounting for Managers | 30 | 70 | 100 | 3 hrs | 3 |
| Total | | | | | | | 20 |

| SEMESTER- II | | | | | | | |
|--------------------------|--------------------|---|-----------------------------|---------------------------|--------------|-------------------------|----------------|
| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
| | | | Internals Assessment | End Term Externals | Total | | |
| Foundation | OBBA-DS-201 | Business Statistics | 30 | 70 | 100 | 3 hrs | 3 |
| | OCH-202B | Environmental Studies | 30 | 70 | 100 | 3hrs | 4 |
| | OBBA-DS-209 | Internet and Web Technologies (Theory) | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-259 | Internet and Web Technologies (Practical) | 30 | 70 | 100 | 2 hrs | 1 |
| Core | OBBA-DS-205 | Human Resource Management | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-207 | Sales and Distribution Management | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-208 | Digital Marketing and Design Thinking | 30 | 70 | 100 | 3 hrs | 3 |
| TOTAL | | | | | | | 20 |
| ELECTIVE COURSES | | | | | | | |
| Domain Specific Elective | OBBA-DS-507 | Media Photography | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-517 | Business Analytics | 30 | 70 | 100 | 3 hrs | 3 |

| SEMESTER- III | | | | | | | |
|--|-------------|--|----------------------|--------------------|-------|------------------|-----------|
| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
| | | | Internals Assessment | End Term Externals | Total | | |
| Foundation | OBBA-DS-301 | Organization Behaviour and development | 30 | 70 | 100 | 3 hrs | 3 |
| Core | OBBA-DS-302 | Advanced Excel | 30 | 70 | 100 | 3 hrs | 2 |
| | OBBA-DS-305 | Cost and Management Accounting | 30 | 70 | 100 | 3 hrs | 4 |
| | OBBA-DS-307 | Business Economics | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-308 | Training Project-I | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-309 | Web Design and Search Engine Optimization | 30 | 70 | 100 | 3 hrs | 3 |
| Total | | | | | | | 18 |
| Elective Courses | | | | | | | |
| | OBBA-DS-404 | Indian Financial System | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-311 | Principles of Banking | 30 | 70 | 100 | 3 Hrs | |
| | OBBA-DS-312 | Entrepreneurship Development and Practices | 30 | 70 | 100 | 3 Hrs | |
| Open Elective Courses | | | | | | | |
| <p>Beside the mentioned Domain Specific Elective Courses, other University core, University Elective, Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The Learner shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.</p> | | | | | | | |

| SEMESTER- IV | | | | | | | |
|------------------|-------------|---------------------------------------|----------------------|--------------------|-------|------------------|---------|
| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
| | | | Internals Assessment | End Term Externals | Total | | |
| Core | OBBA-DS-401 | Business Research Methods | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-402 | Financial Management | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-503 | Customer Relationship Management | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-407 | Business and Digital Media Laws | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-408 | Digital Advertising and Web Analytics | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-409 | Online and Social Media Marketing | 30 | 70 | 100 | 3 hrs | 3 |
| Total | | | | | | | 18 |
| Elective Courses | | | | | | | |
| | OBBA-DS-411 | Service Marketing | 30 | 70 | 100 | 3hrs | 3 |
| | OBBA-DS-410 | Business Content Writing | 30 | 70 | 100 | 3 hrs | |

SEMESTER- V

| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
|-------------------------|-------------|---------------------------------------|----------------------|--------------------|-------|------------------|-----------|
| | | | Internals Assessment | End Term Externals | Total | | |
| Core | OBBA-DS-501 | Consumer Behavior | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-504 | Brand Management in Digital Marketing | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-505 | Global Business Environment | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-506 | Training Project-II | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-508 | Mobile App Designing and E-Commerce | 30 | 70 | 100 | 3hrs | 3 |
| Total | | | | | | | 15 |
| Elective Courses | | | | | | | |
| Electives | OBBA-DS-509 | Business Negotiation Skills | 30 | 70 | 3 hrs | 3 | |
| | OBBA-DS-510 | Money and Banking | 30 | 70 | | | |

Beside the mentioned Domain Specific Elective Courses, other University core, University Elective, Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The Learner shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

SEMESTER- VI

| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
|--------------|-------------|----------------------------------|----------------------|--------------------|-------|------------------|-----------|
| | | | Internals Assessment | End Term Externals | Total | | |
| Core | OBBA-DS-601 | Corporate Governance and Ethics | 30 | 70 | 100 | 3 hrs | 3 |
| | OBBA-DS-603 | Management Information System | 30 | 70 | 100 | 3 Hrs | 3 |
| | OBBA-DS-604 | Family Business Management | 30 | 70 | 100 | 3 hrs | 4 |
| | OBBA-DS-605 | Integrating Marketing Strategies | 30 | 70 | 100 | 3 Hrs | 3 |
| | OBBA-DS-606 | Practical Aspects of Taxation | 30 | 70 | 100 | 3 Hrs | 3 |
| Total | | | | | | | 16 |

*To get BBA Digital Marketing Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 107 credits in the Foundation and Core courses. Remaining credits are to be earned by Generic and Interdisciplinary Electives/Open University Electives/MOOC's /Coursera Courses.

** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.

CURRICULUM & COURSE CONTENT

BACHELOR OF BUSINESS ADMINISTRATION

DIGITAL MARKETING

BATCH 2023-26

SEMESTER I

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-101: BUSINESS MATHEMATICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

- Course Outcomes:** By the end of the course, a student will be able to:
- OBBA-DS-101.2:** Apply the basic mathematical tools and concepts of proportion and variation.
- OBBA-DS-101.2:** Acquire practical knowledge of calculations of EMIs of different types of loans.
- OBBA-DS-101.3:** Use the transportation and assignment models in minimizing costs of distribution and effective utilization of resources.
- OBBA-DS-101.4:** Evaluate problem-solving strategies and use various mathematical tools in business scenarios for developing scientific solutions.

PART – A

Unit 1: Principle of Counting

- 1.1 Concept of Factorial
- 1.2 Principle of Counting
- 1.3 Arithmetic Progression
- 1.4 Geometric Progression

Unit 2: Mathematics for Finance

- 2.1 Interest Calculation: Simple and Compound Interest
- 2.2 Loan Calculation: Different types of Bank Loans
- 2.3 Annuity: Present and Future Value

Unit 3: Ratio and proportion

- 1.1 Definition of Ratio
- 1.2 Continued and Inverse Ratio
- 1.3 Continued, Direct and Inverse Proportion
- 1.4 Inverse and Joint Variation

PART – B

Unit 4: Linear programming problem

- 4.1 Linear programming problem; objective and assumptions of L.P.P.
- 4.2 Formulation of a L.P.P.
- 4.3 Graphical solution of L.P.P.

Unit 5: Transportation problem

- 5.1 Mathematical model of Transportation problem
- 5.2 Methods of finding initial solutions; North-West corner method, Least cost entry method and Vogel's approximation method.

Unit 6: Assignment problem

- 6.1 Mathematical statement of Assignment problem
- 6.2 Solution of Assignment problem; Hungarian method
- 6.3 Maximization case in Assignment problem

Recommended Readings:

- 1. Anthony, M. and N. Biggs. Mathematics for Economics and Finance. Cambridge University Press New Delhi.
- 2. Vohra N. D., Quantitative Management, Tata McGraw Hill.
- 3. Sharma J. K., Operations Research Theory & Applications, Macmillan India Ltd.
Only latest available books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

- i. Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

- ii. For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:
Objective Type Questions: 30%
Short/Long Questions: 70%

Course Articulation Matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|---------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-101.1 | 1 | | 2 | | | 3 | 3 | 1 | | 2 |
| OBBA-DS-101.2 | 1 | 1 | | 3 | 2 | | | 2 | 3 | 1 |
| OBBA-DS-101.3 | | | | | | 2 | | 1 | 3 | |
| OBBA-DS-101.4 | 1 | | 2 | 3 | 1 | | 3 | | 1 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

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OBBA-DS-102: BUSINESS ORGANIZATION AND MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student should be able to:

- OBBA-DS-102.1** Understand the evolution of the business organization and management thoughts;
- OBBA-DS-102.2** Identify the interconnections between various developments in these areas;
- OBBA-DS-102.3** Evaluate the significance of contemporary issues in business and management;
- OBBA-DS-102.4** Discuss the multidisciplinary nature of business and management studies.

PART - A

Unit 1

- 1.1 Concept, Nature and Scope of business
- 1.2 Definition, characteristics and objectives of business organization
- 1.3 Business and Environment interface
- 1.4 Business Objectives
- 1.5 Social Responsibility of Business

Unit 2

- 2.1 Concept and Nature of Entrepreneurship
- 2.2 Forms of Business Organizations: Sole Proprietorship, Partnership Joint Stock Companies
- 2.3 Co-operatives organizations
- 2.4 Choice of form of organization

Unit 3

- 3.1 Meaning of Business combinations
- 3.2 Chambers of commerce and Industry in India
- 3.3 Types and forms of Mergers
- 3.4 SEBI

PART - B

Unit 4

- 4.1 Concept, Nature and Significance of Management
- 4.2 Functions and Role
- 4.3 Management Vs Administration

Unit 5

- 1.1 Concept of MBO
- 1.2 Decision Making Process and its techniques
- 1.3 Concept, nature, process and significance of Organizing
- 1.4 Principles of an Organization
- 1.5 Span of Control

Unit 6

- 6.1 Concept, Nature and Importance of Staffing
- 6.2 Nature and Importance of Motivation
- 6.3 Nature and Scope of Control
- 6.4 Types of Control
- 6.5 Control Process and its techniques

Recommended Books:

1. Thelma. J.Tallo, Business Organisation and Management, Tata Mcgraw- Hill Publishing Company Limited
2. Basu, C. R., Business Organization and Management, McGraw Hill Education
3. Gupta, C.B., Modern Business Organization and Management, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., Business Organisation And Management, Dhanpat Rai & Sons

Only latest available books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

| | |
|--|-----|
| Minimum: 70 percent. Categorization for the same is: | |
| Objective Type Questions: | 30% |

Short/Long Questions:

70%

Course Articulation Matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-102.1 | 1 | 1 | | | | | 3 | | 2 | |
| OBBA-DS-102.2 | 1 | | | | | | | | 3 | 2 |
| OBBA-DS-102.3 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | 3 | |
| OBBA-DS-102.4 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

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OBBA-DS-109: BUSINESS COMPUTING (THEORY)

| | | | |
|--------------------------|--------|---------------------------------|-----|
| Periods/week | Credit | Max. Marks: | 100 |
| L: 3 | 3 | Internal/Continuous Assessment: | 30 |
| Duration of Examination: | 3 Hrs | End Semester: | 70 |

Course Outcomes: By the end of this course, a student will be able to:

- OBBA-DS-109.1:** Demonstrate technical skills and knowledge of the subject.
- OBBA-DS-109.2:** Apply basic tools of computer including data analysis and interpretation.
- OBBA-DS-109.3:** Use the concept of networking as per business requirements.
- OBBA-DS-109.4:** Evaluate the several applications of computers in business fields and suggest the appropriate ones.

PART - A

Unit 1: Introduction

- 1.1 Digital and analog computers
- 1.2 Characteristics of Computer: speed, storage, Accuracy
- 1.3 Generations of computers
- 1.4 Categories of computer: Micro Computers, Mini Computers, Main Frames, Super Computers
- 1.5 Major components of a digital compute

Unit 2: Data Representation

- 2.1 Decimal, Binary, Octal and Hexadecimal number system
- 2.2 1's and 2's Complement
- 2.3 Binary addition and subtraction
- 2.4 Character representation: ASCII, EBCDIC

Unit 3: Hardware Systems and Software Systems

- 3.1 Input devices and Output Devices
- 3.2 Primary and Secondary Memory
- 3.3 Software Systems: System software and Application software
- 3.4 Operating Systems: Need of OS, Functions of OS

PART - B

Unit 4: MS Office

- 4.1 MS Word: Interface, Document views, Creating and editing documents, formatting text and documents, performing a mail merge, printing documents
- 4.2 MS Excel: Creating and editing worksheets, working with formulas and functions, printing Worksheets.
- 4.3 MS PowerPoint: Creating and formatting a presentation, using templates, Inserting

charts and tables, printing presentation

Unit 5: Emerging Computing Technologies and Security

- 5.1 Internet, Intranet and Extranet.
- 5.2 Mobile Computing.
- 5.3 Cloud Computing.
- 5.4 Internet of Things.
- 5.5 Introduction to Big Data.
- 5.6 Artificial Intelligence.
- 5.7 Security: Network and Cyber Security.

Unit 6: Computer Applications

- 6.1 Computer applications in offices.
- 6.2 Use of computers in books publication.
- 6.3 Desktop publishing system.
- 6.4 Application of computers for data analysis.
- 6.5 Application of computer in education.
- 6.6 Application of computer in banks.
- 6.7 Medical field.

Recommended Readings:

1. Computer Fundamentals: P. K. Sinha, BPB Publications.
2. Introduction to Computers: Alexis Leon, Vikas Publishing House Pvt Ltd.
3. Fundamentals of Computer: by Rajaraman and Neeharika.

Only latest available books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:
Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:
 Objective Type Questions: 30%
 Short/Long Questions: 70%

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-109.1 | | | 2 | | | 3 | 1 | 1 | | 2 |
| OBBA-DS-109.2 | 2 | 1 | | | 2 | | | | 3 | |
| OBBA-DS-109.3 | 1 | | 3 | | | 2 | 2 | 3 | | |
| OBBA-DS-109.4 | | 2 | | 3 | 1 | | 3 | | 3 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: 1 – Low
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-159: BUSINESS COMPUTING (PRACTICAL)

| | | | |
|--------------------------|---------|---------------------------------|-----|
| Periods/week | Credits | Max. Marks: | 100 |
| P: 2 | 1 | Internal/Continuous Assessment: | 30 |
| Duration of Examination: | 2 Hrs | End Semester: | 70 |

Course Outcomes:

By the end of this course, a student will be able to:

- OBBA-DA-159.1:** Demonstrate knowledge of computers and software and their respective use in day-to-day life.
- OBBA-DA-159.2:** Apply basic research methods of data analysis and its interpretation and use spreadsheets to create charts with the statistics.
- OBBA-DA-159.3:** Evaluate problem-solving techniques and demonstrate proper file management to manipulate files and folders in a networked business environment.
- OBBA-DA-159.4:** Create cohesive and apply proper formatting techniques to a document draft.

PART A

Unit 1: Word Processor

- 1.1 All the editing and formatting options
- 1.2 Create your Resume using Resume
- 1.3 Mail Merge
- 1.4 Organization charts and use of tables
- 1.5 Create a newsletter with a headline and two columns in portrait orientation, including at least one image.
- 1.6 Prepare a certificate in landscape orientation with a border around & background image.
- 1.7 Use of image and text. Create a flyer for dance competition to be held in your college soon.

Unit 2: Creating Basic Workbooks

- 2.1 Creating, saving, closing and opening workbook
- 2.2 Selecting cells, entering text and numbers into cell
- 2.3 Auto complete
- 2.4 Renaming workbooks

Unit 3: Creating Formulas

- 3.1 Ranged formula syntax

- 3.2 Simple formula syntax
- 3.3 Writing formulas
- 3.4 Using AutoSum
- 3.5 Inserting functions
- 3.6 AutoCorrect
- 3.7 Auto Calculate

PART B

Unit 4 : Formatting Worksheets

- 1.1 Formatting cells
- 1.2 Clearing all formatting from cells
- 4.3 Copying all formatting from cells to another area

Unit 5: Power Point Presentations

- 5.1 Slide layouts and slide designs
- 5.2 Use of image in presentation
- 5.3 Use of sounds and animation effects in presentation

Unit 6: Internet and html

- 6.1 Use of internet and composing mail
- 6.2 Use of search engine
- 6.3 Design a web page using HTML using font tag
- 6.4 Design a web page using HTML using paragraph formatting tag
- 6.5 Design a web page using HTML using tables

Recommended Books:

1. Curtis D. Frye, "Step by Step Microsoft Excel 2010", PHI.
2. BAYROSS IVAN, "HTML, JavaScript, DHTML and PHP", BPB publications

Notes: Latest editions of the textbooks should be used.
Practical will be conducted in the laboratory.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DA-159.1 | 1 | 2 | 2 | | | 3 | | 1 | | 2 |
| OBBA-DA-159.2 | | 2 | | 3 | 2 | | | | 2 | 1 |
| OBBA-DA-159.3 | 1 | | 2 | | | 2 | 3 | 2 | 3 | |
| OBBA-DA-159.4 | 1 | 2 | | 3 | 2 | | 3 | 3 | | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-112: ACCOUNTING FOR MANAGERS

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students will be able to:

- OBBA-DS-105.1:** Demonstrate good comprehension of financial accounting and its different applications.
- OBBA-DS-105.2:** Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.
- OBBA-DS-105.3:** Ascertain problem solving strategies in the prevailing business environment.
- OBBA-DS-105.4:** Evaluate appropriate information from various sources and implement the theoretical, analytical and applied knowledge based on accountancy.

PART - A

Unit 1: Introduction to financial accounting

- 1.1 Accounting principles, process
- 1.2 Accounting Equation
- 1.3 Users of accounting information
- 1.4 Double entry system

Unit 2: Recording classification and summarization of transaction

- 2.1 Accounting Transactions
- 2.2 Steps in the Recording Process (Journals and Ledger Postings)
- 2.3 Preparation of trial balance

Unit 3: Rectification of errors

- 3.1 Classification of errors
- 3.2 Methods of rectifying errors

PART- B

Unit 4: Capital and revenue

- 4.1 Capital and Revenue: Expenditure and Receipts
- 4.2 Deferred Revenue Expenditure

Unit 5: Depreciation

- 5.1 Concept of Depreciation
- 5.2 Accounting treatment for depreciation: Written down value method and straight line method

Unit 6: Final Statements:

- 6.1 Concept of Financial Statements
- 6.2 Final accounts with adjustments

Recommended books:

1. Monga J.R., Advanced , Mayoor Paperbacks , Noida.
2. Gupta. R.L., Advanced Financial Accounting, S.Chand and Co. New Delhi.
3. Maheshwari , S.N., Advanced Accounting- Vol. II, Vikas Publishing Housing, New Delhi.
4. Shukla, M.C, and T.S.Grewal, Advanced Accountancy, Sultan Chand Co. New Delhi.

Only latest available books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

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|-------------------------------|-----|
| MCQs | 30% |
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| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|---------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-105.1 | | | 2 | | | 3 | | 1 | 2 | |
| OBBA-DS-105.2 | 1 | | | 3 | 2 | | | | | 2 |
| OBBA-DS-105.3 | 1 | | | | | 2 | | 1 | 3 | |
| OBBA-DS-105.4 | | 2 | | 3 | 1 | | 3 | | | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-107: MARKETING MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes

By the end of the course, the students should be able to:

- OBBA-DS-107.1:** Understand the conceptual framework of marketing and its applications in decision making
- OBBA-DS-107.2:** Understand the dynamic nature of marketing environment
- OBBA-DS-107.3:** Understand the distribution network and promotional aspects in marketing
- OBBA-DS-107.4:** Understand the latest marketing approaches to develop a better orientation of marketplace.

PART A

Unit 1: Introduction to Marketing Management

- 1.1 Nature, scope, and importance of marketing
- 1.2 Marketing mix elements
- 1.3 Marketing environment
- 1.4 Market research; process and methods of market research

Unit 2: Consumer and Business Markets

- 2.1 Consumer behaviour; process and factors influencing consumer buying behaviour
- 2.2 Business buying behaviour; process and factors influencing business buying behaviour

Unit 3: Market Segmentation, Targeting and Positioning

- 3.1 Market segmentation
- 3.2 Market targeting
- 3.3 Market positioning strategies
- 3.4 Product life cycle (PLC); stages of PLC, marketing strategies at various stages of PLC

PART B

Unit 4: Product and Pricing

- 4.1 New product development
- 4.2 Product line and product mix decisions
- 4.3 Pricing; objectives of pricing, factors influencing pricing of a product, pricing strategies
- 4.4 Branding, packaging, and labeling

Unit 5: Distribution and Promotion

- 5.1 Channel of distribution; definition, types and role of distribution channel

- 5.2 Factors affecting choice of distribution channel
- 5.3 Wholesaling and retailing
- 5.4 Promotion mix; Advertising, personal selling, sales promotion, direct marketing and public relation

Unit 6: Recent Issues and Developments

- 6.1 Social marketing, sustainable marketing, digital marketing, green marketing
- 6.2 Ethical issues in marketing
- 6.3 Customer relationship management

Recommended Books

1. Kotler, Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileswar, Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
2. Michael, J Etzel., Bruce J Walker and W. J. Stanton. Marketing. 13th edition. McGraw Hill, New York.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-107.1 | 1 | | | | | | 2 | | | 2 |
| OBBA-DS-107.2 | 1 | | | | | | | | | 2 |
| OBBA-DS-107.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |

| | | | | | | | | | | |
|----------------------|---|---|---|--|---|--|--|--|---|---|
| OBBA-DS-107.4 | 1 | 2 | 2 | | 3 | | | | 3 | 2 |
|----------------------|---|---|---|--|---|--|--|--|---|---|

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-104: BUSINESS COMMUNICATION

Periods/week Credits

L: 03 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of course, the students should be able to:

- OBBA-DS-104.1:** Gain an in-depth knowledge of how formal communication is done at the workplace;
- OBBA-DS-104.2:** Understand the impact of communication skills in a professional scenario;
- OBBA-DS-104.3:** Hone their formal writing skills;
- OBBA-DS-104.4:** Deliver effective presentations;
- OBBA-DS-104.5:** Create impressive first impressions at the workplace by writing good business reports.

PART-A

Unit 1:

Introduction: Business Communication

- 1.1 Nature, process and types of communication
- 1.2 Role of communication skills in business
- 1.3 Communication networks
- 1.4 Barriers to communication
- 1.5 How to make communication effective

Unit 2: Communication Skills

- 2.1 Listening skills –process and types of listening
- 2.2 Barriers to listening
- 2.3 Reading skills
- 2.4 Speaking skills

Unit 3: Speech Delivery

- 3.1. Voice modulation
- 3.2 Body language
- 3.3 Oral presentation
- 3.4 Seven Cs of effective communication

PART-B

Unit 4: Writing Skills of Intra-office Communication

- 4.1 Types of intra-office communication
- 4.2 Notices and circulars
- 4.3 Agenda and minutes of a meeting
- 4.4 Memo

Unit 5: Inter-office Communication

- 5.1 Layout of business letters
- 5.2 Claim and sales letters
- 5.3 Employment letters
- 5.4 Complaint letters
- 5.5 E mail etiquettes

Unit 6: Report Writing

- 6.1 Format of a business report
- 6.2 Types of business reports
- 6.3 Long reports
- 6.4 Short reports

Recommended Books:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
4. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO-STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-104.1 | 2 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 |
| OBBA-DS-104.2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| OBBA-DS-104.3 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| OBBA-DS-104.4 | 2 | 3 | 2 | 1 | - | - | - | 1 | 1 | 2 |
| OBBA-DS-104.5 | 2 | 3 | 2 | 1 | - | - | - | 1 | 1 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

BBA DIGITAL MARKETING

2023-26

Semester II

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-201: BUSINESS STATISTICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

- OBBA-DS-201.1:** Enhance the knowledge of statistics in business management;
- OBBA-DS-201.2:** Get familiarized with various statistical tools and the software;
- OBBA-DS-201.3:** Impart the practicality of statistics in order to suffice business objectives;
- OBBA-DS-201.4:** Develop analytical and logical thinking in various aspects of business.

PART-A

Unit I: Introduction

- 1.1 Definition, Nature, Scope and Objectives
- 1.2 Collection of data: Primary and secondary data
- 1.3 Classification: geographical, chronological and quantitative classification
- 1.4 Tabulation: Parts of a table, Types of tables

Unit II: Statistical Data and Descriptive Statistics I

- 2.1 Presentation of data: Diagrams; One dimensional, two dimensional and Pie diagrams
- 2.2 Graphs: Histogram, Frequency curve, Frequency polygon and ogive curves
- 2.3 Measures of Central Tendency
- 2.4 Mathematical averages including arithmetic mean, geometric mean and harmonic mean.
- 2.5 Properties and applications

Unit III: Descriptive Statistics II

- 3.1 Positional Averages: Mode and Median (other partition values including quartiles, deciles, and percentiles)
- 3.2 and percentiles)
- 3.3 Measures of Variation: absolute and relative
- 3.4 Range, quartile deviation, mean deviation
- 3.5 Standard deviation and coefficient of variation

PART - B

UNIT IV: Correlation and Regression

- 4.1 Meaning of Correlation: simple, multiple and partial; linear and non-linear
- 4.2 linear
- 4.3 Methods of Correlation: Scatter diagram, Pearson's co-efficient of correlation
- 4.4 Rank Correlation
- 4.5 Regression Analysis; Principle of least squares and regression lines, Regression equations and estimation

- 4.6 Properties of regression coefficients; Relationship between Correlation and Regression coefficients

Unit V: Index Numbers

- 5.1 Meaning and uses of index numbers
- 5.2 Construction of index numbers: fixed and chain base: univariate and composite
- 5.3 Aggregative and average of relatives
- 5.4 Tests of adequacy of index numbers
- 5.5 Problems in the construction of index numbers

Unit VI: Time Series Analysis

- 6.1 Time Series Data: Components of time series
- 6.2 Additive and multiplicative models (proof not required)
- 6.3 Trend analysis-Graphical method, Semi-average method and Moving average method
- 6.4 Fitting of trend line using principle of least squares

Recommended Readings:

- 1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui. *Statistics for Management*. Pearson Education.
- 2. Thukral J. K., *Business Statistics*. Taxmann's Publications
- 3. Sharma J. K., *Operations Research*. Macmillan India Ltd.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-201.1: | 1 | 1 | | | 2 | | 3 | | 2 | |
| OBBA-DS-201.2 | 1 | | | | | | | | 3 | 2 |
| OBBA-DS-201.3 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | |
| OBBA-DS-201.4 | 1 | 2 | 2 | 2 | | 2 | 2 | 1 | | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OCH202B: ENVIRONMENTAL STUDIES

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Prerequisite: The students should have the knowledge of environment, biodiversity, atmospheric pollution and importance of environmental studies. They should have the knowledge of causes and effects of disasters and various environmental problems.

OCH202B.1: Understand the significance of equitable use of natural resources and will be able to utilize the knowledge of biodiversity conservation and protection of environment.

OCH202B.2: Learn about atmospheric pollution and global issues related to environment like natural disasters and will be able to understand the different acts for pollution control.

OCH202B.3: Able to develop an understanding to major health issues of women and children will gain knowledge of Mortality and Mortality rate.

OCH202B.4: Have the knowledge of different ecosystems and energy flow in ecosystem.

OCH202B.5: Gain knowledge of disaster management.

PART- A

Unit 1: Multidisciplinary Nature of Environmental Studies

1.1 Definition, scope and importance.

1.2 Need for Public awareness.

Unit 2: Natural Resources -Renewable and non-renewable resources:

2.1 Natural resources and associated problems.

2.2 Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

2.3 Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

2.4 Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

2.5 Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

2.6 Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.

2.7 Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

2.8 Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

- 3.1 Concept of an ecosystem, Structure and function of an ecosystem
- 3.2 Producers, consumers and decomposers, Energy flow in the ecosystem
- 3.3 Ecological succession
- 3.4 Food chains, food webs and ecological pyramids
- 3.5 Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit 4: Biodiversity and its Conservation

- 4.1 Introduction – Definition: Genetic, species and ecosystem diversity
- 4.2 Biogeographical classification of India,
- 4.3 Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- 4.4 Biodiversity at global, National and local levels
- 4.5 India as a mega-diversity nation, Hot-spots of biodiversity
- 4.6 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India
- 4.7 Conservation of biodiversity: In- situ and Ex-situ conservation of biodiversity.

PART-B

Unit 5: Environmental Pollution

- 5.1 Definition, causes, effects and control, measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal Pollution
- 5.2 Nuclear hazards
- 1.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 1.4 Role of an individual in prevention of pollution.
- 1.5 Pollution case studies.
- 5.6 Disaster management: Floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment

- 6.1 From unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management
- 6.2 Resettlement and rehabilitation of people; its problems and concerns, Case Studies.
- 6.3 Environmental ethics: Issues and possible solutions.
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- 6.4 Wasteland reclamation.
- 6.5 Consumerism and waste products.
- 6.6 Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.
- 6.7 Issues involved in enforcement of environmental legislation, Public awareness.

Unit 7: Human Population and the Environment

- 7.1 Population growth, variation among nations
- 7.2 Population explosion – Family Welfare Programme
- 7.3 Environment and human health. Human Rights

- 7.4 Value Education.HIV/ AIDS, Woman and Child Welfare
7.5 Role of Information Technology in Environment and human health, Case Studies.

Unit 8: Chemistry for peaceful purposes

- 8.1 The duality of chemistry: Chemistry for peaceful purposes versus Chemical Weapons
8.2 Dual – use nature of toxic and precursor chemicals
8.3 Weapons of mass destructions, disarmament

Unit 9: Field work*

- 9.1 Visit to a local area to document environmental assets river/ Forest/grassland/hill/mountain
9.2 Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
9.3 Study of common plants, insects, birds
9.4 Study of simple ecosystems-pond, river, hill slopes, etc.

Text Books:

1. Text book of Environmental Studies: Sarita Sachdeva, Manav Rachna Publishing House Pvt. Ltd.
2. Textbook of Environmental Studies for Undergraduate Courses: ErachBharucha for University Grants Commission Publication.
3. Environmental Studies: R. Rajagopalan, Oxford University Press.
4. Environmental Chemistry: A.K. De, Wiley Eastern Ltd.

Recommended Books:

1. Environmental Bio-monitoring: The Biotechnology Eco-toxicology Interface: M. James, Lynch & Alan Wiseman, 1998, Cambridge University Press.
2. Impact Assessment: A Methodological Perspective: R.K. Morgan (1998), Kluwar Academic Publications, Boston.
2. A Text Book in Environmental Science: V. Subramanian, Narosa Pub.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions: 30%

Short/Long Questions: 70%

Course Articulation Matrix:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| OCH202B .1 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | | 2 |
| OCH202B .2 | | 3 | 3 | 2 | 3 | 2 | | | 1 | 3 | 1 | 2 |
| OCH202B .3 | | 2 | 3 | 3 | 3 | 2 | | | | | | 3 |
| OCH202B .4 | | 2 | 2 | 2 | 2 | | 2 | | | | | 2 |
| OCH202B .5 | | 3 | 3 | 3 | 3 | 3 | 2 | | | 3 | | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-209-: INTERNET AND WEB TECHNOLOGIES (THEORY)

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

- OBBA-DS-202.1:** Have knowledge of DBMS, both in terms of use and implementation/design;
- OBBA-DS-202.2:** Get experience with SQL;
- OBBA-DS-202.3:** Work with increased proficiency of higher programming languages;
- OBBA-DS-202.4:** Gain experience with analysis and design of (DB) software;
- OBBA-DS-202.5:** Describe how to manage data for the use of managerial functions.

PART - A

Unit 1: Introduction to Internet:

- 1.1 What is Internet
- 1.2 History of the Internet
- 1.3 Connecting to the Internet
- 1.4 Internet Service Providers
- 1.5 DNS Servers

Unit 2: The World Wide Web

- 2.1 Introduction to world wide Web
- 2.2 Web Pages and Web site
- 2.3 Web Clients and Web Servers
- 2.4 Web Applications
- 2.5 Do and don'ts for web content
- 2.6 Web Graphics Design

Unit 3: Some Key concepts

- 3.1 Web browser
- 3.2 Search Engines
- 3.3 Plug-ins
- 3.4 HTTP

3.5 URL and Hyperlinks

PART – B

Unit 4: Designing Your Own Website: HTML and PHP

- 4.1 History of web programming
- 4.2 What is HTML
- 4.3 HTML Documents
- 4.4 HTML Tags
- 4.5 Introduction to PHP
- 4.6 how PHP fits into the web environment

Unit 5: Web Publishing and Browsing

- 5.1 Documents Interchange Standards
- 5.2 Components of Web Publishing
- 5.3 Document management
- 5.4 Publishing Tools

Unit 6: Internet Security Management Concepts

- 6.1 Overview of Internet Security
- 6.2 Firewalls
- 6.3 Information Privacy
- 6.4 Copyright Issues

Recommended Readings:

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Norton, Computer Networks, TMH, New Delhi.
3. Teach yourself HTML, SAMS
4. Tannenbaum, Computer Networks, PHI, N.Delhi.

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |

Discussion/Presentation 15%
 Projects/Group Activities etc 15%
 For Summative assessment (End Semester Examination or End-Term Examination):
 Minimum: 70 percent. Categorization for the same is:
 Objective Type Questions: 30%
 Short/Long Questions: 70%

Course Articulation Matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-202.1 | 1 | 1 | 1 | | | | 1 | | 1 | |
| OBBA-DS-202.2 | 1 | 1 | 1 | | | | 1 | | 1 | |
| OBBA-DS-202.3 | 2 | 2 | 2 | | | | 2 | 1 | 3 | |
| OBBA-DS-202.4 | 2 | 2 | 2 | | | | 2 | 1 | 2 | 1 |
| OBBA-DS-202.5 | 3 | 2 | 2 | | | | 2 | 2 | 2 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-259: INTERNET AND WEB TECHNOLOGIES (PRACTICAL)

| | | | |
|--------------------------|---------|---------------------------------|-----|
| Periods/week | Credits | Max. Marks: | 100 |
| P: 2 | 1 | Internal/Continuous Assessment: | 30 |
| Duration of Examination: | 2 Hrs | End Semester: | 70 |

Course Outcomes: By the end of this course, a student will be able to:

- OBBA-DS-252.1:** Get experience with SQL.
- OBBA-DS-252.2:** Work with increased proficiency of database languages.
- OBBA-DS-252.3:** Gain experience with analysis and design of (DB) software.
- OBBA-DS-252.4:** Describe how to manage data for the use of managerial functions.

List of Practicals:

1. Basics Programming (HTML)

Design a web site using the following tags
HTML basics: HTML Document, Basic Structure of HTML, Syntax, HTML Tags and Attributes
Basic Tags (HTML Tag, Head Tag, Title Tag, Body Tags).
Text formatting tag: Bold, Italic, Underline, Subscript, Superscript, text height, Horizontal Lines
Paragraph and Line Break Tags: Alignment, Adding Comments, Marquee
Formatting your Text with font tag: Text Alignment, Changing Font Sizes and Colors
Creating Lists: Ordered List Tags, Unordered List Tag & Nesting
Creating Tables: table properties
Creating Forms
Inserting Images : alignment, Sizing, border
Creating Hyper Text Links
Linking to a File or Data Object

2. Basic Programming (XML)

Design a website in XML which will display the Book information which includes the following:

- 1) Title of the book
- 2) Author Name
- 3) ISBN number
- 4) Publisher name
- 5) Edition
- 6) Price

Recommended Books:

1. Web Programming Thru PHP (IBM ICE Publication).
2. Teach yourself HTML, SAMS
3. PHP and MySQL Web Development - Luke Welling

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-252.1 | 1 | 1 | 1 | | | | 1 | | 1 | |
| OBBA-DS-252.2 | 1 | 1 | 1 | | | | 1 | | 1 | |
| OBBA-DS-252.3 | 2 | 2 | 2 | | | | 2 | 1 | 3 | |
| OBBA-DS-252.4 | 2 | 2 | 2 | | | | 2 | 1 | 2 | 1 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-205: HUMAN RESOURCE MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks:100

Internal/Continuous Assessment: 30

End Semester:70

Course Outcomes:

- OBBA-DS-205.1:** State and demonstrate the fundamental aspects of human resource management and understand its functions in contemporary organizations;
- OBBA-DS-205.2:** Apply and examine the contextual issues of various policies, practices and problem-solving techniques of human resource management;
- OBBA-DS-205.3:** Identify the challenges of right sizing, training need assessment, performance appraisal and develop scientific solutions for human resource development;
- OBBA-DS-205.4:** Evaluate, integrate and comprehend the wage system, employee issues and trends in human resource management and industrial relations.

PART – A

Unit 1: Human Resource Management

- 1.1 Introduction: Nature; scope, objectives and functions of HRM
- 1.2 HRM policies
- 1.3 HRM in globally competitive environment
- 1.4 Strategic human resource management

Unit 2: Acquisition of Human Resource

- 2.1 Human resource planning
- 2.2 Job analysis and job design
- 2.3 Recruitment and selection
- 2.4 Placement and induction, right sizing

Unit 3: Human Resource Development

- 3.1 Concept, scope and significance of HRD
- 3.2 Employee training: Training need assessment, training methods and evaluation, cross-cultural training
- 3.3 Executive development programmes
- 3.4 Career planning and development

PART – B

Unit 4: Performance Appraisal

- 4.1 Performance Appraisal: Process and importance
- 4.2 Methods of performance appraisal
- 4.3 Tools of performance appraisal
- 4.4 Case study

Unit 5: Employee Issues

- 5.1 Wages and salary administration: Necessity and importance
- 5.2 Wage payment systems
- 5.3 Employee involvement, flexible working schedule
- 5.4 Social security and welfare measures

Unit 6: Industrial Relation

- 6.1 Industrial relations: Meaning, nature, scope, importance and functions
- 6.2 Trade unions
- 6.3 National trade unions

Recommended Books:

1. Aswathappa K., Human Resource and Personnel Management, Tata McGraw Hill, New Delhi
2. Dessler G. and VarkkeyB., Human Resource Management, Pearson Education, Delhi
3. Gupta C.B., Human Resource Management, Sultan Chand & Sons, Delhi
4. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House

Only latest available books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

| | |
|--|-----|
| Minimum: 70 percent. Categorization for the same is: | |
| Objective Type Questions: | 30% |

Short/Long Questions:

70%

Course Articulation Matrix:

| Cos | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| OBBA-DS-205.1 | 1 | 1 | 1 | 3 | 1 | | 1 | | | 1 |
| OBBA-DS-205.2 | 2 | 2 | 2 | | 3 | | 2 | 3 | 1 | 2 |
| OBBA-DS-205.3 | 2 | 2 | 2 | | | 2 | 2 | | 3 | |
| OBBA-DS-205.4 | 2 | 2 | 2 | 2 | | 3 | 2 | 3 | 3 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-207: SALES AND DISTRIBUTION MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: Students who successfully complete this course will be able to:

OBBA-DS-207.1: Understand & appreciate diverse variables affecting the sales & distribution function.

OBBA-DS-207.2: Develop sales and distribution plans.

OBBA-DS-207.1: Plan and implement an effective sales strategy.

OBBA-DS-207.1: Design and implement distribution channel strategy.

PART – A

Unit 1: Sales Management

- 1.1 Introduction to sales management
- 1.2 Nature, scope, and objectives of personal selling
- 1.3 Sales planning and budgeting

Unit 2: Organising and Directing Sales Effort

- 2.1 Estimating market potential and sales forecasting
- 2.2 Setting the sales territories and quotas

Unit 3: Recruitment

- 2.1 Recruiting,
- 2.2 Training,
- 2.3 Compensating,
- 2.4 Motivating, and leading salesforce

PART – B

Unit 4: Distribution Management

- 3.1 Managing logistics and channels
- 3.2 Channel management and integration
- 3.3 Channel policies

Unit 5: Channel Performance Evaluation

- 5.1 Channel information systems
- 5.2 Evaluating channel performance

Unit 6: Trends and Challenges

- 6.1 Future trends in sales and distribution management
- 6.2 Challenges in sales and distribution management

Recommended Reading

1. Panda, Tapan K & Sunil Sahadev. Sales and Distribution Management. Oxford University Press.
2. Havaladar, Krishna K, & Vasant M. Cavale. Sales and Distribution Management. McGraw Hill Education.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| Cos | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-207.1 | 1 | 1 | 1 | 3 | 1 | | 1 | | | 1 |
| OBBA-DS-207.2 | 2 | 2 | 2 | | 3 | | 2 | 3 | 1 | 2 |
| OBBA-DS-207.3 | 2 | 2 | 2 | | | 2 | 2 | | 3 | |
| OBBA-DS-207.4 | 2 | 2 | 2 | 2 | | 3 | 2 | 3 | 3 | 3 |

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 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-208: DIGITAL MARKETING AND DESIGN THINKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of the course, a student should be able to:

OBBA-DS-208.1: Identify the fundamental concepts that are part of digital marketing

OBBA-DS-208.2: Explore the skills and understand digital marketing as a function of the organization

OBBA-DS-208.3: Analyze the principles of team building, idea generation & design thinking

OBBA-DS-208.4: Be able to participate in digital marketing activities of an org as an early career learner

PART A

Unit I: Overview of Digital Marketing

1.1 Digital Disruption

1.2 Brands & Digital Brands

1.3 Creative Strategy

Unit II: Certification and Approaches

2.1 Google Certification: Fundamentals of Digital Marketing

2.2 Approaches & Methods

Unit III: Team Building

3.1 Workshop 1

3.2 Teams & Culture

3.3 Workshop 2

3.4 Assignment

3.5 Productivity & High-Performing Teams

PART B

Unit IV: Idea Generation

4.1 Ideation & Methods

4.2 Workshop 1

4.3 Idea Generation Process & Prioritisation

Unit V: Innovation Strategy and Implementation

5.1 Innovation Strategy for Organisations

5.2 Assignment 1

5.3 Implementing Innovation

5.4 Assignment 2

5.5 Ideas & Execution

Unit VI: Design Thinking

6.1 Design Thinking Principles

6.2 Workshop 1

6.3 Assignment 1

6.4 Prep for Certification

6.5 IBM Enterprise Design Thinking Certification

6.6 Debrief after certification

6.7 Assignment 2

Recommended Texts and Readings:

1Zero to One - Peter Thiel

2The Lean Startup - Eric Reis

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Only the latest available editions to the above books are recommended

Assessment Tools:

Assignments (Presentations/ Role Plays/ Case Analysis/ Quiz etc.) Sessional tests

Class Participation

Term end

examination

Free Learning Tools:

- IdeaFlip
- Miro
- Notion
- Google Sheets
- Google Docs
- Google Drive

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| Cos | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-208.1 | 1 | 1 | 1 | 3 | 1 | | 1 | | | 1 |
| OBBA-DS-208.2 | 2 | 2 | 2 | | 3 | | 2 | 3 | 1 | 2 |
| OBBA-DS-208.3 | 2 | 2 | 2 | | | 2 | 2 | | 3 | |
| OBBA-DS-208.4 | 2 | 2 | 2 | 2 | | 3 | 2 | 3 | 3 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-507-: MEDIA PHOTOGRAPHY

Credits

3

Duration of Examination: 3Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student will be able to:

- OBBA-DS-507.1:** Define the process, uses, principles and advantages of digital photography
- OBBA-DS-507.2:** Develop the concept of the basics of digital imaging, Raster & Vector Graphics, Resolution, Pixel depth, Aspect Ratio, Dynamic Range, File Formats, File Size, Image Compression etc.
- OBBA-DS-507.3:** Visualize the concept of digital platform and various methods of image capture.
- OBBA-DS-507.4:** Develop the method of basic image editing techniques.

PART - A

UNIT 1 Introduction to Digital Photography

- 1.1 Understanding film and paper photography
- 1.2 Learning about the digital revolution
- 1.3 Advantages and disadvantages of digital photography over film photography
- 1.4 Computers as photographic tools
- 1.5 How photos are used today. 4L+2T

UNIT 2 Digital Basics

- 2.1 Digital image method of storing and processing digital image: Raster and Vector method
- 2.2 Representation of digital image: Resolution – Pixel Depth 8L+2T – PixelAspect Ratio – Dynamic Colour Range – File Size – Colour Models – Image Compression – File Formats – Calculating image resolution for outputs.

UNIT 3 Digital Platform

- 3.1 Hardware and System Software
- 3.2 Windows Operating System
- 3.3 Concept of Internet
- 3.4 Image transportation through floppy, CD, zip and Internet. 6L+2T Group - B

PART - B

UNIT 4 Digital Capture

4.1 Digital Image formation – Image Sensors – Different Capturing Method: Digital camera – Scanner – Frame Grabber

4.2 DIGITAL CAMERA: Understanding how digital cameras work – Digital camera types: Floppy Disc type, Flash Card type, Hard Disc type – Overview of current digital cameras. 4L+2T

UNIT 5 Scanning and Image Editing

5.1 SCANNING: Scanners as input devices- Working of a Scanner– Scanning procedure – Scanning resolution.

5.2 IMAGE EDITING: Image editing through image editing softwares like Adobe Photoshop – Adjustment of Brightness, Contrast, Tonal and Colour Values – Experimenting with Level and Curve. 4L+2T

UNIT 6 Digital Output

6.1 Placing photos in other documents – Using photos on the web.

6.2 Printers as output devices – Different types of Print, Proofing, Photo quality printing.

6.3 How can a digital image be printed?

Recommended Readings

1. Laurence King Publishing | **Author:** Henry Carroll
2. **Publisher:** Amphoto | **Author:** Jim Miotke | **Pages:** 240
3. **Publisher:** Mason Press | **Author:** Tony Northrup | **Pages:** 233

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Tools:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination).
Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-507.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-507.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-507.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-507.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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OBBA-DS-517: BUSINESS ANALYTICS

Periods/week Credits

L: 03 T: 0 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

Course Outcomes:

By the end of the course students should be able to:

- OBBA-DS-517.1:** Understand the basics of business analysis.
- OBBA-DS-517.2:** Understand the importance of data and data management skills.
- OBBA-DS-517.3:** Understand the data mining concept and its techniques.
- OBBA-DS-517.4:** Understand and analyzing machine learning concept.
- OBBA-DS-517.5:** Understand the application of business analysis in different domain.

PART A

Unit 1: Business Analytics

- 1.1 Introduction: Business analytics
- 1.2 Historical Overview of data analysis
- 1.3 Data Scientist vs. Data Engineer vs. Business Analyst
- 1.4 Career in Business Analytics

Unit 2: Data

- 2.1 Introduction to Data
- 2.2 Data Collection and Data Management
- 2.3 Big Data
- 2.4 Big Data Management
- 2.5 Organization/sources of data
- 2.6 Importance of data quality
- 2.7 Dealing with missing or incomplete data

Unit 3: Data mining

- 3.1 Introduction to Data Mining
- 3.2 The origins of Data Mining
- 3.3 Data Mining Tools
- 3.4 OLAP

PART B

Unit 4: Machine Learning

- 4.1 Introduction to Machine Learning: History and Evolution
- 4.2 AI Evolution

4.3 Data Mining Vs Data Analytics

Unit 5: Machine Learning Systems

- 5.1 Supervised Learning and Unsupervised Learning
- 5.2 Frameworks for building Machine Learning Systems

Unit 6: Application of Business Analysis

- 6.1 Retail Analytics
- 6.2 Marketing Analytics
- 6.3 Financial Analytics
- 6.4 Healthcare Analytics
- 6.5 Supply Chain Analytics

Recommended Books:

- Essentials of Business Analytics: An Introduction to the methodology and its application, BhimasankaramPochiraju, SridharSeshadri, Springer.
- Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C. Müller, Sarah Guido, O'Reilly.
- Introduction to Data Science, Laura Igual Santi Seguí, Springer.
- Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India.
- An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019.

Only latest available books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix :

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|---------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-517.1 | 3 | 2 | - | - | 1 | - | 3 | 3 | 2 | 3 |
| OBBA-DS-517.2 | 2 | - | - | 2 | - | 3 | - | 2 | - | 2 |
| OBBA-DS-517.3 | 2 | 3 | 2 | - | - | - | - | 1 | 3 | - |
| OBBA-DS-517.4 | 2 | - | - | - | - | - | 1 | - | - | - |
| OBBA-DS-517.5 | 1 | 2 | - | - | 1 | 2 | - | - | - | - |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

BBA DIGITAL MARKETING

2023-26

Semester III

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-301: ORGANIZATION BEHAVIOUR AND DEVELOPMENT

| | | |
|--------------------------------|---------|------------------------------------|
| Periods/week | Credits | Max. Marks: 100 |
| L: 3 | 3 | Internal/Continuous Assessment: 30 |
| Duration of Examination: 3 Hrs | | End Semester: 70 |

Course Outcomes: Students who successfully complete the course will be able to:

- OBBA-DS-301.1:** Understand use of a managerial framework for studying behaviour including cultural and workforce diversity and other significant forces in contemporary environment.
- OBBA-DS-301.2:** Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.
- OBBA-DS-301.3:** Analyse group behaviour and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.
- OBBA-DS-301.4:** Explain the importance of good leadership in organisations and approaches to leadership in organisations.

PART – A

Unit 1: Overview of Organizational Behaviour

- 1.1 What is OB
- 1.2 Challenges and opportunities in OB

Unit 2 The Individual

- 2.1 Individual behaviour
- 2.2 Values and personality
- 2.3 Perception and learning in organizations

Unit 3: Motivation and Stress Management

- 3.1 Motivation in the workplace
- 3.2 Work related stress
- 3.3 Stress management

PART – B

Unit 4: Group Theory

- 4.1 Foundation of group behaviour
- 4.2 Foundation of team dynamics
- 4.3 Communication in organizations

Unit 5: Power and Leadership

- 5.1 Power and influence in the workplace
- 5.2 Conflict and negotiation in the workplace

5.3 Leadership in organizational settings

Unit 6: The Organization System

- 6.1 Organization change
- 6.2 Organization structure
- 6.3 Organization culture

Recommended Books:

1. Elkin, G., Jackson, B., and Inkson, K. (2005). *Organisational Behaviour in New Zealand*. (2nd ed.). Auckland: Pearson Education New Zealand.
2. Luthans, F. (2005) *Organizational Behavior*. (10th ed.). N.Y.: McGraw-Hill/Irwin.
3. Wood, J., Zeffane, R. M., Fromhotz, M., and Fitzgerald, J. (2006). *Organisational Behaviour: Core Concepts and Applications*. Milton: John Wiley and Sons.
4. Robbins S P (2008), *Organizational Behavior*, Pearson Education.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-301.1 | 1 | 1 | | | | | 3 | | 2 | |
| OBBA-DS-301.2 | 1 | | | | | | | | 3 | 2 |
| OBBA-DS-301.3 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | 3 | |
| OBBA-DS-301.4 | 1 | 2 | 2 | 2 | | 2 | 2 | 1 | 2 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-302: ADVANCED EXCEL

Periods/week Credits

P:4 2

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

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

OBBA-DS-302.1: Create, edit, and analyse data that is organised into lists or tables.

OBBA-DS-302.2: Perform calculations including scientific, statistical, business, and financial data.

OBBA-DS-302.3: Identify problem-solving strategies and develop science-based solutions.

OBBA-DS-302.4: Evaluate, integrate, and apply appropriate information from various sources to create cohesive and persuasive arguments.

PART – A

Unit 1: Getting acquainted with Excel

- 1.1 Creating a basic worksheet
- 1.2 Saving and opening files
- 1.3 Adding information to worksheets
- 1.4 Moving data
- 1.5 Managing worksheets
- 1.6 Formatting cells
- 1.7 Viewing and printing worksheets

Unit 2: Formulas and Functions

- 2.1 Building basic formulas
- 2.2 Using a function in a formula
- 2.3 Formula shortcuts
- 2.4 Math and statistical functions
- 2.5 Financial functions
- 2.6 Manipulating dates, times and text
- 2.7 VLOOKUP and HLOOKUP
- 2.8 Conditions in formulas

PART B

Unit 3: Organising Worksheets

- 3.1 Creating, formatting, and editing a table
- 3.2 Performing table calculations
- 3.3 Basic data grouping
- 3.4 Creating basic charts
- 3.5 Inserting graphics

Unit 4: Advanced Data Analysis

4.1 Building pivot tables

4.2 Pivot charts

Recommended Books

1. Harvey Greg. (2018). Excel 2019 All-in-One for Dummies. John Wiley & Sons.
2. Alexander, Michael and Richard Kusleika, et al. (2018). Excel 2019 Bible. Wiley.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| Cos | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-302.1 | 1 | | 2 | | | 3 | | 1 | | |
| OBBA-DS-302.2 | | 1 | | 3 | | 2 | | | 2 | |
| OBBA-DS-302.3 | | 2 | | | 2 | | 3 | | | 3 |
| OBBA-DS-302.4 | 2 | 2 | | | 2 | | 3 | 1 | 2 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-305: COST AND MANAGEMENT ACCOUNTING

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

OBBA-DS-305.1: Demonstrate the practical aspects of cost accounting.

OBBA-DS-305.2: Apply cost accounting methods to evaluate and analyze business performance.

OBBA-DS-305.3: Identify business environmental problems and apply management accounting principles and concepts to provide scientific solutions to the management.

OBBA-DS-305.4: Critically evaluate the relevance and applicability of traditional management accounting techniques to the management of modern organizations.

PART – A

Unit 1: Overview

- 1.1 Meaning and difference between cost accounting and financial accounting
- 1.2 Limitations of cost Accounting , elements of cost
- 1.3 Installation of a costing system
- 1.4 Role of a cost accountant in an organization

Unit 2: Material and Labour Cost Control

- 2.1 Material, Stock level
- 2.2 EOQ
- 2.3 Methods of pricing of materials issues – FIFO, LIFO, simple average, weighted average
- 2.4 FIFO Vs LIFO
- 2.5 Techniques of Material Control , Time keeping Vs Time Booking , Idle Time

Unit 3: Overhead Cost Control

- 3.1 Classification, allocation, Apportionment Vs Absorption of overhead
- 3.2 Under and over absorption of Overheads
- 3.3 Methods of Unit costing

PART – B

Unit 4: Management Accounting

- 4.1 Meaning, Nature, Scope of Management Accounting
- 4.2 Fixed and flexible budget costing with practical problems

Unit5: Standard Costing

- 5.1 Introduction and concept of standard costing

- 5.2 Standard costing applications
- 5.3 Variance analysis-material, labour, overhead and sales variance

Unit 6: Marginal Costing

- 6.1 Cost volume profit analysis
- 6.2 Break even analysis
- 6.3 Costs for decision making

Recommended Books:

1. Nigam, B.M. and Jain, I.C., Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi.
2. Arora, M.N., Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
3. Shukla, M. C., T. S. Grewal and M. P. Gupta, Cost Accounting: Text and Problems. S. Chand, New Delhi.
4. Maheshwari, S.N. and Mittal, S. N. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.
5. R.S .Singhal , Cost & Management Accounting, Anand Publication

Only latest available books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-305.1 | 1 | 2 | 2 | | | 3 | | 1 | | 2 |
| OBBA-DS-305.2 | 1 | 1 | | 3 | 2 | | 3 | | 2 | 1 |
| OBBA-DS-305.3 | 1 | 2 | 2 | | | 2 | 3 | 1 | 3 | |
| OBBA-DS-305.4 | 1 | 2 | | 2 | 1 | | 3 | 1 | 3 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)**

OBBA-DS-307: BUSINESS ECONOMICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks:100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

- OBBA-DS-307.1:** Understand nature of economics in dealing with the issue of scarcity;
- OBBA-DS-307.2:** Recognize the difficulties in managerial decision making today;
- OBBA-DS-307.3:** Perform supply and demand analysis to analyze the impact of economic events on markets;
- OBBA-DS-307.4:** Evaluate the factors affecting firm behavior, such as production and costs;
- OBBA-DS-307.5:** Analyze the performance of firms under different market structures.

PART - A

Unit 1: Economic Concept and Issues

Socialist economy /command economy
Capitalist economy /Free market economy
Mixed economy
Scarcity and choice
Production possibility curve
Opportunity cost
Isoquant curve

Unit 2: Demand Supply and Price

2.1 Concept of demand
2.2 Law of demand and elasticity
2.3 Concept of supply
2.4 Law of supply
2.5 Market Equilibrium
2.6 Consumer Surplus

Unit 3: Consumer Theory

3.1 Marginal utility theory
3.2 Indifference Curve
3.3 Consumer Equilibrium
3.4 Income effect; Price effect, Substitution effect
3.5 Pricing strategies

PART – B

Unit 4: Theory of Production

- 4.1 Production and production function
- 4.2 Law of variable proportion or diminishing return
- 4.3 Law of return to scale

Unit 5: Cost, Revenue and Profit

- 5.1 Cost concept
 - Short run cost curves
 - Long run cost curves
 - Relationship between production and cost curves
- Revenue
- 5.6 Profit

Unit 6: Market Morphology

- 6.1 Perfect competition
- 6.2 Monopolistic competition
- 6.3 Monopoly pricing
- 6.4 Oligopoly
- 6.5 Pricing policy

Unit 7: Marginal Productivity Theory of Distribution

- 7.1 Marginal productivity theory of distribution
- 7.2 Modern theory of rent
- 7.3 Wages
- 7.4 Interest
- 7.5 Profit

Recommended Books:

1. Koutsayiannis, A., Modern Microeconomics, Macmillan Publications.
2. Salvatore, D., Principles of Microeconomics, Oxford university press.
3. Mehta, P L., Managerial Economics, Sultan Chand.
4. Dwivedi, D.N., Microeconomics: Theory & Applications, Pearson Education.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:
Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course articulation matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-307.1 | 1 | 2 | 2 | | | 3 | | 1 | | 2 |
| OBBA-DS-307.2 | 1 | 1 | | 3 | 2 | | 3 | | 2 | 1 |
| OBBA-DS-307.3 | 1 | 2 | 2 | | | 2 | 3 | 1 | 3 | |
| OBBA-DS-307.4 | 1 | 2 | | 2 | 1 | | 3 | 1 | 3 | 3 |
| OBBA-DS-307.5 | | 2 | | 2 | 1 | | 3 | 1 | 3 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-308: Training Project-I

| | | | | |
|--------------------------------|---------|--|---------------------------------|-----|
| Periods/week | Credits | | Max. Marks: | 100 |
| 2 | 3 | | Internal/Continuous Assessment: | 30 |
| Duration of Examination: 1hour | | | End Semester: | 70 |

Course Outcomes: By the end of the course, students will be able to
OBBA-DS-308.1: Know about the area of their interest in industry.
OBBA-DS-308.2: Develop research temperament.
OBBA-DS-308.3: Work in the practical industrial environment.
OBBA-DS-308.4: Develop skills of original writing.

Training is offered as a core course to students of fifth semester. Students will write the summer training report under the guidance of supervisor(s). Each student will be allotted at least one supervisor, who will guide the student from beginning till completion of the summer training report.

The training report carries 3 credits, and a total of 200 marks, out of which 100 marks each will be internal and external marks. Internal marks will be awarded by the concerned supervisor(s) on the basis of progress of their student throughout the term.

100 marks of external evaluation will be awarded on the basis of presentation and submission of written report each carrying 50 marks. The committee responsible for awarding external marks will comprise supervisor(s) and one internal faculty member to be appointed by the HOD.

Recommended Readings: To be prescribed by the concerned supervisor.

Course Articulation Matrix;

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-308.1 | 1 | 2 | 2 | | | 3 | | 1 | | 2 |
| OBBA-DS-308.2 | 1 | 1 | | 3 | 2 | | 3 | | 2 | 1 |
| OBBA-DS-308.3 | 1 | 2 | 2 | | | 2 | 3 | 1 | 3 | |
| OBBA-DS-308.4 | 1 | 2 | | 2 | 1 | | 3 | 1 | 3 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Guidelines for Training Report

A training report is a documentation of a student's work - a record of the original work done by the student. The duration of summer internship is 4-6 weeks. It is based on an industrial training into one of the areas decided with the approval of supervisor.

Course Requirements

There are two main outputs to project: a written report followed by an oral presentation and viva voce examination. The oral presentation will be of 15 minutes.

Operational Guidelines

- i. The student will study a particular business process, function or problem.
- ii. He will interact with concerned industry guide to gain practical understanding of process and issues.
- iii. He will analyze the processes and issues from the point of view of efficiency and effectiveness.
- iv. He will observe and understand how the issues are delegated and the problems dealt within the organization.
- v. He will seek additional information about solving the problem and improving the business process.
- vi. Length of the report should be between 70 to 80 pages.
- vii. 2 spiral copies and 1 soft copy of report will be submitted.
- viii. Plagiarism check: The original matter must be 80% and above.

Format of Project Report

- i. Font: Times New Roman
- ii. Font size: 12 point
- iii. Line spacing: 1.5
- iv. Center justification
- v. Right margin: 1.5 inches
- vi. Left margin: 1.5 inches
- vii. Top margin: 1.5 inches
- viii. Bottom margin: 1.5 inches
- ix. Pagination: do not count the title page; start counting with the table of contents, but only number pages from the introduction on
- x. Use design elements (bold, *italic*, underline) sparingly

- xi. Footnotes: 10pt, single spacing, center justification. Annotations (full sentences) and references end with a full stop
- xii. Bibliography: Alphanumeric order, single-spaced, blank line between entries, end with a full stop

Layout of Project Report

Following is the layout of summer training report:

- Title Page
- Certificate
- Acknowledgement
- Preface
- Contents
- List of Tables
- List of Figures
- List of symbols, abbreviations, and nomenclature
- Chapters
 - 1. Introduction to company and topic
 - 2. Literature Review
 - 3. Methods of Study
 - 4. Data collection and analysis
 - 5. Findings of the study
 - 6. Conclusion and suggestions
- References
- Appendices

Title Page

- i. Name of the University and the Institute
 - ii. Title of the topic
 - iii. Name of student, semester, roll number
- *sample attached

Dates to Remember

The following are deadlines for your project:

| Date (Summer Training Project) | Item |
|---------------------------------------|-----------------------------|
| 1 June to 20 July | Training period |
| 30 August | Report submission |
| 5 September to 10 September | Departmental presentation |
| Between 25 November and 10 December | Final viva voce examination |

Evaluation Procedure

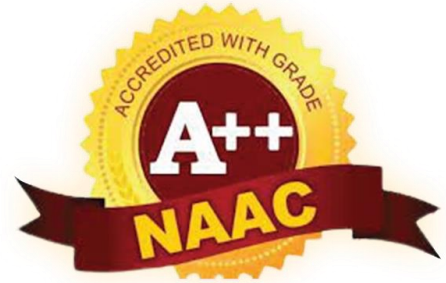
Once the summer training report is submitted, the evaluation procedure shall be as follows:

- i. The supervisor will give internal marks out of 100, on the basis of the progress of the student during internship, timely submission of report and departmental presentation.
- ii. External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

Sample Title Report

Training Project Report

A Study of the Recruitment Process in Escorts



Submitted to

Controller of Examinations

Submitted by

Name of student

Roll number

In partial fulfillment of the requirements for the degree of Bachelor of Business Administration

at

Centre for Distance and Online Education- (CDOE)

Manav Rachna International Institute of Research and Studies

Sector 43, Surajkund Badkal Road,

Faridabad, Haryana - 121004

Submitted to

Submitted by

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-309: WEB DESIGN AND SEARCH ENGINE OPTIMIZATION

Periods/week Credits

L: 2 T:0 P:2 3

Duration of Examination: 3 Hrs

Max. Marks : 100

Internal/Continuous assessment: 30

External examination : 70

Course Outcomes: By the end of the course, a student should be able to:

OBBA-DS-309.1: Identify the fundamental concepts that are part of website development process, particularly around planning, wireframing, prototyping, visual design & development

OBBA-DS-309.2: Explore the skills and understand SEO as a function of digital marketing

OBBA-DS-309.3: Analyze the principles of Content & Tech SEO

OBBA-DS-309.2: Be able to participate in digital marketing activities along the lines of web development and Search Engine Optimisation

PART A

Unit I: Website Planning

Planning: Discovery & Goal Setting

Assignment 1

Planning: The Sitemap

Unit II: Designing and Creation

Designing: Wire framing

Designing: Prototyping

Designing: Visual Design

Designing: Web Style Guides

Creation: Development Sprints

WordPress as an e-commerce solution

Assignment 2

Assignment 3

Unit III: Search Engine Optimization

Introduction to SEO

How search engines work?

Google SEO Fundamentals

Assignment - 1

PART B

Unit IV: Optimization of SEO

Content and Social Tactics to Optimise SEO

Optimising a Website for Google Search

Introduction to Search Engine Algorithms
SEO Best Practices and Ranking Factors
Assignment - 2

Unit V: Applicability of SEO

Core Web Vitals

Featured Snippets and Rich Snippets

Unit VI: Persona Development and Creation

Persona Development

Marketing to Your Persona

Creating Your Ideal Buyers Persona

Assignment - 3

Assessment Tools:

Assignments (Presentations/ Role Plays/ Case Analysis/ Quiz
etc.) Sessional tests
Class Participation
Term end
examination

Free Learning Tools:

- Xmind
- WordPress
- Google Search Console
- Notion
- Google Sheets
- Google Docs
- Google Drive

Recommended Texts and Readings:

1. [The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science!](#)
2. [The Art of SEO: Mastering Search Engine Optimization](#)

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Only the latest available editions to the above books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Instructions for paper setting:

Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students need to attempt two questions from each part.

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-309.1 | 1 | 2 | 2 | | | 3 | | 1 | | 2 |
| OBBA-DS-309.2 | 1 | 1 | | 3 | 2 | | 3 | | 2 | 1 |
| OBBA-DS-309.3 | 1 | 2 | 2 | | | 2 | 3 | 1 | 3 | |
| OBBA-DS-309.4 | 1 | 2 | | 2 | 1 | | 3 | 1 | 3 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-404: INDIAN FINANCIAL SYSTEMS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

OBBA-DS-404.1 : Explain the various new financial instruments;

OBBA-DS-404.2 : Describe the vital role financial system plays in the economic growth of a country;

OBBA-DS-404.3 : Analyze rapid changes and innovations in the financial service sector;

OBBA-DS-404.4 : Appraise the need of reforms in the financial system.

PART - A

Unit 1

- 1.1 Concept of financial system
- 1.2 Formal and informal financial systems
- 1.3 Function of financial system
- 1.4 Nature and role of the financial institutions and financial markets
- 1.5 Financial system and the economy

Unit 2

- 2.1 Money market: emerging structure of Indian money market
- 2.2 Instruments of money market
- 2.3 Mutual funds – An overview and regulatory guidelines
- 2.4 Commercial banks - Role in industrial finance and working capital finance

Unit 3

- 3.1 Capital market: concept
- 3.2 Structure and functions of capital market
- 3.3 Primary market – Instruments of issues and methods of floatation
- 3.4 Secondary market – Concept, market players, trading system and settlement

PART - B

Unit 4

- 4.1 Institutional structure – Indian financial institutions

- 4.2 Development banks: investment institutions–UTI and other mutual funds
- 4.3 Insurance organization - Life Insurance Corporation of India
- 4.4 SEBI - scope and functions, and its objectives

Unit 5

- 5.1 Financial products: leasing, hire purchase
- 5.2 Factoring and forfeiting

Unit 6

- 6.1 Credit rating: meaning, functions and importance
- 6.2 Derivatives - Meaning and types

Recommended Books:

1. Pathak, V. Bharti, the Indian Financial System, Dorling Kindersley.
2. Gopal, C.Rama, Management Of Financial Services, Vikas Publishing House.
3. Khan, M.Y., Indian Financial System, Mc Graw Hill Education.
4. Machiraju, H.R., Indian Financial Sytem, Vikas Publishing House.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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The evaluation will include two types of assessments:

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For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

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|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

| | |
|--|-----|
| Minimum: 70 percent. Categorization for the same is: | |
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Assessment Tools:

Assignment/Tutorials
Sessional tests

Surprise questions during live lectures
Term end examination

Course Articulation Matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-404.1 | 1 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-404.2 | 1 | 2 | 1 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-404.3 | 1 | | 2 | 3 | | 2 | 3 | 1 | | |
| OBBA-DS-404.4 | 1 | 2 | 1 | 3 | 3 | | 3 | 1 | 2 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-311: PRINCIPLES OF BANKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

- OBBA-DS-311.1:** Explain the functioning of Indian banking system;
OBBA-DS-311.2: Identify and describe the relative importance of financial intermediaries and financial markets;
OBBA-DS-311.3: Understand the detailed knowledge of banking and finance in order to meet the changing needs of financial markets.

PART - A

Unit 1:

- 1.1 An introduction to financial system, its components-financial markets and institutions
- 1.2 Financial intermediation
- 1.3 Flow of funds matrix; financial system and economic development
- 1.4 An overview of Indian financial system

Unit 2:

- 2.1 Financial markets: money market: Functions, organisation and instruments
- 2.2 Role of central bank in money market
- 2.3 Indian money market-an overview

Unit 3:

- 3.1 Capital markets: Functions, organization and instruments
- 3.2 Indian debt market
- 3.3 Indian equity market: primary and secondary markets
- 3.4 Role of stock exchanges in India; SEBI and investor protection

PART - B

Unit 4:

- 4.1 Financial institutions: commercial banking; role in project finance and working capital finance.
- 4.2 Development financial institutions; role in Indian economy
- 4.3 Life and non-life insurance organizations in India

Unit 5:

- 5.1 Mutual funds concept and role in capital market development
- 5.2 Non-banking financial companies

Unit 6:

- 6.1 Overview of financial services industry
- 6.2 Merchant banking: Pre and post issue management; underwriting
- 6.3 Regulatory framework relating to merchant banking in India

Recommended Books:

1. Basu A.K., Fundamentals of Banking-Theory and Practice, A. Mukherjee and Co., Calcutta.
2. Sayers R.S, Modern Banking, Oxford University Press.
3. Panandikar S.G. and Mithani D.M, Banking in India, Orient Longman.
4. Reserve Bank of India: Functions and Working.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

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|--------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc. | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-311.1 | 1 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-311.2 | 1 | 2 | 1 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-311.3 | 1 | | 2 | 3 | | 2 | 3 | 1 | | |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INTSTITUTE OF RESESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-312: ENTREPRENEURSHIP DEVELOPMENT AND PRACTICES

Periods/week Credits

L : 2 T: 1 3

Duration of Examination: 2 Hrs

Max. Marks : 100

Internal/Continous Assessment: 30

External examination: 70

Course Outcomes:

By the end of this course, a student should be able to:

OBBA-DS-312.1: To provide a space and platform for discovery, both self-discovery and opportunity discovery.

OBBA-DS-312.2: Develop strengths in terms of an entrepreneurial forming team and learn the basics, such as opportunity discovery, value proposition, prototyping, competition analysis, and early customer insights.

PART A

Unit 1: Self-Discovery

- 1.1 Role Model
- 1.2 Finding your flow
- 1.3 Entrepreneurial CV
- 1.4 Final action plan

Unit 2: Idea Generation and Idea Evaluation

- 2.1 Mind mapping for ideas
- 2.2 Build your own idea bank
- 2.3 Idea Evaluation: 5Q framework, decision matrix analysis, paired comparison analysis

Unit 3: Entrepreneurial Outlook

- 3.1 Effectuation
- 3.2 Lean startup: lean startup process
- 3.3 Team formation

PART B

Unit 4: Customer Discovery

- 4.1 Segmentation and targeting, niche marketing
- 4.2 Mapping the consumption chain
- 4.3 Drawing the consumption map
- 4.4 Why customers won't buy
- 4.5 Outcome-driven innovation

Unit 5: Value Proposition Design

- 5.1 Value proposition design, value proposition and assessing fit
- 5.2 Competition Analysis, refine your value proposition
- 5.3 Blue Ocean Strategy

Unit 6: Prototyping

- 6.1 Introduction to prototyping
- 6.2 Designing and presentation of MVP

Recommended readings:

1. Barringer, Bruce R., and Ireland, Duane R., Entrepreneurship, Pearson Education, New Delhi.
2. Roy Rajeev, Entrepreneurship, Oxford Higher Education, New Delhi.
3. Mullins, John, The new business road test, Financial Times Prentice Hall, Britain

Only latest available books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

- iii. Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

- iv. For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| OBBA-DS-312.1 | 1 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-312.2 | 1 | 2 | 1 | | 2 | | 1 | | 2 | 1 |

BBA DIGITAL MARKETING
SEMESTER IV
2023-26

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-401: BUSINESS RESEARCH METHODS

| | | |
|----------------------------------|---------|------------------------------------|
| Periods/week | Credits | Max. Marks: 100 |
| L: 3 | 3 | Internal/Continuous Assessment: 30 |
| Duration of Examination: 3 hours | | End Semester: 70 |

Course Outcomes:

- OBBA-DS-401.1:** Explain the basic concepts of business research methods;
OBBA-DS-401.2: Execute the Collection, analysis, presentation and interpretation data;
OBBA-DS-401.3: Identify and analyse the problem;
OBBA-DS-401.4: Create relevant literature and data for analysis.

PART - A

Unit 1: Introduction

- 1.1 Scope of research in business
- 1.2 Purpose of research
- 1.3 Components ,concepts, constructs, definition, variables ,proposition and hypothesis
- 1.4 Unit of Analysis-Individual ,organization ,groups and data series
- 1.5 Deductive and inductive theory
- 1.6 Types of research

Unit 2: Research Problem and Research Proposal

- 2.1 Problem identification process
- 2.2 Literature review
- 2.3 Types of variables
- 2.4 Meaning of research proposal
- 2.5 Types of research proposal
- 2.6 Ingredients of research proposal

Unit 3: Research Design, Data Collection and Scaling

- 3.1 Classification of research designs
- 3.2 Data collection methods
- 3.3 Types of Measurement Scales

PART - B

Unit 4: Questionnaire Designing and Sampling Considerations

- 4.1 Criteria for questionnaire designing
- 4.2 Questionnaire design procedure

- 4.3 Sampling Concepts
- 4.4 Meaning of sampling design
- 4.5 Types of Sampling

Unit 5: Hypothesis Testing and Analysis of data

- 5.1 Role of hypothesis in research
- 5.2 Features of good hypothesis
- 5.3 Null hypothesis and alternate hypothesis
- 5.4 Types of Analysis
- 5.5 Statistical devices used in research

Unit 6: Report Writing

- 6.1 Importance of report writing
- 6.2 Types of research report
- 6.3 Layout of research report
- 6.4 Steps in organization of research report
- 6.5 Guidelines for effective report writing

Recommended Books:

- 1Kothari C.R., Research Methodology, VishwaPrakashan
- 2Research Methodology, Deepak Chawla ,NeenaSondhi , Vikas Publishing
- 3Thukral J. K., *Business Statistics*. Taxmann's Publications

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-401.1 | 2 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-401.2 | 1 | 2 | 3 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-401.3 | 3 | | 2 | 3 | | 2 | 3 | 1 | | |
| OBBA-DS-401.4 | 1 | 2 | 1 | 3 | 3 | | 3 | 2 | 2 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-402: FINANCIAL MANAGEMENT

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester : 70

Course Outcomes:

By the end of the course, a student should be able to:

- | | |
|----------------------|--|
| OBBA-DS-402.1 | Describe the fundamental principles of financial management. |
| OBBA-DS-402.2 | Apply basic research methods and interpret the application of financial management for decision making. |
| OBBA-DS-402.3 | Analyse today's dynamic business environment with techniques of financial management. |
| OBBA-DS-402.4 | Evaluate appropriate information from various sources to determine knowledge about decisions and its variables in financial management and implement it ethically. |

PART – A

Unit 1: Introduction

- 1.1 Financial management: Concept, scope and objectives
- 1.2 Process of financial management

Unit 2: Capital Structure and Cost of Capital

- 2.1 Capital Structure: Concept
- 2.2 Theories of Capital Structure
 - 2.2.1 Net Income approach
 - 2.2.2 Net Operating Income approach
 - 2.2.3 Modigliani-Miller approach
- 2.3 Cost of Capital: Concept and classification of cost
- 2.4 Weighted average cost of capital

Unit 3: Financing Decisions: Leverage

- 3.1 Concept of Leverage
- 3.2 Operating Leverage
- 3.3 Financial Leverage
- 3.4 Combined Leverage

PART – B

Unit 4: Capital Budgeting

- 4.1 Capital Budgeting: Concept
- 4.2 Process of capital budgeting
- 4.3 Techniques of capital budgeting

Unit 5: Management of Working Capital

- 5.1 Working Capital: Concept, nature and need
- 5.2 Classification of working capital

Unit 6: Dividend Decision

- 6.1 Dividend Decision : Concept and significance
- 6.2 Types of Dividend Policy
- 6.3 Forms of Dividend

Recommended books:

1. Khan M Y, Jain P K, Financial Management, Tata McGraw Hill Education.
2. Rustagi R.P., Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
3. Gupta Shashi K and Sharma R.K, Financial Management: Theory, Concepts and Problems, Kalyani Publishers.
4. Horne, James Van, Financial Management & Policy.
5. Chandra Prasanna, Financial Management. Tata McGraw Hill.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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|-------------------------------|-----|
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| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-401.1 | 2 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-401.2 | 1 | 2 | 3 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-401.3 | 3 | | 2 | 3 | | 2 | 3 | 1 | | |
| OBBA-DS-401.4 | 1 | 2 | 1 | 3 | 3 | | 3 | 2 | 2 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-503: CUSTOMER RELATIONSHIP MANAGEMENT

Periods/week Credits

L:3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

External examination: 70

Course Outcomes:

By the end of the course, a student will be able to:

- OBBA-DS-503.1:** Explain and discuss the concepts and importance of CRM
- OBBA-DS-503.2:** Describe the CRM process and discuss about developing the CRM as strategy
- OBBA-DS-503.3:** Apply the knowledge of operational CRM and examine the various analytical CRM tools and Techniques.
- OBBA-DS-503.4:** Design the CRM implementation Programme.

PART A

UNIT – I Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

UNIT – II CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and eCRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

UNIT – III Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

PART B

UNIT – IV CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

UNIT – V SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

UNIT – VI CRM IN E-BUSINESS and FUTURE TRENDS: E-Commerce and Customer Relationships on the Internet, Future trends in CRM.

RECOMMENDED BOOK:

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill.
 2. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
 3. H. Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
- Only latest available editions of the books are recommended.*

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

| |
|--|
| Minimum: 70 percent. Categorization for the same is: |
| Objective Type Questions: 30% |
| Short/Long Questions: 70% |

Course Articulation Matrix

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| OBBA-DS-503.1 | 1 | 2 | 2 | 1 | 2 | 3 | 3 | 1 | 2 | 3 |
| OBBA-DS-503.2 | 1 | 2 | 3 | 2 | 3 | | 3 | 3 | 3 | 2 |
| OBBA-DS-503.3 | 3 | 3 | 2 | 3 | | 1 | 3 | 1 | 3 | 2 |
| OBBA-DS-503.4 | 1 | 2 | 3 | | 2 | | 2 | 1 | 3 | 2 |

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2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES
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OBBA-DS-407: BUSINESS AND DIGITAL MEDIA LAWS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max.Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

- OBBA-DS-407.1:** Demonstrate business laws practices prevailing in India
- OBBA-DS-407.2:** Apply basic research methods, data analysis and interpretation to have a better understanding of legal business issues.
- OBBA-DS-407.3:** List the various sources of law in the American Legal system and Cite a recent case concerning copyright and the law
- OBBA-DS-407.4:** Discuss how ethics apply to broadcasting on both television and radio.
- OBBA-DS-407.5:** Evaluate appropriate information from various sources and develop an understanding of legal framework of business.

PART – A

Unit 1:

- 1.1 Introduction to Company, Features of Company
- 1.2 Types of Companies: Public Company Vs Private Company
- 1.3 Memorandum of Association Vs Articles of Association

UNIT 2:

- 2.1 Prospectus, Dividends, Factors considered for dividend decision making;
- 2.2 Equity shares Vs Preference Shares
- 2.3 Winding up of company, Procedure of winding up of a Company
- 2.5 Duties of Company Liquidator, Rights of a Liquidator

UNIT 3:

- 1.1 Types of Law: Constitutional and Common Law
- 1.2 Statutory Law
- 1.3 Administrative Enquiry in action

PART – B

UNIT 4:

- 4.1 Law of Contract, Offer & Acceptance
- 4.2 Quasi Contract, Breach of Contract & its Remedy
- 4.3 Censorship, Ethics, and The Law
- 4.4 Copyrights, Patent and Trademarks

UNIT 5:

- 5.1 Regulation of Electronic Media
- 5.2 Radio Broadcasting and Values
- 5.3 Television Programming and Values
- 5.4 Regulation of New Electronic and Digital Media

UNIT 6:

- 6.1 Sex, Laws, and Cyberspace
- 6.2 A Concise History of Hacking and some of its positive attributes
- 6.3 Threats Online: The Law and Ethics

Recommended Books

1. Company Law & Practice by Dr G.K. Kapoor & Dr. Sanjay Dhamija, Taxmann Publications
2. Business Law by N.D. Kapoor, Sultan Chand & Sons
3. Mercantile Law by M.C. Kuchhal, Vikas Publishing Pvt Ltd
4. Tulsian's Business Laws, McGraw Hill Education

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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Continuous or formative assessments (in the form of end semester examination or term examination). Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:
Short/Long Questions:

30%
70%

Course Articulation Matrix

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
|----------------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| OBBA-DS-407.1 | 1 | 2 | 2 | 1 | 2 | 3 | 3 | 1 | 2 | 3 |
| OBBA-DS-407.2 | 1 | 2 | 3 | 2 | 3 | | 3 | 3 | 3 | 2 |
| OBBA-DS-407.3 | 3 | 3 | 2 | 3 | | 1 | 3 | 1 | 3 | 2 |
| OBBA-DS-407.4 | 1 | 2 | 3 | | 2 | | 2 | 1 | 3 | 2 |
| OBBA-DS-407.5 | 1 | 2 | 3 | | 2 | | 2 | 1 | 3 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-408: DIGITAL ADVERTISING AND WEB ANALYTICS

Periods/week Credits

L: 2 T:0 P:2 3

Duration of Examination: 3 Hrs

Max. Marks : 100

Internal/Continous Assessment: 30

External examination: 70

Course Outcomes: By the end of the course, a student should be able to:

- OBBA-DS-408.1:** Identify the fundamental concepts that are part of Google Ads, Analytics & Conversion Tracking.
- OBBA-DS-408.2:** Explore the skills and understand web analytics & Ads a function of digital marketing
- OBBA-DS-408.3:** Analyze the principles of RoI, web analytics & ad spends
- OBBA-DS-408.4:** Be able to participate in digital marketing activities around Google Ads for Search & Display

PART A

Unit I: PPC Advertising

Introduction to PPC Advertising

Search Advertising

1.2.5 Assignment - 1

Unit II: Google Ads

Introduction to Google Ads

Google Ads Search Certification: Prep

Google Ads Search Certification: Debrief

Google Ads: Shopping Ads

Facebook Ads 101

1.6.5 Assignment

Unit III: Google Analytics

Google Analytics 101

Google Analytics Interface

Basic Reports

2.3.5 Assignment - 1

PART B

Unit IV: Tracking of Online Campaign

Campaign and Conversion Tracking
Certificate: Google Analytics for Beginners

Unit V: Lead Generation for Business

Contact Management and Segmentation Strategy
Lead Nurturing
Lead Qualification Framework
Holding Your Teams Accountable With an SLA
Assignment

Unit VI: Online Display Advertising

Campaign Types on Google Display Ads
Target Users on Google Display Ads
Increase Efficiency with Automated Bidding
Deliver the Right Message on Google Display Ads
Google Display Ads Certificate Learning Tools:

- Google Analytics
- Google Ads (optional INR 500 ad spends budget)

Recommended Texts and Readings:

1. The Beginner's Guide To Google Ads
2. Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & The Display Network
3. Beyond PPC: Groundbreaking strategies for digital marketing lead generation when pay per click won't perform

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions: 30%

Short/Long Questions: 70%

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-408.1 | 2 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-408.2 | 1 | 2 | 3 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-408.3 | 3 | | 2 | 3 | | 2 | 3 | 1 | | |
| OBBA-DS-408.4 | 1 | 2 | 1 | 3 | 3 | | 3 | 2 | 2 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-409: ONLINE AND SOCIAL MEDIA MARKETING

Periods/week Credits

L:3 T: P: 3

Duration of Examination: 3 Hrs

Max. Marks : 100

Internal/Continuous Assessment: 30

External examination : 70

Course Outcomes: By the end of the course, a student should be able to:

- OBBA-DS-409.1:** Identify the fundamental concepts that are part of Email and social Platforms.
- OBBA-DS-409.2:** Explore the skills and understand the role of various different platforms in the overall digital marketing strategy
- OBBA-DS-409.3:** Analyze the principles of ad spends on social media platforms and associated RoI
- OBBA-DS-409.4:** Be able to define goals for digital marketing activities on social media platforms

PART A

Unit I: Email Marketing

- 1.1. Email Marketing 101
- 1.2. Managing & Segmenting Audiences
- 1.3. Email Marketing Automation
- 1.4. HubSpot Certification: Email Marketing

Unit II: Facebook Marketing

- 2.1. Organic & Paid Strategies
- 2.2. Campaign Objectives
- 2.3. Planning Budgets
- 2.4. Retargeting & Ad Formats
- 2.5. Assignment - 1
- 2.6. Measuring Campaign Results
- 2.7 Select Your Audience, Platforms and Schedule
- 2.8 Assignment - 2

Unit III: LinkedIn Marketing

- 3.1. Individual Profiles
- 3.2. Company Profile: Recruitment Strategies
- 3.3. Company Profile: Business Development
- 3.4. LinkedIn Ads
- 3.5. Assignment

PART B

Unit IV: Twitter Marketing

- 4.1. Real-time Micro-blogging Introduction
- 4.2. Brand Profiles, Verified Profiles
- 4.3. Scaling Content Strategy
- 4.4. Building Followers & Engagement
- 4.5. Assignment

Unit V: Video Marketing

- 5.1. Video Marketing Introduction
- 5.2. Video Marketing Strategy
- 5.3. Video Production 101
- 5.4. Video Metrics & Analysis
- 5.5. Assignment

Unit VI: Instagram Marketing

- 6.1. Instagram Business Accounts Overview
- 6.2. Formats
- 6.3. Brand Design
- 6.4. Instagram Ads

Unit VII: WhatsApp Marketing

- 7.1. Whatsapp Business Accounts
- 7.2. Whatsapp Groups vs Broadcasts
- 7.3. Scaling Whatsapp via CRM tools
- 7.4. Assignment

Recommended Texts and Readings:

1. Art of Social Media: Power Tips - Guy Kawasaki
2. This is Marketing: You Can't Be Seen Until You Learn To See - Seth Godin

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Only the latest available editions to the above books are recommended

Assessment Tools:

Assignments (Presentations/ Role Plays/ Case Analysis/
Quiz etc.) Sessional tests
Class Participation

Term end
examination

Free Learning Tools:

- Mailchimp
- Facebook Business Manager (Optional INR 500 ad spends)
- LinkedIn Company Profile
- Other Social Media accounts to test & try.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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| | |
|--|-----|
| Minimum: 70 percent. Categorization for the same is: | |
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-409.1 | 2 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-409.2 | 1 | 2 | 3 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-409.3 | 3 | | 2 | 3 | | 2 | 3 | 1 | | |
| OBBA-DS-409.4 | 1 | 2 | 1 | 3 | 3 | | 3 | 2 | 2 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-410: BUSINESS CONTENT WRITING

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, students will be able to:

OBBA-DS-410.1: Understand the impact of the business objectives and promotional messages

OBBA-DS-410.2: To Adopt tested techniques for effective content writing

OBBA-DS-410.3: To understand the impact of mass media promotion

OBBA-DS-410.4: To Differentiate content development for different media purposes

PART - A

Unit 1: Introduction to Content Writing

1.1 What is Content Writing? , Essentials of Content Writing

1.2 Breaking the Ice and Building the Blocks

1.3 Content Writing Life Cycle, Process of Information Collection

1.4 Need and Scope of Content Writing

Unit 2: Types of Content Writing and Ideology

2.1 Types-Web Content, Technical, Creative, Research, Scientific, Travel, Media etc.

2.2 Portraying Business Objectives through Content

2.3 Branding and its impact on writing and Content Requirement

Unit 3: Blog and Website Content Writing

3.1 Selecting a Topic and Outline -Undertaking related Research -Writing Headlines -Writing the Blog Draft- Rewriting/Editing the Blog Post- Optimizing the Blog Post

3.2 Introduction to Website -Developing Sitemaps -Structuring Wireframes -Writing Content for Website -Rewriting/Editing Content

PART- B

Unit 4: SEO Content Writing

4.1 Introduction to Common Terms for SEO Based Writing

4.2 Searching Relevant Keywords with Google Ad Words Tool

4.3 Incorporating Keywords in Content and Writing SEO Optimized Content

4.4 Introduction to Plagiarism Checking Tool and Importance of Unique Content

Unit 5: PR Writing and Social Media

5.1 Introduction to Public Relations -Importance of Writing for Public Relations - Writing Media Briefs - Writing Press Notes / Press Releases - Writing Content for Media / Press Kits

5.2 Introduction to Social Media Posts -Writing for Facebook Posts, Pages, and Events - Writing for WhatsApp - Writing for Twitter - Writing for Instagram - Writing for LinkedIn Pages

Unit 6: Content Marketing and Project work

6.1 Introduction to Content Marketing Online and its Promotion

6.2 Project Work and its real life application

Recommended books:

1. Word Castle – Vaibhav Kakkar
2. Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life by Rory Sutherland
3. Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love by Chris Carter
4. Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport
5. F#ck Content Marketing: Focus on Content Experience to Drive Demand, Revenue & Relationships by Randy Frisch

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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For Summative assessment (End Semester Examination or End-Term Examination):

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| | |
|---------------------------|-----|
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| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-410.1 | 2 | 2 | | | 3 | 3 | | 1 | | 2 |
| OBBA-DS-410.2 | 1 | 2 | 3 | | 2 | | 1 | | 2 | 1 |
| OBBA-DS-410.3 | 3 | | 2 | 3 | | 2 | 3 | 1 | | |
| OBBA-DS-410.4 | 1 | 2 | 1 | 3 | 3 | | 3 | 2 | 2 | 3 |

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-411: SERVICE MARKETING

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students should be able to:

- OBBA-DS-411.1:** Identify the services matrix and explain the various components involved in service marketing.
- OBBA-DS-411.2:** Discuss the role and involvement of people, process, and physical evidence in service industry.
- OBBA-DS-411.3:** Develop and promote a service-oriented mind-set.
- OBBA-DS-411.4:** Analyse practical problems which are confronted in delivery of services and suggest broad course of action.

PART A

Unit 1: Foundation for Marketing of Services

- 1.1 Introduction to services
- 1.2 Different types of services

Unit 2: Service marketing mix

- 2.1 Concepts and significance of Services marketing mix
- 2.2 Overview of gaps model of service quality

Unit 3: Understanding Customers

- 3.1 Customer behaviour in service encounters
- 3.2 Customer expectations and perception of service
- 3.3 Understanding customer relationship
- 3.4 Managing relationships & building loyalty

PART B

Unit 4: Service Design and Standards

- 4.1 Planning & creating services
- 4.2 Customer-defined service standards, physical evidence and the service scape

Unit 5: Service Delivery

- 5.1 Managing employees' and customers' role in service delivery
- 5.2 Balancing demand and capacity

Unit 6: Service Marketing Key Elements

6.1 Designing the communications mix for services

6.2 Branding & communications

Recommended Books

1. Zeithami, Valarie A., Mary Jo Bitner, Dwanye D. Gremler and Ajay Pandit. Services Marketing. McGraw Hill Education.
2. Jochen, Wirtz, Lovelock Christopher and Jayanta Chatterjee. Services Marketing. Pearson Education. Christopher H Lovelock, Services Marketing, Prentice Hall
3. Jha, SM, Services Marketing, Himalaya Publishing Co.
Payna, Adrim, An essence of Services Marketing, Prentice Hall
Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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| | |
|---------------------------|-----|
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Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|---------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-411.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-411.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-411.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-411.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

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BBA DIGITAL MARKETING

2023-26

SEMESTER V

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-501: CONSUMER BEHAVIOR

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Continuos Evaluation : 30

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

OBBA-DS-501.1: Learn key concepts and theories of consumer behaviour.

OBBA-DS-501.2: Evaluate psychological theories relevant for understanding consumer behaviour.

OBBA-DS-501.3: Understand how different aspects of the environment influence consumer behaviour.

OBBA-DS-501.4: Learn what marketing strategy is and how it influences consumer behaviour.

PART A

Unit I-Introduction

- 1.1 Consumer behaviour
- 1.2 Market analysis
- 1.3 consumer decision process

UNIT II- Culture and Consumer Behaviour

- 2.1 Meaning, characteristics, function, and types of culture
- 2.2 Cross-cultural consumer analysis
- 2.3 Problem in cross-cultural marketing
- 2.4 Motivation and consumer behaviour
- 2.5 Consumer motives - personal, social motives
- 2.6 Involvement and its measurement, values and attitudes, means and end chain model

UNIT III- Perception and Consumer Behaviour

- 3.1 Introduction of groups - advantages and disadvantages
- 3.2 Reference group, types of reference groups
- 3.3 Social class and consumer behaviour; social class categorization
- 3.4 Lifestyle and buying behaviour, market segmentation, and social factors

PART B

UNIT IV-Perception and Consumer Behaviour

- 4.1 Introduction, meaning, nature, Importance, and limitation of perception
- 4.2 Barriers to accurate perception
- 4.3 Sensation, perception of values, perception of process
- 4.4 Determining consumer buying behaviour
- 4.5 Consumer purchase decision, types of decision

- 4.6 Buying stage and situational influence
- 4.7 Models of consumer behaviour

UNIT-V- Attitude and Consumer Behaviour

- 5.1 Meaning, nature, characteristics, and types of attitude, learning of attitude
- 5.2 Sources of influence on attitude formation
- 5.3 Model of attitude- Tri component attitude model, multi-attribute attitude model

UNIT- VI- Consumer Decision Making Process

- 6.1 Introduction, levels of consumer decision
- 6.2 Consumer information processing model
- 6.3 Hierarchy of effects model

Recommended Readings

1. Schiffman, L.G. and Kanuk, L.L., Consumer Behaviour, New Delhi: Prentice- Hall of India.
2. Loudon, D.L. and Bitta, A.J.D., Consumer Behaviour, Singapore: McGraw- Hill

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-501.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-501.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-501.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-501.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

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 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-504: BRAND MANAGEMENT IN DIGITAL MARKETING

Periods/week Credits

L: 03 T: 0 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Examination: 30

External examination: 70

Course Outcomes:

By the end of the course students should be able to:

- OBBA-DS-504.1:** Explain the basic concepts of brand and learn to examine and evaluate branding strategies
- OBBA-DS-504.2:** Apply customer-based brand equity strategies for analyzing brand development and Sustainability.
- OBBA-DS-504.3:** Explain the concepts of advertising and techniques of media planning strategy and development.
- OBBA-DS-504.4:** Understand the role of digital marketing in brand management as well as conflict management techniques.

PART - A

Unit 1

- 1.1 Basic branding concepts and terminologies - brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity,
- 1.2 Major branding decisions: selecting a brand name, brand extension decision.
- 1.3 Family versus individual brand names, private versus national branding, Multiple branding
- 1.4 Importance of branding, Branding challenges and opportunities

Unit 2

- 2.1 Concept of brand equity: sources and benefits of brand equity,
- 2.2 Customer based Brand equity
- 2.3 Measurement of brand equity
- 2.4 Concept of Brand positioning and repositioning,

Unit 3

- 3.1 Legal aspects of Branding: Copyright, Trademarks and IPR,
- 3.2 Designing and implementing branding strategies
- 3.3 Brand building and communication,
- 3.4 E- Branding, handling brand name change

PART - B

Unit 4

- 1.1 Meaning; Importance and functions of advertising
- 1.2 Types of advertising; marketing communications
- 1.3 Setting advertisement objectives
- 1.4 Advertising agencies

Unit 5

- 5.1 Advertisement layout and copy structure (Print, Radio, T.V, and Web advertisements)
- 5.2 Developing advertising campaigns
- 5.3 Measuring impact of advertisements; pre-testing; post testing,
- 5.4 Ethical and legal issues in advertising

Unit 6

- 6.1 Introduction to digital marketing
- 6.2 Role of digital marketing in brand management
- 6.3 Identifying conflicts in digital marketing
- 6.4 Conflict management solving techniques

Recommended Books:

1. Belch, Geroge E., and Belch, Michael E., Advertising and Promotions, Tata McGraw Hill.
2. Wells, Willam, Moriarty, Sandra and Burnett, John, Advertising-Principles and Practice, Pearson Education.
3. Mohan, Manendra, Advertising Management–concepts and cases, Tata McGraw Hill.
4. Chunawala, S.A., Foundations of Advertising–theory & practice, Himalaya publications
5. Kevin lane Keller, Strategic Brand Management, Pearson Education.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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MCQs 30%
 Subjective (Short/Long) 40%
 Discussion/Presentation 15%
 Projects/Group Activities etc 15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions: 30%

Short/Long Questions: 70%

Course Articulation Matrix :

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-504.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-504.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-504.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-504.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-505: GLOBAL BUSINESS ENVIRONMENT

Periods/week Credits

L: 3 T:0 3

Duration of Examination: 3hrs

Max. Marks : 100

Internal/Continuous Examination: 30

External examination: 70

Course Outcomes:

By the end of the course, a student should be able to:

OBBA-DS-505.1: Expose students to the significance and dynamics of international business;

OBBA-DS-505.1: Aware about India's association with international business;

OBBA-DS-505.1: Understand the challenges and complexities faced by international business;

OBBA-DS-505.1: Understand the complexities faced by international business.

PART – A

Unit 1: Introduction to Global Business Environment

- 1.1 Meaning of global business
- 1.2 Distinction between domestic and global business environment
- 1.3 Importance of globalization
- 1.4 Modes of entry into international business

Unit 2: Globalization

- 2.1 Concept of globalization.
- 2.2 Stages of globalization.
- 2.3 International business environment and types.

Unit 3: Theories of international trade

- 3.1 Mercantilism theory
- 3.2 Absolute cost advantage theory
- 3.3 Factor endowment theory
- 3.4 Product life cycle theory

PART – B

Unit 4: Régional economic intégration

- 4.1 European Union
- 4.2 SAFTA
- 4.3 ASEAN
- 4.4 NAFTA

Unit 5: International Financial organization

- 5.1 W.T.O.
- 5.2 UNCTAD
- 5.3 World Bank
- 5.4 IMF

Unit 6: Foreign investment

- 6.1 FDI versus FPI
- 6.2 Determinants of foreign investment

Recommended Books:

1. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London.
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi
3. Daniels John, D., Radebaugh Lee H, Sullivan, Daniel P., Salwan Prashant, Dorling Kindersley, International Business.
4. Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

Only latest available editions of the books are recommended.

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-505.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-505.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-505.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-505.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-506: TRAINING PROJECT-II

Periods/week Credits

3

Duration of Examination: 1hour

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of the course, students will be able to

OBBA-DS-506.1: Know about the area of their interest in industry.

OBBA-DS-506.2: Develop research temperament.

OBBA-DS-506.3: Work in the practical industrial environment.

OBBA-DS-506.4: Develop skills of original writing.

Training Project is offered as a core course to students of fifth semester. Students will write the summer training report under the guidance of supervisor(s). Each student will be allotted at least one supervisor, who will guide the student from beginning till completion of the summer training report.

Course Articulation Matrix:

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-506.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-506.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-506.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-506.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Guidelines for Summer Training Report

A summer training report is a documentation of a student's work - a record of the original work done by the student. The duration of summer internship is 4-6 weeks. It is based on an industrial training into one of the areas decided with the approval of supervisor.

Course Requirements

There are two main outputs to project: a written report followed by an oral presentation and viva voce examination. The oral presentation will be of 15 minutes.

Operational Guidelines

- ix. The student will study a particular business process, function or problem.
- x. He will interact with concerned industry guide to gain practical understanding of process and issues.
- xi. He will analyze the processes and issues from the point of view of efficiency and effectiveness.
- xii. He will observe and understand how the issues are delegated and the problems dealt within the organization.
- xiii. He will seek additional information about solving the problem and improving the business process.
- xiv. Length of the report should be between 70 to 80 pages.
- xv. 2 spiral copies and 1 soft copy of report will be submitted.
- xvi. Plagiarism check: The original matter must be 80% and above.

Format of Project Report

- xiii. Font: Times New Roman
- xiv. Font size: 12 point
- xv. Line spacing: 1.5
- xvi. Center justification
- xvii. Right margin: 1.5 inches
- xviii. Left margin: 1.5 inches
- xix. Top margin: 1.5 inches
- xx. Bottom margin: 1.5 inches
- xxi. Pagination: do not count the title page; start counting with the table of contents, but only number pages from the introduction on
- xxii. Use design elements (bold, *italic*, underline) sparingly

- xxiii. Footnotes: 10pt, single spacing, center justification. Annotations (full sentences) and references end with a full stop
- xxiv. Bibliography: Alphabetic order, single-spaced, blank line between entries, end with a full stop

Layout of Project Report

Following is the layout of summer training report:

- Title Page
- Certificate
- Acknowledgement
- Preface
- Contents
- List of Tables
- List of Figures
- List of symbols, abbreviations, and nomenclature
- Chapters
 - 7. Introduction to company and topic
 - 8. Literature Review
 - 9. Methods of Study
 - 10. Data collection and analysis
 - 11. Findings of the study
 - 12. Conclusion and suggestions
- References
- Appendices

Title Page

- iv. Name of the University and the Institute
- v. Title of the topic
- vi. Name of student, semester, roll number
*sample attached

Dates to Remember

The following are deadlines for your project:

| Date (Training Project) | Item |
|---------------------------------|---------------------------|
| 1 June to 20 July | Training period |
| 30 August | Report submission |
| 5 September to 10 September | Departmental presentation |

Between 25 November and 10 December

Final viva voce examination

Evaluation Procedure

Once the summer training report is submitted, the evaluation procedure shall be as follows:

- iii. The supervisor will give internal marks out of 100, on the basis of the progress of the student during internship, timely submission of report and departmental presentation.
- iv. External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

Sample Title Report

Training Project Report-II

A Study of Recruitment Process in Escorts

Submitted to

Controller of Examinations

Submitted by

Name of student

Roll number

In partial fulfillment of the requirements for the degree of Bachelor of Business
Administration

At

Centre for Distance and Online Education
Manav Rachna International Institute of Research and Studies
Sector 43, Surajkund Badkal Road,
Faridabad, Haryana – 121004

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-508: MOBILE APP DESIGNING AND E-COMMERCE

| | | | | |
|--------------------------------|---------|------------|---------------------------------|------|
| Periods/week | Credits | Max. Marks | : 100 | |
| L: 2 | T: P:2 | 3 | Internal/Continuous examination | : 30 |
| Duration of Examination: 3 Hrs | | | External examination | : 70 |

Course Outcomes: By the end of the course, a student should be able to:

OBBA-DS-508.1: Identify the fundamental concepts that are part of mobile development process, particularly around planning, wireframing, prototyping, visual design & development

OBBA-DS-508.2: Explore the skills and understand mobile marketing as a function of digital marketing

OBBA-DS-508.3: Analyze the principles of Content Marketing & apply those to the overall SEO & digital marketing strategy

OBBA-DS-508.4: Be able to participate in digital marketing activities for ecommerce businesses

PART A

Unit I: Building Mobile App

- 1.1 Product Management Fundamentals
- 1.2 Types of Mobile Apps
- 1.3 App Components & Views
- 1.4 App Capabilities
- 1.5 UX: Wireframing & Prototyping
- 1.6 UI: Design Guidelines
- 1.7 Release & Iterations to achieve a Habit-forming app
- 1.8 Analytics
- 1.9 Assignments - 1 & 2

Unit II: Mobile Web Marketing

- 2.1 All Audiences are Mobile Audiences
- 2.2 All Content in Mobile Formats
- 2.3 Marketing Plan = Mobile Strategy
- 2.4 Mobile Traffic & Business Conversions
- 2.5 Assignment

Unit III: Content Creation

- 3.1 Storytelling & the Content Marketing Ecosystem
- 3.2 Content Creation Framework & Mapping the Journey
- 3.3 Developing Content Strategies

PART B

Unit IV: Content Marketing and Blog

- 4.1 Content Marketing & SEO
- 4.2 Blog Content: Topic Clusters & Pillars
- 4.3 HubSpot Certification: Content & Inbound Marketing

Unit V: Ecommerce Marketing Overview & Framework

- 5.1 Shopping Ads & Dynamic Remarketing
- 5.2 Amazon & Flipkart Advertising
- 5.3 Flipkart Advertising
- 5.4 Growth Hacking for Sales

UNIT VI: Payment Gateway

- 6.1 Payment gateway various options.
- 6.2 Method of incorporating payment gateway.
- 6.3 Making payment gateways safe and secure.

Assessment Tools:

Assignments (Presentations/ Role Plays/ Case Analysis/
Quiz etc.) Sessional tests
Class Participation
Term end
examination

Free Learning Tools:

- Trello
- HubSpot
- Xmind
- Notion

Recommended Texts and Readings:

1. [Duct Tape Marketing](#) – John

Jantsch Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Only the latest available editions to the above books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-508.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-508.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-508.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-508.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

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Degree of Correlation:

- 1 – Low
- 2 – Medium
- 3– High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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OBBA-DS-509: BUSINESS NEGOTIATION SKILLS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes

By the end of the course, students will be able to:

OBBA-DS-509.1: Identify personal negotiation style.

OBBA-DS-509.2: Recognize professional methods and tools used by negotiators.

OBBA-DS-509.3: Formulate and apply the instruments of negotiation strategy and tactics.

OBBA-DS-509.4: Identify different negotiation scenarios.

Part A

Unit 1: Introduction

- 1.1 Definition of negotiation
- 1.2 Negotiation versus other social interactions
- 1.3 Aspects of negotiation research and practice

Unit 2: Preparing for negotiations and its phases

- 2.1 Goal settings, identifying best alternative and zone of possible agreement
- 2.2 Learning about catalysts and barriers of successful collaboration
- 2.3 Three phases of actual negotiations and tactics for promoting constructive negotiation climate
- 2.4 Instruments of negotiations, reaching agreement and types of agreements

Part B

Unit 3: Negotiation strategies and countering manipulation

- 3.1 Principles of negotiations, positioned bargaining, mixed negotiation, etc
- 3.2 Methods and algorithms of revealing and countering manipulation
- 3.3 Transactional analysis in negotiations

Unit 4: Post negotiation stage and special negotiation cases

- 4.1 Implementation and compliance
- 4.2 Post negotiation assessment and evaluation
- 4.3 International and cross-cultural negotiations

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Recommended Readings

1. Cohen, Steven. Negotiating Skills for Managers. Tata McGraw Hill Education.
2. Malhotra, Deepak. Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts. Collins. Pub.

Only latest available edition books are recommended.

Evaluation Policy:

The evaluation will include two types of assessments:

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| MCQs | 30% |
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| Projects/Group Activities etc | 15% |

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| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-509.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-509.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-509.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-509.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

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 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-510: MONEY AND BANKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students will be able to:

OBBA-DS-510.1: Demonstrate good comprehension of the subject and its main elements.

OBBA-DS-510.2: Apply basic research methods including research design, data analysis and interpretation and analyse a range of current monetary issues.

OBBA-DS-510.3: Identify environmental problems and apply both micro and macro theories to the real-world situations in the areas of money and banking.

OBBA-DS-510.4: Evaluate appropriate information from various sources to formulate and evaluate views about pertinent monetary and fiscal issues

PART-A

UNIT 1:

- 1.1 An overview of the financial system
- 1.2 Money; inflation; interest
- 1.3 Money supply process

UNIT 2:

- 2.1 Financial markets
- 2.2 Financial instruments and their characteristics
- 2.3 Banking and non-banking financial intermediaries

UNIT 3:

- 3.1 Understanding Interest rates
- 3.2 Risk and term structure of interest rates
- 3.3 Independence of markets and interest rates

PART-B

UNIT 4:

- 4.1 Banking institutions: Revenues, costs and profits
- 4.2 Basic issues and performance of depository institutions
- 4.3 Bank management

UNIT 5:

- 5.1 Central Banking: Regulations; monetary policy
- 5.2 RBI: Structure, functions and working
- 5.3 Reforms in the banking sector

UNIT 6:

- 6.1 Essentials and objectives of monetary theory
- 6.2 Monetary theories: Classical; Keynesian; modern theories
- 6.3 Conduct of monetary policy and interlinkages; international monetary regimes

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

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|-------------------------------|-----|
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| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-510.1 | 1 | | | 2 | | | 2 | | | 2 |
| OBBA-DS-510.2 | 1 | | 3 | | | 2 | | 3 | | 2 |
| OBBA-DS-510.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-510.4 | 1 | 2 | 2 | | 3 | | | 2 | 3 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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 2 – Medium
 3 – High

BBA DIGITAL MARKETING

SEMESTER VI

2023-26

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-601: CORPORATE GOVERNANCE AND ETHICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students will be able to

- OBBA-DS-601.1:** Identify and relate the importance of business ethics and corporate governance.
- OBBA-DS-601.2:** Estimate and execute the emerging trends in corporate governance norms and framework.
- OBBA-DS-601.3:** Examine the best practices of business ethics in the Indian and global context.
- OBBA-DS-601.4:** Measure role of various committees appointed for enforcing corporate governance and business ethics.

PART– A

Unit 1: Corporate Governance

- 1.1 Evolution of corporate governance
- 1.2 Regulatory framework of corporate governance in India
- 1.3 Green governance; E-governance
- 1.4 Internal constituents of corporate governance
- 1.5 Chairman, CEO, CFO, Auditor –Their roles and responsibilities

Unit 2: Business Ethics

- 2.1 Concept and importance of business ethics
- 2.2 Corporate code of ethics
- 2.3 Ethics in Marketing, Finance and HRM

PART- B

Unit 3: Globalization and Business Ethics

- 3.1 Globalization: Meaning and importance
- 3.2 Impact of globalization on Indian and social culture
- 3.3 International codes of business conduct

Unit 4: Corporate Social Responsibility (CSR)

- 4.1 CSR and business ethics

- 4.2 CSR and corporate governance
- 4.3 CSR models; drivers of CSR

Recommended Books

1. Balasubramanian, N, Corporate Governance and Stewardship, Tata McGrawHill, New Delhi.
2. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
3. Blowfield, Michael, and Murray, Alan Corporate Responsibility, Oxford University Press.
4. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

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|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

| | |
|--|-----|
| Minimum: 70 percent. Categorization for the same is: | |
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-601.1 | 1 | 2 | | 3 | 2 | | 2 | 2 | 3 | 2 |
| OBBA-DS-601.2 | 1 | | | | | 2 | | 3 | 2 | 2 |
| OBBA-DS-601.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-601.4 | 1 | 2 | 2 | 2 | 3 | | | 2 | 3 | 2 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-603: MANAGEMENT INFORMATION SYSTEM

Periods/week Credits

L: 3 T: 0 3

Duration of Examination: 3Hrs

Max. Marks: 100

Internal/Continuous Assessment:30

External examination:70

Course Outcomes: By the end of the course, a student should be able to:

OBBA-DS-603.1: Work efficiently and effectively for decision making;

OBBA-DS-603.2: Work better, faster and cheaper;

OBBA-DS-603.3: Make strategic policies for the organization;

OBBA-DS-603.4: Manage risk if persist any;

PART - A

Unit 1: Introduction to System

- 1.1 Basic Concepts, elements (components) of system
- 1.2 Characteristics of System
- 1.3 Types of Systems; Formal Vs. Informal Systems ; System Approach
- 1.4 Information Systems: Definition & Characteristics
- 1.5 Levels of Management
- 1.6 MIS as a support to management

Unit 2: Management Information system

- 2.1 Overview
- 2.2 Definition & Characteristics
- 2.3 Components of MIS
- 2.4 Types of Information System: ESS, DSS, EIS, TPS, OAS & EDP

Unit 3: E– Frame-work of MIS

- 3.1 Frame Work for Understanding MIS
- 3.2 Robert Anthony's Hierarchy of Management Activity
- 3.3 Structured Vs Unstructured Decisions
- 3.4 Pitfalls in MIS Development

PART - B

Unit 4: MIS Models

- 4.1 Simon's Model of Decision – Making
- 4.2 DSS: Concept; Characteristics and Components
- 4.3 Gorry & Scott Morton Grid
- 4.4 Introduction to GDSS

Unit 5 : Functional MIS

5.1 Overview

5.2 A Study of Marketing, Personnel, Financial and Production MIS

5.3 Information systems planning

5.4 Critical success factors in implementation of information systems

Unit 6: MIS Industry Scenario

6.1 IT applications

6.2 Strategic uses of IT

6.3 BPR & IT

6.4 Applications of business

6.5 Information systems to functional business areas

Recommended Readings:

1. Oz, Effy, "Management Information Systems", Thomson Press Indian Edition New Delhi.
2. Kanter, J. "Management Information Systems", PHI New Delhi.
3. Davis, Gordon B. & Olson, "Management Information Systems", M.H.P Maharashtra
4. Murdick, Robert G., & Ross, Joel E., "Information Systems for Modern Management", New Delhi.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| OBBA-DS-603.1 | 1 | 2 | | 3 | 2 | | 2 | 2 | 3 | 2 |
| OBBA-DS-603.2 | 1 | | | | | 2 | | 3 | 2 | 2 |
| OBBA-DS-603.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-603.4 | 1 | 2 | 2 | 2 | 3 | | | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-604: FAMILY BUSINESS MANAGEMENT

Periods/week Credits

L: 3 T: 3

Duration of Examination: 3 Hrs

Max. Marks : 100

Internal/Continuous Assessment: 30

External examination: 70

Course Outcomes:

By the end of the course, a student should be able to:

- OBBA-DS-604.1:** Develop a working knowledge in addressing concerns in management, governance and relational dynamics in family firms.
- OBBA-DS-604.2:** Improve communication, family council meetings, conflict resolution and lead family members towards positive changes for the family and business.
- OBBA-DS-604.3:** Learn parallel strategic planning for the family and business.

PART - A

Unit 1:

- 1.1 Family and family systems
- 1.2 Concept of healthy family
- 1.3 Individual roles in the family
- 1.4 Conflicts and their resolutions

Unit 2:

- 2.1 Importance of planning for business families
- 2.2 Challenges faced by business family
- 2.3 Balancing family and business demands
- 2.4 Need, benefits and obstacles of family business planning
- 2.5 Challenge of creating a family business legacy
- 2.6 Parallel planning process for family, business and business system.

Unit 3:

- 1.1 Securing family commitment
- 1.2 Encouraging family participation
- 1.3 Preparing for next generation of family managers and leaders
- 1.4 Decision making in family business

PART - B

Unit 4:

- 4.1 Developing effective ownership
- 4.2 Family business governance
- 4.3 Assessing the firm's strategic potential
- 4.4 The external analysis

Unit 5:

- 5.1 Exploring possible business strategies
- 5.2 Evaluating the basic business strategies
- 5.3 Final strategy and reinvestment decision
- 5.4 Reinvestment issues

Unit 6: Integrating family and business plans

- 6.1 Affirming family and strategic commitment
- 6.2 Supporting the family enterprise continuity plan
- 6.3 Contributing to the business strategy plan
- 6.4 Business continuity and succession planning in family business

Recommended Books:

1. Carlock, Randel R ,Ward, John L, Strategic planning for family business, Palgrave macmillan
2. Zellewer, Thomas, Managing the family business: Theory and Practice, Edward Elgar Publishing
3. Ponzi Michael, The family business, Pegasus books.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-604.1 | 1 | 2 | | 3 | 2 | | 2 | 2 | 3 | 2 |
| OBBA-DS-604.2 | 1 | | | | | 2 | | 3 | 2 | 2 |
| OBBA-DS-604.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-604.4 | 1 | 2 | 2 | 2 | 3 | | | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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OBBA-DS-604: FAMILY BUSINESS MANAGEMENT

Credits

3

Duration of Examination: 3 Hrs

Max. Marks : 100

Internal/Continuous Assessment: 30

External examination: 70

Course Outcomes:

By the end of the course, a student should be able to:

OBBA-DS-604.1: Develop a working knowledge in addressing concerns in management, governance and relational dynamics in family firms.

OBBA-DS-604.2: Improve communication, family council meetings, conflict resolution and lead family members towards positive changes for the family and business.

OBBA-DS-604.3: Learn parallel strategic planning for the family and business.

PART - A

Unit 1:

- 1.5 Family and family systems
- 1.6 Concept of healthy family
- 1.7 Individual roles in the family
- 1.8 Conflicts and their resolutions

Unit 2:

- 2.1 Importance of planning for business families
- 2.2 Challenges faced by business family
- 2.3 Balancing family and business demands
- 2.4 Need, benefits and obstacles of family business planning
- 2.5 Challenge of creating a family business legacy
- 2.6 Parallel planning process for family, business and business system.

Unit 3:

- 1.5 Securing family commitment
- 1.6 Encouraging family participation
- 1.7 Preparing for next generation of family managers and leaders
- 1.8 Decision making in family business

PART - B

Unit 4:

- 4.1 Developing effective ownership
- 4.2 Family business governance
- 4.3 Assessing the firm's strategic potential
- 4.4 The external analysis

Unit 5:

- 5.1 Exploring possible business strategies
- 5.2 Evaluating the basic business strategies
- 5.3 Final strategy and reinvestment decision
- 5.4 Reinvestment issues

Unit 6: Integrating family and business plans

- 6.1 Affirming family and strategic commitment
- 6.2 Supporting the family enterprise continuity plan
- 6.3 Contributing to the business strategy plan
- 6.4 Business continuity and succession planning in family business

Recommended Books:

- 4. Carlock, Randel R ,Ward, John L, Strategic planning for family business, Palgrave macmillan
- 5. Zellewer, Thomas, Managing the family business: Theory and Practice, Edward Elgar Publishing
- 6. Ponzi Michael, The family business, Pegasus books.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Tools:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination).
Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| OBBA-DS-604.1 | 1 | 2 | | 3 | 2 | | 2 | 2 | 3 | 2 |
| OBBA-DS-604.2 | 1 | | | | | 2 | | 3 | 2 | 2 |
| OBBA-DS-604.3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | | 3 | 2 |
| OBBA-DS-604.4 | 1 | 2 | 2 | 2 | 3 | | | 2 | 3 | 2 |

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OBBA-DS-605: INTEGRATING MARKETING STRATEGIES

| | | | |
|--------------------------------|---------|--------------------------------|-------|
| Periods/week | Credits | Max. Marks | : 100 |
| L: 24 | T: P: 2 | Internal/Continuous assessment | : 30 |
| Duration of Examination: 3 Hrs | | External examination | : 70 |

Course Outcomes: By the end of the course, a student should be able to:

- OBBA-DS-605.1:** Identify the fundamental concepts that are part of Online Reputation Marketing, Affiliate Marketing, Blogging & monetization via AdSense
- OBBA-DS-605.2:** Certification on various platforms Google and HubSpot.

Unit I: Integrating Marketing Strategy and Crafting Blueprint

- 1.1. Decision Making & Integrated Marketing Strategies
- 1.2. Paid Media
- 1.2.5 Assignment - 1
- 1.3. Organic Media
- 1.3.5 Assignment - 2
- 1.4. Self-hosted Platforms
- 1.5. Competitive Research
- 1.6. Assignment - 3

Unit II: Online Reputation Management

- 2.1. Research, Reviews, Reputation
- 2.2. Reputation Marketing in a Participatory Culture
- 2.3. Industry Specific Platforms
- 2.4. Prevention & Cures

Unit III: Affiliate Marketing

- 3.1. Ecosystem: Businesses, Influencers, Customers
- 3.2. Building Affiliate-friendly Products
- 3.3. Recruiting Influencers
- 3.4. Marketers: Scale Successful Campaigns

Unit IV: AdSense & Blogging

- 4.1. Publishers & AdSense Ecosystem
- 4.2. Blogging, Creative Writing & Copywriting
- 4.3. Content Strategy & SEO
- 4.4. Assignment

Unit V: Acquiring Freelancing Projects

- 4.1. Introduction to Independent Consulting
- 4.2. Best Practices Working with Clients

Unit VI: Project Presentation

- 4.1. Presentation Framework

- 4.2. Storytelling & Influencing Action
- 4.3. Habits: Effective Communication
- 4.4. Tools of the Trade - Best Practices
- 4.5. Design & Subconscious Messaging
- 4.6. Assignment

Unit VII: Getting Professional Certifications

- 4.1. Certificate: Google Fundamentals Of Digital Marketing
- 4.2. Google Ads Search Certification: Prep
- 4.3. Google Analytics for Beginners
- 4.4. Google Display Ads Certification
- 4.5. HubSpot Certification: Email Marketing
- 4.6. HubSpot Certification: Content & Inbound Marketing
- 4.7. HubSpot Certification: Inbound Marketing

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| CO STATEMENT | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|----------------------|------|------|------|------|------|------|------|-------|-------|-------|
| OBBA-DS-605.1 | 1 | 2 | | 3 | 2 | | 2 | 2 | 3 | 2 |
| OBBA-DS-605.2 | 1 | | | | | 2 | | 3 | 2 | 2 |

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OBBA-DS-606: PRACTICAL ASPECTS OF TAXATION

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination:100

Course Outcomes: By the end of this course, a student should be able to:

OBBA-DS-515.1: Demonstrate good comprehension of income tax laws prevailing in India;

OBBA-DS-515.2: Apply basic concepts of TDS and GST in the real-life situations;

OBBA-DS-515.3: Develop abilities for income tax planning;

OBBA-DS-515.4: Identify and quote the important income tax laws as per the different heads.

PART-A

Unit 1:

- 1.1 Basic Concepts: Income, Gross Total Income, Total Income, Person, Assesses, Assessment year, previous year and Financial Year
- 1.2 Importance and need of Income Tax
- 1.3 Residential Status, Exempted incomes

UNIT 2:

- 1.1 Income under the five heads: Salary; Income from House Property; Profits and Gains of Business or Profession; Capital Gains; Income from Other Sources (in brief)

UNIT 3:

- 3.1 Tax planning and Tax -Management
- 3.2 Clubbing of income
- 3.3 Set off and carry forward of losses

PART-B

UNIT 4:

- 4.1 Agriculture Income: Meaning and computation
- 4.2 Assessment of Individual
- 4.3 Assessment of HUF

UNIT 5:

- 5.1 Advance payment of tax
- 5.2 Tax deducted at source
- 5.3 Provisions for filing of return

UNIT 6:

- 6.1 Brief introduction to GST
- 6.2 Introduction to GST Rates;
- 6.3 Merits & Demerits of GST Rates

Recommended Books:

1. Dr.Girish Ahuja &Dr. Ravi Gupta, Systematic Approach to Taxation Bharat Law House Pvt Ltd.
2. Dr. Vinod K Singhania& Dr. Monica Singhania, Students Guide to Income Tax including GST Taxmann Publications, New Delhi .
3. Dr. H C Mehrotra & Dr. SP Goyal, Income Tax Law& Accounts Sahitya Bhawan Publications, Agra
4. Dr. B K Agarwal& Dr Rajeev Agarwal, Income Tax Law & Accounts Published by Nirupam Sahitya Sadan, Agra

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

| | |
|-------------------------------|-----|
| MCQs | 30% |
| Subjective (Short/Long) | 40% |
| Discussion/Presentation | 15% |
| Projects/Group Activities etc | 15% |

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

| | |
|---------------------------|-----|
| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

| Cos | PO | PO | PO | PO | PO | PO | PO | PSO | PSO | PSO |
|----------------------|----|----|----|----|----|----|----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 |
| OBBA-DS-606.1 | 1 | 1 | 1 | 3 | 1 | | 1 | | | 1 |
| OBBA-DS-606.2 | 2 | 2 | 2 | | 3 | | 2 | 3 | 1 | 2 |
| OBBA-DS-606.3 | 2 | 2 | 2 | | | 2 | 2 | | 3 | |
| OBBA-DS-606.4 | 2 | 2 | 2 | 2 | | 3 | 2 | 3 | 3 | 3 |

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

Appendix-I Course Focus on regional, national and global development

| Subject Code | Course Name | Regional | National | Global |
|--------------|--|----------|----------|--------|
| OBBA-DS-101 | Business Mathematics | | √ | |
| OBBA-DS-102 | Business Organization and Management | | | √ |
| OBBA-DS-103 | Business Computing (Theory) | √ | | |
| OBBA-DS-153 | Business Computing (Practical) | √ | | |
| OBBA-DS-104 | Business Communication | √ | √ | √ |
| OBBA-DS-105 | Accounting for Managers | | √ | |
| OBBA-DS-107 | Marketing Management | | | √ |
| OBBA-DS-201 | Business Statistics | | √ | |
| OCH-202B | Environmental Studies | | | √ |
| OBBA-DS-209 | Internet and Web technologies (Theory) | | √ | √ |
| OBBA-DS-259 | Internet and Web technologies (Practical) | √ | | |
| OBBA-DS-205 | Human Resource Management | | √ | |
| OBBA-DS-207 | Sales and Distribution Management | √ | | |
| OBBA-DS-208 | Digital Marketing and Design Thinking | | √ | |
| OBBA-DS-507 | Media Photography | | | √ |
| OBBA-DS-301 | Organization Behaviour & Development | | √ | |
| OBBA-DS-302 | Advanced Excel | | √ | |
| OBBA-DS-305 | Cost and Management Accounting | √ | | |
| OBBA-DS-307 | Business Economics | | √ | |
| OBBA-DS-308 | Training Project-I | √ | | |
| OBBA-DS-309 | Web Design and Search Engine Optimization | | √ | |
| OBBA-DS-311 | Principles of Banking | | √ | |
| OBBA-DS-312 | Entrepreneurship Development and Practices | | √ | |
| OBBA-DS-401 | Business Research Methods | √ | | |
| OBBA-DS-402 | Financial Management | | √ | |
| OBBA-DS-503 | Customer Relationship Management | √ | | |
| OBBA-DS-408 | Digital Advertising and Web Analytics | | | √ |
| OBBA-DS-309 | Online and Social Media Marketing | | √ | |
| OBBA-DS-411 | Service Marketing | | | √ |
| OBBA-DS-410 | Business Content Writing | | | √ |
| OBBA-DS-501 | Consumer Behavior | | √ | |
| OBBA-DS-508 | Mobile App Designing and E-Commerce | | | √ |
| OBBA-DS-509 | Business Negotiation Skills | | | √ |
| OBBA-DS-601 | Corporate Governance and Ethics | | √ | |

| | | | | |
|-------------|----------------------------------|---|---|---|
| OBBA-DS-603 | Management Information System | | √ | |
| OBBA-DS-604 | Family Business Management | √ | | |
| OBBA-DS-605 | Integrating Marketing Strategies | | | √ |

APPENDIX-II COURSE FOCUSES ON ENVIRONMENT SUSTAINABILITY, PROFESSIONAL ETHICS AND GENDER EQUALITY

| Course code | Course Name | Environment and Sustainability | Professional Ethics | Human Values | Gender Equality |
|-------------|--|--------------------------------|---------------------|--------------|-----------------|
| OBBA-DS-102 | Business Organization and Management | √ | √ | | |
| OBBA-DS-301 | Organisation Behaviour and Development | | √ | √ | √ |
| OBBA-DS-411 | Service Marketing | | √ | √ | √ |
| OBBA-DS-308 | Training Project-I | √ | | | |
| OBBA-DS-506 | Training Project-II | √ | | | |
| OBBA-DS-604 | Family Business Management | | √ | √ | √ |

APPENDIX –III COURSE FOCUSES ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT

| Course code | Course Name | Employability | Entrepreneurship | Skill development |
|-------------|--|---------------|------------------|-------------------|
| OBBA-DS-101 | Business Mathematics | √ | √ | √ |
| OBBA-DS-102 | Business Organization and Management | √ | √ | √ |
| OBBA-DS-103 | Business Computing (Theory) | √ | √ | √ |
| OBBA-DS-153 | Business Computing (Practical) | √ | √ | √ |
| OBBA-DS-104 | Business Communication | √ | √ | √ |
| OBBA-DS-105 | Accounting for Manager | √ | √ | |
| OBBA-DS-107 | Marketing Management | √ | √ | |
| OBBA-DS-201 | Business Statistics | | √ | |
| OBBA-DS-207 | Sales and Distribution Management | | √ | |
| OBBA-DS-301 | Organisation Behaviour and Development | | | √ |

| | | | | |
|-------------|---------------------------------------|---|---|---|
| OBBA-DS-302 | Advanced Excel | √ | √ | √ |
| OBBA-DS-307 | Business Economics | | √ | |
| OBBA-DS-305 | Cost and Management Accounting | | √ | |
| OBBA-DS-408 | Digital Advertising and Web Analytics | √ | √ | |
| OBBA-DS-401 | Business Research Methods | √ | √ | |
| OBBA-DS-311 | Principles of Banking | √ | √ | |
| OBBA-DS-402 | Financial Management | √ | √ | |
| OBBA-DS-107 | Marketing Management | | √ | |
| OBBA-DS-207 | Sales and Distribution Management | | √ | |
| OBBA-DS-309 | Online and Social Media Marketing | √ | √ | |
| OBBA-DS-509 | Business Negotiation Skills | | √ | |
| OBBA-DS-605 | Integration Marketing Strategy | | √ | |
| OBBA-DS-604 | Family Business Management | | √ | |