



MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

FACULTY OF MANAGEMENT STUDIES

DEPARTMENT OF UG MANAGEMENT STUDIES

CURRICULUM

AND

SCHEME OF EXAMINATION

BACHELOR OF BUSINESS ADMINISTRATION

(DIGITAL MARKETING)

BATCH: 2022-25

FOREWORD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of BBA(Digital Marketing) being offered at FACULTY OF MANAGEMENT STUDIES of this University. This has been duly vetted and finally approved by the Academic Council of the University vide **37th meeting** held on **July 02, 2021** and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of BBA (Digital Marketing) shall be implemented w.e.f. AY 2021-24.

Date:
MRIIRS

Dean-Academics,

PREAMBLE

DEPARTMENT OF UG MANAGEMENT STUDIES is one of the two departments under the FACULTY OF MANAGEMENT STUDIES. The department has strong academics and full of co-curricular and extra-curricular activities. There is great thrust on the application of theory and best practices prevailing in the business world. The curriculum is kept regularly updated to keep its relevance to industry. There is strong focus on student participation, case studies, personal grooming and development, guest lectures by industry experts and alumni, management games and industrial visits which enable the students in understanding the industry and its working. The faculty members come from varied backgrounds, having strong academic and industrial experience which considerably enriches the department.

Professional modules have been integrated into the curriculum to make the students understand the real world of business and enhance their employability. Talent edge training programmes are conducted by the Institute in the department under which the students get a unique opportunity to understand Digital Marketing operations. All students are given an opportunity to study a contemporary course on Entrepreneurship in order to enable them develop their own start-up enterprises.

The department offers courses under "Compulsory Courses Basket" that 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. Then, there are "Elective Courses Basket" which gives option of 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.

Bachelor of Business Administration (Digital Marketing) is the specialized course in business administration, a 3-year programme. It is accepted & recognized worldwide because of its general as well as specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of Human Resource Management, Marketing, Financial Management, Entrepreneurship and Computer-based solutions. In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. The course is rigorously designed to provide evolving practices and knowledge in the field of Business Administration and Digitalization. The students of BBA-DM course are given immense opportunity to grow horizontally in the upcoming contemporary field.

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VISION OF THE DEPARTMENT

Manav Rachna Educational Institutions (MREI) is dedicated and committed to train and equip its students with the latest knowledge and skills in the chosen fields in the backdrop of Indian ethos and values to enable them to face any global challenge with a view to transforming them into insightful, honourable and responsible citizens of this great country; and imbibe a work culture of theoretical and applied research leading to creation and dissemination of knowledge.

MISSION OF THE DEPARTMENT

To provide an environment in which teachers love to facilitate and students love to learn, consisting of infrastructure facilities at par with the best institutions in India and abroad with the aim:

- 1.1 To inculcate skills and impart knowledge to the ignited minds in the fields of science & technology and soft skills including leadership, teambuilding and communication.
- 1.2 To create human beings with golden heart, who work and dedicate themselves for the advancement of humanity.
- 1.3 To undertake research and development activities in collaboration with the world of work leading to creation of new knowledge in the fields of science, commerce, humanities, engineering & technology, management, health sciences & therapies, sports, multi-media, applied & performing arts.

ABOUT THE DEPARTMENT OF UG MANAGEMENT STUDIES

DEPARTMENT OF UG MANAGEMENT STUDIES is one of the two departments under the FACULTY OF MANAGEMENT STUDIES. The department has strong academics and full of co-curricular and extra-curricular activities. There is great thrust on the application of theory and best practices prevailing in the business world. The curriculum is kept regularly updated to keep its relevance to industry. There is strong focus on student participation, case studies, personal grooming and development, guest lectures by industry experts and alumni, management games and industrial visits which enable the students in understanding the industry and its working. The faculty members come from varied backgrounds, having strong academic and industrial experience which considerably enriches the department.

Professional modules have been integrated into the curriculum to make the students understand the real world of business and enhance their employability. Digital marketing training programmes are conducted by the Talent edge Institute in the department under which the students get a unique opportunity to understand real Digital market operations. All students are given an opportunity to study a contemporary course on Entrepreneurship in order to enable them develop their own start-up enterprises.

The department offers courses under "Compulsory Courses Basket" that 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. Then, there are "Elective Courses Basket" which gives option of three types of courses:

- 2.1 Semester-wise courses offered by the department itself
- 2.2 Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics
- 2.3 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.

Bachelor of Business Administration (Digital Marketing) is accepted & recognized worldwide because of its specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of International Business, Human Resource Management, Marketing, Financial Management, Entrepreneurship and Computer-based solutions. In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. The students of the course are given immense opportunity to grow horizontally in the upcoming contemporary field.

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.

PSO2: Analyse 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.	1,3,5
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.	3,4,5
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.	1,3,5
PSO2	Get exposure to different cultures which will help students understand the global context for business operations.	1, 5
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 104 credits required to be earned under "Compulsory Courses Basket" and 36 credits under "Elective Courses Basket".**

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 30 credits.**

STUDY SCHEME OF BBA (DIGITAL MARKETING) (BATCH 2022-25)

SEMESTER- I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-102	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-109	Business Computing (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-152	Business Computing (Practical)			0	0	2	2	50	50	100	2 hrs	1
Core	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-112	Accounting for Managers			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-111	Marketing Management			4	0	0	4	100	100	200	3 hrs	4
Total					19	0	2	21	650	650	1300		20
SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
	CH-202B	Environmental Studies			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-209	Internet and Web Technologies (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-253	Internet and Web Technologies (Practical)			0	0	2	2	50	50	100	2 hrs	1
Core	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-210	Sales and Distribution Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-001	Digital Marketing and Design Thinking			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1					0
Total					17	1	3	21	650	650	1300		19
Elective Courses													
Domain Specific Electives	BBA-DSE-009	Media Photography			2	0	0	2	100	100	200	3 hrs	3
	BBA-DSE-014	Business Analytics			2	0	0	2	100	100	200	3 hrs	3
Open Elective Courses													

Open Elective Courses		Open Elective 1			3	0	0	3	100	100	200	3 hrs	3
		Open Elective 2			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Foundation	BBA-DS-301	Organization Behavior & development			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	BBA-DS-304	Cost and Management Accounting			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-309	Business Economics for Managers			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-310	Summer Internship I			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-002	Web Design & Search Engine Optimisation			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	RIC 300	Research Innovation Catalyst - I			0	1	0	1					0
Total					16	0	6	22	700	700	1400		17
Elective Courses													
Domain Specific Electives	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-013	Entrepreneurship Development and Practices			3	0	0	3	100	100	200	3 Hrs	3
Open Elective Courses													
Open Elective Courses		Open Elective 1			3	0	0	3	100	100	200	3 hrs	3
		Open Elective 2			3	0	0	3	100	100	200	3 hrs	3
SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
	BBA-DS-402	Business Research Methods			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-403	Financial Management			3	0	0	3	100	100	200	3 hrs	3

	BBA-DS-412	Customer Relationship Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-413	Business and Digital Media Laws			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-003	Digital Advertising and Web Analytics			2	0	1	3	100	100	200	3 hrs	3
	BBA-GE-004	Online & Social Media Marketing			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1					0
Audit Pass	RIC 400	Research Innovation Catalyst - II			0	1	0	1					0
Total					16	1	2	19	600	600	1200		18
Elective Courses													
Domain Specific Electives	BBA-DSE-011	Service Marketing			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-012	Business Content Writing			2	0	0	2	100	100	200	3hrs	3
Open Elective Courses													
Open Elective Courses		Open Elective 1			3	0	0	3	100	100	200	3 hrs	3
		Open Elective 2			3	0	0	3	100	100	200	3 hrs	3

SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	BBA-DS-507	Consumer Behaviour			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-508	Brand Management in Digital Marketing			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-509	Global Business Environment			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-510	Summer Internship II			3	0	0	3	100	100	200	3 hrs	3
	BBA-GE-005	Mobile App Designing and E-Commerce			2	0	1	3	100	100	200	3 hrs	3

Audit Pass	RIC 500	Research Innovation Catalyst - III			0	1	0	1					0
Total					8	0	1	9	300	300	600		15
Elective Courses													
Domain Specific Electives	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Open Elective Courses													
Open Elective Courses		Open Elective 1			3	0	0	3	100	100	200	3 hrs	3
		Open Elective 2			3	0	0	3	100	100	200	3 hrs	3
SEMESTER- VI													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Int	Ext	Total		
Compulsory Courses													
Core	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-604	Management Information System			3	0	0	3	100	100	200	3 Hrs	3
	BBA-DS-605	Family Business Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-606	Practical Aspects of Taxation			3	0	0	3	100	100	200	3 Hrs	3
	BBA-GE-006	Integrating Marketing Strategies			2	0	1	3	100	100	200	3 hrs	3
Audit Pass	HM-604	Manav Rachna Life Skills-III			0	1	0	1					0

Total	14	1	1	16	500	500	1000	15
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***To get BBA Digital Marketing Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 102 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.**

**** 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 2021-24

SEMESTER I

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-101: BUSINESS MATHEMATICS

Periods/week Credits

Max. Marks: 200

L: 3 3

Internal/Continuous Assessment: 100

Duration of Examination: 3 Hrs

End Semester: 100

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

1. Apply the basic mathematical tools and concepts of proportion and variation.
2. Acquire practical knowledge of calculations of EMIs of different types of loans.
3. Use the transportation and assignment models in minimizing costs of distribution and effective utilization of resources.
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

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
1	1		2			3	3	1		2
2	1	1		3	2			2	3	1
3						2		1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

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.
4. Sharma J.K., “Business Mathematics”, ANE Books Pvt. Ltd. New Delhi.

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 conceptually cover the entire syllabus and is compulsory. Three questions will be set from each Part A and Part B. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BBA-DS-102: BUSINESS ORGANIZATION AND MANAGEMENT

Periods/week Credits	Max. Marks: 200
L: 3 3 Internal/Continuous Assessment: 100	
Duration of Examination: 3 Hrs	End Semester: 100

Course Outcomes:

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

1. Understand the evolution of the business organization and management thoughts;
2. Identify the interconnections between various developments in these areas;
3. Evaluate the significance of contemporary issues in business and management;
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

- 4.1 Concept of MBO
- 4.2 Decision Making Process and its techniques
- 4.3 Concept, nature, process and significance of Organizing
- 4.4 Principles of an Organization
- 4.5 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

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
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

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 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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-109: BUSINESS COMPUTING (THEORY)

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. Demonstrate technical skills and knowledge of the subject.
2. Apply basic tools of computer including data analysis and interpretation.
3. Use the concept of networking as per business requirements.
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.

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
1			2			3		1		2
2		1			2				2	
3	1					2		1		
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

Distribution of Continuous Evaluation Table

Sessional I	30%
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Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

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 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. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-152: BUSINESS COMPUTING (PRACTICAL)

Periods/week Credits

P: 2 1

Duration of Examination: 2 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 50

End Semester: 50

Course Outcomes:

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

1. Demonstrate knowledge of computers and software and their respective use in day-to-day life.
2. Apply basic research methods of data analysis and its interpretation and use spreadsheets to create charts with the statistics.

3. Evaluate problem-solving techniques and demonstrate proper file management to manipulate files and folders in a networked business environment.
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

- 4.1 Formatting cells
- 4.2 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

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
1	1	1	2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-104: BUSINESS COMMUNICATION

Periods/week Credits

L: 03 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. Gain an in-depth knowledge of how formal communication is done at the workplace;
2. Understand the impact of communication skills in a professional scenario;
3. Hone their formal writing skills;
4. Create impressive first impressions at the workplace by writing good business reports;
5. Understand business practices through an integrated curriculum.

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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 out of which students will be required to attempt *five*. First question will be conceptual covering the entire syllabus and will be compulsory. Three questions will be set from each PART A and PART B (one from each unit). Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-112: ACCOUNTING FOR MANAGERS

Periods/week Credits

Max. Marks: 200

L: 3 03

Internal/Continuous Assessment: 100

Duration of Examination: 3 Hrs

End Semester: 100

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

1. Demonstrate good comprehension of financial accounting and its different applications.
2. Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.

3. Ascertain problem solving strategies in the prevailing business environment.
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

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
1			2			3		1	2	
2	1			3	2					2
3	1					2		1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-111: MARKETING MANAGEMENT

Periods/week Credits

Max. Marks: 200

L: 3 3

Internal/Continuous Assessment: 100

Duration of Examination: 3 hours

End Semester: 100

Course Outcomes

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

1. Understand the conceptual framework of marketing and its applications in decision making
2. Understand the dynamic nature of marketing environment
3. Understand the distribution network and promotional aspects in marketing
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

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
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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.
3. McCarthy, E. Jerome., and William D. Perreault. Basic Marketing. Richard D. Irwin.

Only latest available editions of the 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. 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.

BBA DIGITAL MARKETING 2021-24

Semester II

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

BBA-DS-201: BUSINESS STATISTICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. Enhance the knowledge of statistics in business management;
2. Get familiarized with various statistical tools and the software;
3. Impart the practicality of statistics in order to suffice business objectives;
5. Develop analytical and logical thinking in various aspects of business.

PART-A

Unit I: Introduction

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

Unit II: Statistical Data and Descriptive Statistics I

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

Unit III: Descriptive Statistics II

- 3.1 Positional Averages: Mode and Median (other partition values including quartiles, deciles,
- 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-
- 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

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
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%

Class	10%
Attendance	10%

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 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. 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.

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

CH– 202 B: ENVIRONMENTAL STUDIES

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

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.

Course Outcomes

1. The students will be able to understand the significance of equitable use of natural resources and will be able to utilize the knowledge of biodiversity conservation and protection of environment;
2. The students will 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;
3. The students will be able to develop an understanding to major health issues of women and children will gain knowledge of Mortality and Mortality rate;
4. The students will have the knowledge of different ecosystems and energy flow in ecosystem;
5. The students will 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

5.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.

5.4 Role of an individual in prevention of pollution.

5.5 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.

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
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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.
3. A Text Book in Environmental Science: V. Subramanian, Narosa Pub.

The break-up for Internal marks:

Sessional tests : 40 marks

Attendance : 10 marks
Field work & Report writing
/ Model making : 50 marks

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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-209-: INTERNET AND WEB TECHNOLOGY (THEORY)

Periods/week Credits

Max. Marks: 200

L: 3 3

Internal/Continuous Assessment: 100

Duration of Examination: 3 Hrs

End Semester: 100

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

- 1Review the current topics in Web & Internet technologies.
- 2Learn the basic working scheme of the Internet and World Wide Web.
- 3Define the principle of Web page design
- 4Understand fundamental tools and technologies for web design.

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

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
1			2			3		1		3
2		3			2				2	
3	1					2		3		
4		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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-253: Internet and Web Technology (PRACTICAL)

Periods/week Credits

Max. Marks: 100

P: 2 1

Internal/Continuous Assessment: 50

Duration of Examination: 2 Hrs

End Semester: 50

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

1. To develop the skill & knowledge of Web page design.
2. Visualize the basic concept of HTML.
3. Develop the concept of web publishing.
4. Introduce basics concept of XML

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

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
1	1	1	2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books:

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

Notes: Latest editions of the textbooks should be used.

Practicals will be conducted in the laboratory.

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

BBA-DS-205: HUMAN RESOURCE MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks:200

Internal/Continuous Assessment: 100

End Semester:100

Course Outcomes:

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

1. Read and demonstrate the fundamental aspects of human resource management and understand its functions in contemporary organizations;
2. Apply and examine the contextual issues of various policies, practices and problem-solving techniques of human resource management;
3. Identify the challenges of right sizing, training need assessment, performance appraisal and develop scientific solutions for human resource development;
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

Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 PublishingHouse

Only latest available books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part- A and Part- B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-210: SALES & DISTRIBUTION MANAGEMENT

Periods/week Credits Max. Marks: 200

L: 3 3 Internal/Continuous Assessment: 100

Duration of Examination: 3 hours End Semester: 100

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

1. Understand & appreciate diverse variables affecting the sales & distribution function.
2. Develop sales and distribution plans.
3. Plan and implement an effective sales strategy.
4. 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

- 3.1 Recruiting,
- 3.2 Training,
- 3.3 Compensating,
- 3.4 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

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
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-GE-001: DIGITAL MARKETING AND DESIGN THINKING

Periods/week	Credits	Max. Marks	: 200
L: 2 T: P:1	3	Internal	: 100
Duration of Examination: 3 Hrs		External	: 100

Course Outcomes:

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

- Identify the fundamental concepts that are part of digital marketing
- Explore the skills and understand digital marketing as a function of the organization
- Analyze the principles of team building, idea generation & design thinking
- Be able to participate in digital marketing activities of an org as an early career learner

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

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:

- 1 Zero to One - Peter Thiel
- 2 The 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

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
Sessional test 1	20
Sessional test 2	20
Assignments	40
Class participation	10
Attendance	10

Instructions for setting question paper: The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 15 marks. Part A will include questions covering the

entire syllabus. Part B will include a case study of 15 marks which will be compulsory to attempt.

Course Articulation Matrix

CO Statement (BBA-GE-001)	PO 1	PO 2	PO 3	PO 4	PO 5
BBA-GE-001.1	2	3		2	
BBA-GE-001.2	2		3	3	2
BBA-GE-001.3	1	2	2		3
BBA-GE-001.4		3	3	2	

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

HM-205: MANAV RACHNA LIFE SKILLS – I

Periods/week Credits

L: 0 T: 1 Audit Pass(Mandatory to pass)

Duration of Examination: 1 Hour

Course Outcomes

After completing the course, the students will:

1. Be empowered with practical wisdom for fast pace world with tools to eliminate stress and negative emotions and develop strong social and leadership skills.
2. Learn about tools to improve memory, concentration & focus and will have increased mental focus and maximized individual potential with over all well-being.
3. Be equipped with solution-oriented strategies to avert conflicts and will be able to perform in a team.
4. Have increased confidence and inner strength to handle criticism and peer pressure and will be able to abide Learn – Lead – Serve. Seek to kindle the spirit of volunteerism amongst them.

Unit 1

1.1 Defining the purpose of life

1.2 Setting ambitions and goals

1.3 Discovering one's true self and competencies

1.4 Assessing one's moral and ethical values

1.5 Role of an individual in modern society

1.6 Concept of fitness; exercise benefit, building physical strength and endurance

1.7 Effect of food on health

1.8 Developing regard for parents, teachers, elderly persons and women, respecting others' viewpoint

Unit 2

2.1 Gaining self-confidence and self-esteem

2.2 How to be assertive, the art of decision making

2.3 Building self-motivation, gender sensitivity

2.4 Communication skills.

2.5 Effect of exercise on different body systems

2.6 Healthy food habits and balanced diet

2.7 Adverse effects of alcohol and tobacco on human health

2.8 Discrete and respectful behavior

2.9 Sense of discipline and responsibility, commitment and loyalty.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		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

Contributions to outcomes through:

- Activity based interactive classes to make it interesting, play way method with direct and visible results.
- Home assignments
- Discussion of problems in class
- Innovative breathing techniques
- Video and audio clips
- Community services
- Meditation

Assessment of outcomes through:

- Assignments
- Through questionnaires that will evaluate and gauge how the student has received entire programme, his spirit of enquiry, attitude towards his peers, family, society and nation as a whole.
- End-semester examination scores

Instructions for External Evaluation: External evaluation will be conducted by a duly constituted committee of internal examiners through a viva-voce examination / practical exercises during the end-semester practical examinations.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DSE-009-: MEDIA PHOTOGRAPHY

Periods/week Credits

L: 3 3

Duration of Examination: 3Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. Define the process, uses, principles and advantages of digital photography
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.
3. Visualize the concept of digital platform and various methods of image capture.
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 – Pixel Aspect 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?

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
1			2			3		1	2	3
2		1		3	2					1
3	1		2			2	3	1	3	
4	1	2			1		3		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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DSE-014: BUSINESS ANALYTICS

Periods/week Credits

Max. Marks: 200

L: 03 T: 0 3

Internal: 100

Duration of Examination: 3 Hrs

External: 100

Course Outcomes:

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

- CO1. Understand the basics of business analysis.
- CO2. Understand the importance of data and data management skills.
- CO3. Understand the data mining concept and its techniques.
- CO4. Understand and analyzing machine learning concept.
- CO5. 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

- 4.4 Supervised Learning and Unsupervised Learning
- 4.5 Frameworks for building Machine Learning Systems

Unit 6: Application of Business Analysis

- 5.1 Retail Analytics
- 5.2 Marketing Analytics
- 5.3 Financial Analytics
- 5.4 Healthcare Analytics
- 5.5 Supply Chain Analytics

Course Articulation Matrix :

CO STATEMENT	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
	1	2	3	4	5	6	7	1	2	3
1	3	2	-	-	1	-	3	3	2	3
2	2	-	-	2	-	3	-	2	-	2
3	2	3	2	-	-	-	-	1	3	-
4	2	-	-	-	-	-	1	-	-	-
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books:

- Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, 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.

BBA DIGITAL MARKETING 2021-24

Semester III

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

BBA-DS-301: ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT

Periods/week Credits

Max. Marks: 200

L: 3 3

Internal/Continuous Assessment: 100

Duration of Examination: 3 Hrs

End Semester: 100

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

1. Understand use of a managerial framework for studying behaviour including cultural and workforce diversity and other significant forces in contemporary environment.
2. Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.
3. Analyse group behaviour and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.
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

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
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BBA-DS-352: ADVANCED EXCEL

Periods/week Credits	Max. Marks: 200
P:4 2	Internal/Continuous Assessment: 100
Duration of Examination: 3 hours	End Semester:100

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

1. Create, edit, and analyse data that is organised into lists or tables.
2. Perform calculations including scientific, statistical, business, and financial data.
3. Identify problem-solving strategies and develop science-based solutions.
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

Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1		2			3		1		
2		1		3		2			2	
3		2			2		3			3
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 conceptually cover the entire syllabus and is compulsory. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

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

BBA-DS-304: COST AND MANAGEMENT ACCOUNTING

Periods/week Credits Max. Marks:200

L: 4 4 Internal/Continuous Assessment:100

Duration of Examination: 3 Hrs End Semester: 100

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

1. Demonstrate the practical aspects of cost accounting.
2. Apply cost accounting methods to evaluate and analyze business performance.
3. Identify business environmental problems and apply management accounting principles and concepts to provide scientific solutions to the management.
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 keepingVs 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

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
1	1	2	2			3		1		2
2	1	1		3	2		3		2	1
3	1	2	2			2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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. Three questions will be set from each Part A and Part B. Student will be required to attempt two questions from each part. Each question will be of 20 marks.

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

BBA-DS-309: BUSINESS ECONOMICS FOR MANAGERS

Periods/week	Credits	Max. Marks	: 200
L: 3 T: 0 BL/SL:0	3	CE	: 100
Duration of Examination: 3 Hrs		SE	: 100

Course Outcomes:

Students who successfully complete this course will be able to:

1. Understand the basic economic problem of scarcity and applying demand and supply theoretical concepts to goods and services markets, factor markets and financial markets.
2. Determine the economic costs of production and the short run and long run equilibrium for perfect competitive and imperfectly competitive industries.
3. Analyse the competition under the various market structures and the nature and importance of barriers to market entry.
4. Determine the impact of macroeconomic policy on the economy using the aggregate demand-aggregate supply model, gross domestic product (GDP), national income and expenditure and its measurement.
5. Develop workplace soft-skills that include working in groups, writing formal reports.

PART-A

Unit 1:

- 1.1 Nature, scope and significance of business economics
- 1.2 Role and responsibility of business economists.

Unit 2:

- 2.1 Demand function
- 2.2 Elasticity of demand
- 2.3 Supply function
- 2.4 Elasticity of supply
- 2.5 Consumer equilibrium
- 2.6 Demand Forecasting

Unit 3:

- 3.1 Law of variable proportions
- 3.2 Law of return to scale
- 3.3 Economies and diseconomies of scale
- 3.4 Short run and long run cost curves

PART-B

Unit 4:

- 4.1 Different market structure
- 4.2 Price and output determination under perfect competition
- 4.3 Monopoly
- 4.4 Monopolistic competition
- 4.5 Oligopoly

Unit 5:

- 5.1 Concept of National income
- 5.2 Reassessment of National income
- 5.3 National income and economic welfare
- 5.4 Concept of consumption, saving and investment
- 5.5 Economic growth and fluctuation

Unit 6:

- 6.1 Functions of Central bank of India
- 6.2 Financial institutions
- 6.3 Inflation, investment and rate of interest
- 6.4 Functions of money and money supply

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
1										
2										
3										
4										

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books:

1. Bade, R. and Parkin, M. (2007). *Essential Foundations of Economics*. Pearson Education, Australia.

2. Boyes W. and Melvin, M.(2006). *Fundamentals of Economics*. Houghton Mifflin Company, New York.
3. Callander, Andrew (2004). *Understanding The Economic Environment*. Lexis Nexis, Wellington, New Zealand
4. Horsham, John and St John, Susan, (1992) *Economic Concepts and Introduction*. Longman Paul.
5. Layton, A., Robinson, T., and Tuckler, I.B. (2005) *Economics for Today*. Thomson, Australia. (2nd Ed.)
6. Parkin, Michael, (1998), *Economics*, 4thEdition, Addison-Wesley

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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-310: Summer Training Project I

Periods/week	Credits	Max. Marks:	200
	3	Internal/Continuous Assessment:	100
Duration of Examination:	1hour	End Semester:	100

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

1. Know about the area of their interest in industry.
2. Develop research temperament.
3. Work in the practical industrial environment.
4. Develop skills of original writing.

Summer 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.

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
1	1	1	2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
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

Recommended Readings: To be prescribed by the concerned supervisor.

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

- 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: 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
 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

Summer Training Report

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

DEPARTMENT OF UG MANAGEMENT STUDIES

FACULTY OF MANAGEMENT STUDIES

Manav Rachna International Institute of Research and Studies

Sector 43, Surajkund Badkal Road,

Faridabad, Haryana – 121004

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-GE-002: WEB DESIGN & SEARCH ENGINE OPTIMISATION

Periods/week	Credit	Max. Marks	: 200
L: 2 T:0 P:2	3	Internal	: 100
Duration of Examination: 3 Hrs		External	: 100

Course Outcomes:

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

- Identify the fundamental concepts that are part of website development process, particularly around planning, wireframing, prototyping, visual design & development
- Explore the skills and understand SEO as a function of digital marketing
- Analyze the principles of Content & TechSEO
- 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: Wireframing

Designing: Prototyping

Designing: Visual Design

Designing: Web Style Guides

Creation: Development Sprints

WordPress as an eCommercesolution

Assignment 2

Assignment 3

Unit III: Search Engine Optimisation

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 Buyer 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

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
Sessional test 1	30
Sessional test 2	30
Assignments	20
Class participation	10
Attendance	10

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
1	1						2			2
2	1						2		2	2
3	1	1	2	3	3	3	3		3	2
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

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.

Recommended Texts and Readings:

1. The Principles of Beautiful Web Design: Designing Great Web Sites is Not RocketScience!
2. The Art of SEO: Mastering Search Engine Optimization

Notes:

1. The cases 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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

RIC 300: Research Innovation Catalyst - I

Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

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

RIC-I.1. Understand the importance of research and innovation in business.

RIC-I.2. Create new ideas, analyse problems, diagnose them and identify their causes.

RIC-I.3. Write an article of about 1500 to 2000 words based on literature review.

Unit 1: Importance of research innovation

1.1 Role of research and innovation in business

1.2 Understanding research

1.3 Impact of innovation

1.4 Correlation versus causation

Unit 2: Getting started

2.1 Choosing a topic and finding the literature

2.2 Literature review

Unit 3: Writing an article

3.1 Evaluating and analysing information

3.2 Writing, organising and communicating information

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
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	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

Recommended Books

1. Kothari, C.R., and Gaurav Garg. (2019). Research Methodology: Methods and Techniques. New Age International Publishers.
2. Zikmund, William G., et al. (2016). Business Research Methods. Cengage Learning.
3. Walliman, Nicholas. (2011). Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

Qualification for Audit Pass Course

Qualification for the course is based on writing an article of 1500 to 2000 words based on the literature review. Article is to be submitted before the beginning of second sessional exams. Article will be reviewed by a panel of faculty members and if acceptable, the student will be deemed to have qualified the course.

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

BBA-DSE-001: INDIAN FINANCIAL SYSTEMS

Periods/week	Credits		Max. Marks: 200
L: 3	3	Internal/Continuous Assessment: 100	
Duration of Examination: 3 hours		End Semester: 100	

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

1. Understand new financial instruments;
2. Understand the vital role financial system plays in the economic growth of a country;
3. Understand rapid changes and innovations in the financial service sector;
4. Analyze 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

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
1	1	2			3	3		1		2
2	1	2	1		2		1		2	1
3	1		2	3		2	3	1		
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%

Attendance	10%
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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 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. 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.

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

BBA-DSE-002: PRINCIPLES OF BANKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. Understand the Indian banking system;
2. Understand the relative importance of financial intermediaries and financial markets;
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

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
1	1	2			3	3		1		2
2	1	2	1		2		1		2	1
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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. 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.

MANAV RACHNA INTERNATIONAL INTSTITUTE OF RESESEARCH AND STUDIES

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

BBA-DSE-013: ENTREPRENEURSHIP DEVELOPMENT AND PRACTICES

Periods/week Credits

L : 2 T: 1 3

Duration of Examination: 2 Hrs

Max. Marks : 100

Internal Marks: 100

External Marks: 100

Course Outcomes:

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

1. To provide a space and platform for discovery, both self-discovery and opportunity discovery.
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.

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

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

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

PO \ CO	a	b	C	d	e	f	g	h
1		√		√				
2			√					

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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: 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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

BBA GENERAL 2021-24

SEMESTER IV

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-402: BUSINESS RESEARCH METHODS

Periods/week	Credits		Max. Marks: 200
L: 3	3	Internal/Continuous Assessment: 100	
Duration of Examination: 3 hours			End Semester: 100

Course Outcomes:

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

1. Understand the basic concepts of business research methods;
2. Collect, analyze, present and interpret data;
3. Identify the problem;
4. Collect 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

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
1	1	2			3	3		1		2
2	1	2	1		2		1		2	1
3	1		2	3		2	3	1		
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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

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

BBA-DS-403: FINANCIAL MANAGEMENT

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment :100

End Semester : 100

Course Outcomes:

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

1. Describe the fundamental principles of financial management.
2. Apply basic research methods and interpret the application of financial management for decision making.
3. Analyse today's dynamic business environment with techniques of financial management.
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

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2		3		3		1	2	3
2			2		2				1	2
3			3			2		1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-412: CUSTOMER RELATIONSHIP MANAGEMENT

Periods/week Credits

L: 03 T: 0 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal: 100

External: 100

Course Outcomes:

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

1. Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
2. Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
3. Implement various technological tools for data mining and also successful implementation of CRM in the Organizations.
4. Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

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.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2		3		3		1	2	3
2			2		2				1	2
3			3			2		1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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
4. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 201

Only latest available editions of the 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

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

BBA-DS-413: BUSINESS AND DIGITAL MEDIA LAW

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max.Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

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

1. Demonstrate business laws practices prevailing in India.
2. Apply basic research methods, data analysis and interpretation to have a better understanding of legal business issues.
3. List the various sources of law in the American Legal system.

4. Cite a recent case concerning copyright and the law
5. Discuss how ethics apply to broadcasting on both television and radio.
6. 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:

- 3.1 Types of Law: Constitutional and Common Law
- 3.2 Statutory Law
- 3.3 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

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1			2		3		3	1		2
2	1	1		3	2				2	3
3	1	2	2		3	2	3	1	2	
4	1		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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-GE-003: Digital Advertising and Web Analytics

Periods/week	Credit	Max. Marks	: 200
L: 2 T:0 P:2	3	Internal	: 100
Duration of Examination: 3 Hrs		External	: 100

Course Outcomes:

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

- Identify the fundamental concepts that are part of Google Ads, Analytics & Conversion Tracking.
- Explore the skills and understand web analytics & Ads a function of digital marketing
- Analyze the principles of RoI, web analytics & adspends
- Be able to participate in digital marketing activities around Google Ads for Search & Display

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

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

Assessment Tools:

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

Learning Tools:

- GoogleAnalytics
- Google Ads (optional INR 500 ad spendsbudget)

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
Sessional test 1	30
Sessional test 2	30
Assignments	20
Class participation	10
Attendance	10

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
1	1						2			2
2	1				1	2				2
3	1	3	3	3	3	3	3	22	3	2
4	1	2	2		3		1	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

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.

Recommended Texts and Readings:

1. The Beginner's Guide To GoogleAds
2. Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & TheDisplay

- Network
3. Beyond PPC: Groundbreaking strategies for digital marketing lead generation when payper click won't perform

Notes:

1. The cases 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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-GE-004: ONLINE & SOCIAL MEDIA MARKETING

Periods/week	Credits	Max. Marks	: 200
L:3 T: P:	3	Internal	: 100
Duration of Examination: 3 Hrs		External	: 100

Course Outcomes:

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

- Identify the fundamental concepts that are part of Email and social platforms.
- Explore the skills and understand the role of various different platforms in the overall digital marketing strategy
- Analyze the principles of ad spends on social media platforms and associated ROI

- Be able to define goals for digital marketing activities on social media platforms

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

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.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
Sessional test 1	20
Sessional test 2	20
Assignments	40
Class participation	10
Attendance	10

Instructions for setting question paper: The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 15 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 15 marks which will be compulsory to attempt.

Course Articulation Matrix

CO Statement (BBA-GE-001)	P O 1	P O 2	P O 3	P O 4	P O 5
BBA-GE-001.1	2	3		2	
BBA-GE-001.2	2		3	3	2
BBA-GE-001.3	1	2	2		3
BBA-GE-001.4		3	3	2	

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

HM-404: MANAV RACHNA LIFE SKILLS – II

Periods/week Credits

L: 0 T: 1 Audit Pass (Mandatory to pass)

Duration of Examination: 1 Hour

Course Outcomes

Keeping the objectives of the world bodies in mind, the special curriculum addresses the basic values to be inculcated in our youth. The thrust would be on cultivating fundamental values like truth, non-violence, integrity, tolerance and encouraging positive attitudes to life. After completing the course, the students should be able to:

- 5.** Empathize with the peers & elderly, infirm and underprivileged with service mindedness & commitment to contribute to a better world.
- 6.** Plan, discipline and develop decision making ability and leadership skills, nurture intuition & acquire negotiating skills.
- 7.** Manage their emotions, eliminate stress, improve memory, concentration, and focus.

- 8.** Develop problem solving strategies and social skills, increase confidence and inner strength to better handle criticism and peer pressure.

Unit 1

- 1.1 Exercise for different body parts; good body posture
- 1.2 Aerobic and anaerobic exercises and their benefits
- 1.3 Nutritional needs and balanced diet
- 1.4 Effect of different cooking practices on nutrition
- 1.5 Channelizing one’s energy positively, developing positive mindset and attitude
- 1.6 Managing one’s own self, leadership skills, building social relations
- 1.7 Time management

Unit 2

- 2.1 Developing emotional balance and stability; emotional intelligence
- 2.2 Managing anger and intolerance
- 2.3 Overcoming shyness and fear, understanding, and controlling body language
- 2.4 Observation and listening skills
- 2.5 Developing the spirit of mutual respect
- 2.6 Sincerity and moral integrity
- 2.7 Developing the empathy factor, developing a nature of caring and sharing
- 2.8 Understanding differently-abled people
- 2.9 Presentation skills; dress sense and personal appearance
- 2.10 Social service orientation; working of an NGO

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		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

Contributions to outcomes through

- Activity based interactive classes to Make it interesting, play way method with direct and visible results.
- Home assignments
- Discussion of problems in class
- Innovative breathing techniques
- Video and audio clips
- Community services
- Meditation
- Seek to kindle the spirit of volunteerism amongst the students.

Assessment of outcomes through

- Assignments
- Through questionnaires that will evaluate and gauge how the student has received entire programme, his spirit of enquiry, attitude towards his peers, family, society and nation as a whole.
- End-semester examination scores

Instructions for External Evaluation: External evaluation will be conducted by a duly constituted committee of internal examiners through a viva-voce examination / practical exercises during the end-semester practical examinations.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

RIC 400: Research Innovation Catalyst - II

Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

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

RIC-II.1. Identify and analyse the problem and collect data for analysis.

RIC-II.2. Formulate questionnaire for conducting a survey.

RIC-II.3. Write a paper of about 2500 to 3000 words based on the conducted survey.

Unit 1: Research and the research problem

- 1.5 Research process
- 1.6 Finding the research problem
- 1.7 Sample size
- 1.8 Primary versus secondary information

Unit 2: Getting started

- 2.1 Questionnaire design
- 2.2 Measurement and scaling concepts
- 2.2 Fieldwork and data preparation

Unit 3: Writing a research paper

- 3.1 Data analysis and presentation
- 3.2 Honesty and research ethics
- 3.3 Writing a research paper

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
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books

4. Kothari, C.R., and Gaurav Garg. (2019). Research Methodology: Methods and Techniques. New Age International Publishers.
5. Zikmund, William G., et al. (2016). Business Research Methods. Cengage Learning.
6. Walliman, Nicholas. (2011). Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

Qualification for Audit Pass Course

Qualification for the course is based on writing a research paper of 2500 to 3000 words based on the conducted survey. Research paper is to be submitted before the beginning of second sessional exams. Research paper will be reviewed by a panel of faculty members and if acceptable, the student will be deemed to have qualified the course.

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

BBA-DSE-011: SERVICE MARKETING

Periods/week	Credits		Max. Marks: 200
L: 3	3	Internal/Continuous Assessment:	100
Duration of Examination: 3 hours			End Semester: 100

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

1. Learn about the services matrix and the various components involved in service marketing.
2. Understand and appreciate the involvement of people, process, and physical evidence in service industry.
3. Develop and promote a service-oriented mind-set.
4. Analyze 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

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
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books

1. Zeithami, Valarie A., Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit. Services Marketing. McGraw Hill Education.
2. Jochen, Wirtz, Lovelock Christopher and Jayanta Chatterjee. Services Marketing. Pearson Education.

1. Christopher H Lovelock, Services Marketing, Prentice Hall
2. Jha, SM, Services Marketing, Himalaya Publishing Co.
3. Payna, Adrim, An essence of Services Marketing, Prentice Hall

Only latest available editions of the 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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-012: BUSINESS CONTENT WRITING

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. OBBA-DS-Understand the impact of the business objectives and promotional messages
2. OBBA-DS- To Adopt tested techniques for effective content writing
3. OBBA-DS- To understand the impact of mass media promotion
4. OBBA-DS- 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 Cycl, 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

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
1			2			3		1	2	
2	1			3	2					2
3	1					2		1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended books:

- 5. Word Castle – Vaibhav Kakkar
- 6. Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life by Rory Sutherland

7. **Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love** by Chris Carter
8. **Digital Minimalism: Choosing a Focused Life in a Noisy World** by Cal Newport
9. **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 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. 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 14 marks.

BBA DIGITAL MARKETING 2021-24

SEMESTER V

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

BBA-DS-507: CONSUMER BEHAVIOUR

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation : 100
Duration of Examination: 3 hours		End Semester: 100

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

- 1 Learn key concepts and theories of consumer behaviour.
- 2 Evaluate psychological theories relevant for understanding consumer behaviour.
- 3 Understand how different aspects of the environment influence consumer behaviour.
- 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

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
1	1		1	1			2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%

Class	10%
Attendance	10%

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 conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-508: BRAND MANAGEMENT IN DIGITAL MARKETING

Periods/week Credits

Max. Marks: 200

L: 03 T: 0 3

Internal: 100

Duration of Examination: 3 Hrs

External: 100

Course Outcomes:

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

1. Explain the basic concepts of brand and learn to examine and evaluate branding strategies
2. Apply customer-based brand equity strategies for analyzing brand development and Sustainability.
3. Explain the concepts of advertising and techniques of media planning strategy and development.
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

4.1 Meaning; Importance and functions of advertising

4.2 Types of advertising; marketing communications

4.3 Setting advertisement objectives

4.4 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

Course Articulation Matrix :

CO STATEMENT (BCOM-DS-503)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	3	2	-	-	1	-	3	3	2	3
2	2	-	-	2	-	3	-	2	-	2
3	2	3	2	-	-	-	-	1	3	-
4	2	-	1	3	2	2	2	1	-	2

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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.
6. David A Aaker, Managing Brand Equity, New York, Free Press.
7. Don Cowley, understanding brands, Kogan page
8. J.N. Kapferer, Strategic Brand Management, Free Press.

Only latest available editions of the 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.

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

BBA-DS-509: GLOBAL BUSINESS ENVIRONMENT

Periods/week Credits	Max. Marks : 200
L: 3 T:0 3	Internal : 100
Duration of Examination: 3hrs	External : 100

Course Outcomes:

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

1. Expose students to the significance and dynamics of international business;
2. Aware about India's association with international business;
3. Understand the challenges and complexities faced by international business;
4. 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

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

PO \ CO	A	b	c	d	e	f	g
1	√	√	√		√	√	
2		√	√	√			
3		√	√		√	√	
4			√	√		√	

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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.

Only latest available editions of the 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. 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.

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

BBA-DS-510: Summer Training Project II

Periods/week Credits	Max. Marks: 200
3	Internal/Continuous Assessment: 100
Duration of Examination: 1hour	End Semester: 100

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

1. Know about the area of their interest in industry.
2. Develop research temperament.
3. Work in the practical industrial environment.
4. Develop skills of original writing.

Summer 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.

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
1	1	1	2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
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

Recommended Readings: To be prescribed by the concerned supervisor.

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

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 (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:

- 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

Summer Training Report

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

DEPARTMENT OF UG MANAGEMENT STUDIES

FACULTY OF MANAGEMENT STUDIES

Manav Rachna International Institute of Research and Studies

Sector 43, Surajkund Badkal Road,

Faridabad, Haryana – 121004

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-GE-005: Mobile App Designing and E-Commerce

Periods/week	Credits	Max. Marks	: 200
L: 2 T: P:2	3	Internal	: 100
Duration of Examination: 3 Hrs		External	: 100

Course Outcomes:

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

- Identify the fundamental concepts that are part of mobile development process, particularly around planning, wireframing, prototyping, visual design & development
- Explore the skills and understand mobile marketing as a function of digital marketing
- Analyze the principles of Content Marketing & apply those to the overall SEO & digital marketing strategy
- Be able to participate in digital marketing activities for e-commerce businesses

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

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

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
Sessional test 1	30
Sessional test 2	30
Assignments	20
Class participation	10
Attendance	10

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
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

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.

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

RIC 500: Research Innovation Catalyst - III

Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

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

RIC-III.1. Identify the problem and search for the right questions.

RIC-III.2. Begin the search process.

RIC-III.3. Write a research paper of about 3000 to 3500 words.

Unit 1: Business research process

3.4 A review of the business research process

3.5 Qualitative research tools

3.6 Quantitative research tools

Unit 2: Writing a research paper for publication

- 2.1 Communicating research results
- 2.2 Report generation
- 2.3 Writing a research paper for publication

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
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	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

Recommended Books

- 7. Kothari, C.R., and Gaurav Garg. (2019). Research Methodology: Methods and Techniques. New Age International Publishers.
- 8. Zikmund, William G., et al. (2016). Business Research Methods. Cengage Learning.
- 9. Walliman, Nicholas. (2011). Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

Qualification for Audit Pass Course

Qualification for the course is based on writing a research paper of 3000 to 3500 words based on the conducted survey. The research paper will be published by the student and the mentor as co-author. On publication of the research paper in a reputed journal, the student will be deemed to have qualified the course.

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

BBA-DSE-005: BUSINESS NEGOTIATION SKILLS

Periods/week Credits Max. Marks: 200
 L: 3 3 Internal/Continuous Assessment: 100
 Duration of Examination: 3 hours End Semester: 100

Course Outcomes

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

1. Identify personal negotiation style.
2. Recognize professional methods and tools used by negotiators.
3. Formulate and apply the instruments of negotiation strategy and tactics.
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

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
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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.
3. Siedel, George J. Negotiating for Success: Essential Strategies and Skills. Createspace Independent
Pub.

Only latest available edition 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. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DSE-006: MONEY AND BANKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

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

1. Demonstrate good comprehension of the subject and its main elements.
2. Apply basic research methods including research design, data analysis and interpretation and analyze a range of current monetary issues.
3. Identify environmental problems and apply both micro and macro theories to the real-world situations in the areas of money and banking.
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

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
1	1	2	2			3	3	1	3	2
2	1	1	3	3	2				2	1
3	1		2	1		2	3	1	3	
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books:

1. Cecchetti, G. Stephen, Money Banking and Financial markets, Tata McGraw Hill Publication.
2. Wright. E, Robert and Quadrini, Vincenzo, Money and Banking. Flat World Knowledge, Inc.
3. Mishkin, S. Federic, [The Economics of Money, Banking and Financial Markets](#), Pearson New International edition
4. Uppal, R.K., Money, Banking and Finance in India: Evolution and present structure, New Century Publication.

Only latest available editions of the 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 conceptually cover the entire syllabus and is compulsory. 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.

BBA DIGITAL MARKETING 2021-24

SEMESTER VI

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

BBA-DS-601: CORPORATE GOVERNANCE AND ETHICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester: 100

Course Outcomes:

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

1. Appreciate the importance of business ethics and corporate governance.
2. Understand emerging trends in corporate governance norms and framework.
3. Understand the best practices of business ethics in the Indian and global context.
4. Understand the organization and role of task 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

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
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-604: MANAGEMENT INFORMATION SYSTEM

Periods/week Credits	Max. Marks :200
L: 3 T: 0 3	Internal :100
Duration of Examination: 3Hrs	External :100

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

1. Work efficiently and effectively for decision making;
2. Work better, faster and cheaper;
3. Make strategic policies for the organization;
4. Manage risk if persist any;
5. Maintain & document their data;
6. Check the quality and reliability of information;
7. Implement the design in any other sector of industry.

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

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

PO CO	a	B	c	d	e	f	g
1							
2		√	√				
3							
4							
5				√			
6							
7							

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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, Gordan B. & Olson, "Management Information Systems", M.H.P Maharashtra
4. Murdick, Robert G., & Ross, Joel E., "Information Systems for Modern Management", New Delhi.

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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

BBA-DS-605: FAMILY BUSINESS MANAGEMENT

Periods/week Credits	Max. Marks	:200
L: 3 T: 3	Internal	:100
Duration of Examination: 3 Hrs	External	: 100

Course Outcomes:

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

1. Develop a working knowledge in addressing concerns in management, governance and relational dynamics in family firms.
2. Improve communication, family council meetings, conflict resolution and lead family members towards positive changes for the family and business.
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:

- 3.1 Securing family commitment
- 3.2 Encouraging family participation
- 3.3 Preparing for next generation of family managers and leaders
- 3.4 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

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

PO	a	B	c	d	e	f	G
CO							
1	1						
2			2			2	
3				3			3

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

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 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. 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.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

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

BBA-DS-606: PRACTICAL ASPECTS OF TAXATION

Periods/week Credits

Max.Marks: 200

L: 3 3

Internal/Continuous Assessment: 100

Duration of Examination: 3 Hrs

End Semester: 100

Course Outcomes:

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

1. Demonstrate good comprehension of income tax laws prevailing in India;
2. Apply basic concepts of TBA and GST in the real-life situations;
3. Develop abilities for income tax planning;
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:

- 2.1 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

COURSE ARTICULATION MATRIX

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
COs										
1	1	1	1				1	1		1

2	1	2	1				2	1	1	1
3	3	3	3				3	1	2	2
4	2	2	2				2	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

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class	10%
Attendance	10%

Recommended Books:

1. Systematic Approach to Taxation ByDr. Girish Ahuja &Dr. Ravi Gupta, Bharat Law House Pvt Ltd.
2. Students Guide to Income Tax including GST By Dr. Vinod K. Singhania & Dr. Monica Singhania, Taxmann Publications, New Delhi .
3. Income Tax Law & Accounts ByDr. Mehrotra, H.C &Dr. S.P. Goyal, Sahitya Bhawan Publications, Agra
4. Income Tax Law & Accounts ByDr. B.K. Agarwal & Dr Rajeev Agarwal, Published by Nirupam Sahitya Sadan, Agra

Only latest available editions of the 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.

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

BBA-GE-006: Integrating Marketing Strategies

Periods/week	Credits	Max. Marks	: 200
L: 24 T: P:	2	Internal	: 100
Duration of Examination: 3 Hrs		External	: 100

Course Outcomes:

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

- Identify the fundamental concepts that are part of Online Reputation Marketing, Affiliate Marketing, Blogging & monetisation via AdSense
- 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. PresentationFramework

- 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

Assessment Tools:

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

Free Assessment Tools:

- Google & HubSpot certifications.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
Sessional test 1	20
Sessional test 2	20
Assignments	40
Class participation	10
Attendance	10

Instructions for setting question paper: The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 15 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 15 marks which will be compulsory to attempt.

Course Articulation Matrix

CO Statement (BBA-GE-001)	PO 1	PO 2	PO 3	PO 4	PO 5
BBA-GE-001.1	2	3		2	
BBA-GE-001.2	2		3	3	2
BBA-GE-001.3	1	2	2		3
BBA-GE-001.4		3	3	2	

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

HM-604: MANAV RACHNA LIFE SKILLS – III

Periods/week Credits
L: 0 T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

- 1.A blend of ancient wisdom, yoga, pranayam, meditation fused with contemporary intellectual exchanges will accelerate personal all round excellence of students.
- 2.Techniques shall help students become more effective in their professional domain and high energy levels will help them aspire to be thought leaders and orbit changers.
- 3.Students will learn to live with confidence and sense of purpose, free from stress, fear and anxiety.
- 4.The processes will benefit students to perceive things as they are and help intuitively make the right decisions.

Unit 1

- 1.1 Cross-cultural sensitization
- 1.2 Developing objectivity and fairness, overcoming fears and biases
- 1.3 Persuading and influencing others, conversational skills
- 1.4Managing conflicts and differences of opinion
- 1.5Vocal skills and elocution; the art of public speaking, manners and etiquettes
- 1.6Communicating on social media

Unit 2

- 2.1 Causes and symptoms of common diseases; exercising for disease control
- 2.2 Exercise-based rehabilitation after diseases/injuries
- 2.3 Therapeutic nutrition, nutrition for vulnerable and special groups
- 2.4 Developing organizational ability and execution skills
- 2.5Developing aptitude for community service; championing social causes
- 2.6 Understanding and managing stress, maintaining work-life balance

Course Articulation Matrix

COs	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
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	1	2	3	4	5	6	7	1	2	3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		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

Contributions to outcomes through

- Activity based interactive classes to make it interesting, play way method with direct and visible results.
- Home assignments
- Discussion of problems in class
- Innovative breathing techniques
- Video and audio clips
- Community services
- Meditation

Assessment of outcomes through

- Assignments
- Through questionnaires that will evaluate and gauge how the student has received entire programme, his spirit of enquiry, attitude towards his peers, family, society and nation as a whole.
- End-semester examination scores

Appendix-I Course Focus on regional, national and global development

Subject Code	Course Name	Regional	National	Global
BBA-DS-101	Business Mathematics		√	
BBA-DS-102	Business Organization and Management			√
BBA-DS-109	Business Computing (Theory)	√		
BBA-DS-152	Business Computing(Practical)	√		
BBA-DS-104	Business Communication	√	√	√
BBA-DS-112	Accounting for Managers		√	
BBA-DS-111	Marketing Management			√
BBA-DS-201	Business Statistics		√	
CH-202B	Environmental Studies			√
BBA-DS-209	Internet and Web Technologies (Theory)		√	√
BBA-DS-210	Internet and Web Technologies (Practical)	√		
BBA-DS-205	Human Resource Management		√	
BBA-DS-210	Sales & Distribution Management	√		
BBA-GE-001	Digital Marketing and Design Thinking		√	
HM-205	Manav Rachna Life Skills-I		√	
BBA-DSE-009	Media Photography			√
BBA-DS-014	Business Analytics			√
BBA-DS-301	Organization Behavior & Development		√	
BBA-DS-352	Advanced Excel		√	
BBA-DS-304	Cost and Management Accounting	√		
BBA-DS-309	Business Economics for Managers		√	
BBA-DS-310	Summer Internship I	√		
BBA-GE-002	Web Design & Search Engine Optimisation		√	
RIC 300	Research Innovation Catalyst – I	√		
BBA-DSE-001	Indian Financial Systems		√	
BBA-DSE-002	Principles of Banking		√	
BBA-DSE-013	Entrepreneurship Development and Practices		√	
BBA-DS-402	Business Research Methods	√		
BBA-DS-403	Financial Management		√	
BBA-DS-412	Customer Relationship Management	√		
BBA-DS-003	Digital Advertising and Web Analytics			√
BBA-DS-004	Online & Social Media Marketing		√	
HM-404	Manav Rachna Life Skills-II		√	
RIC 400	Research Innovation Catalyst – II		√	
BBA-DSE-011	Service Marketing			√
BBA-DS-012	Business Content Writing			√

BBA-DS-507	Consumer Behaviour		√	
BBA-DS-508	Brand Management in Digital Marketing			√
BBA-DS-509	Global Business Management			√
BBA-DS-510	Summer Internship II	√		
BBA-GE-005	Mobile App Designing and E-Commerce			√
RIC 500	Research Innovation Catalyst – III		√	
BBA-DSE-005	Business Negotiation Skills			√
BBA-DSE-006	Money and Banking	√		
BBA-DS-601	Corporate Governance and Ethics		√	
BBA-DS-604	Management Information System		√	
BBA-DS-605	Family Business Management	√		
BBA-DS-606	Practical aspects of Taxation		√	
BBA-GE-006	Integrating Marketing Strategies			√
HM-604	Manav Rachna Life Skills-III		√	

APPENDIX-II COURSE FOCUSES ON ENVIORNMENT SUSTAINABILITY, PROFERSSIONAL ETHICS AND GENDER EQUALITY

Course code	Course Name	Environment and Sustainability	Professional Ethics	Human Values	Gender Equality
BBA-DS-102	Business Organization and Management	√	√		
BBA-DS-109	Business Computing (Theory)	√			
BBA-DS-152	Business Computing (Theory)	√	√		
CH-202B	Environmental Studies	√			
HM-205	Manav Rachna Life Skills-I		√	√	√
BBA-DS-301	Organisational Behaviour and Development		√	√	√
HM-404	Manav Rachna Life Skills-II		√	√	√
BBA-DSE-011	Service Marketing		√	√	√
BBA-DS-310	Summer Internship I	√			
BBA-DS-510	Summer Internship II	√			
BBA-DSE-008	Practical Aspects of Taxation		√	√	
BBA-DS-605	Family Business Management		√	√	√
HM-604	Manav Rachna Life Skills-III		√	√	√

APPENDIX –III COURSE FOCUSES ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Course code	Course Name	Employability	Entrepreneurship	Skill development
BBA-DS-101	Business Mathematics	√	√	√
BBA-DS-102	Business Organization and Management	√	√	√
BBA-DS-109	Business Computing (Theory)	√	√	√
BBA-DS-152	Business Computing (Theory)(Practical)	√	√	√
BBA-DS-104	Business Communication	√	√	√
BBA-DS-112	Accounting for Manager	√	√	
BBA-DS-111	Marketing Management	√	√	
BBA-DS-201	Business Statistics		√	
BBA-DS-209	Internet and Web Technologies (Theory)	√		
BBA-DS-253	Internet and Web Technologies (Practical)	√		
BBA-DS-210	Sales and Distribution Management		√	
BBA-DS-301	Organisational Behaviour and Development			√
BBA-DS-352	Advanced Excel	√	√	√
BBA-DS-309	Business Economics for Managers		√	
BBA-DS-304	Cost and Management Accounting		√	
BBA-GE-003	Digital Advertising and Web Analytics	√	√	
BBA-DS-402	Business Research Methods	√	√	
	Research Innovation Catalyst – I			
BBA-DSE-001	Indian Financial Systems	√	√	
BBA-DSE-002	Principles of Banking	√	√	
BBA-DS-403	Financial Management	√	√	
BBA-DS-111	Marketing Management		√	
BBA-DSE-003	Sales & Distribution Management		√	
BBA-GE-	Online and Social Media	√	√	

004	Marketing			
BBA-DS-606	Practical aspects of Taxation		√	
BBA-DSE-005	Business Negotiation Skills		√	
BBA-GE-006	Integration Marketing Strategy		√	
BBA-DS-605	Family Business Management		√	