



CURRICULUM AND SYLLABI

FOR

BBA (INTEGRATED MARKETING AND NEW MEDIA)

FOR UNDERGRADUATE PROGRAMME

CHOICE BASED CREDIT AND SEMESTER SYSTEM
(CBCSS)

INTRODUCED FROM 2020 ADMISSION ONWARDS

SACRED HEART COLLEGE (AUTONOMOUS), THEVARA
KOCHI, KERALA, 682013



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Sacred Heart College, Thevara, Kochi, Kerala

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S.NO.	CONTENTS	PAGE NO.
1	Preface	3
2	Programme Objectives and Outcomes	4
3	Regulations for Choice Based Credit and Semester System (CBCSS)	5
4	Course matrix	18
5	Syllabus	27

1. BBA (INTEGRATED MARKETING AND NEW MEDIA)

1. Preface

The program is designed to introduce students to the field of Integrated Marketing Communications and to help you make better marketing communications decisions. The program will define the meaning of Integrated Marketing Communication, and will run through the marketing process and will elaborate on the important decisions that marketing managers need to take through the marketing process. Communicating with the consumers, learning how advertising works, and how consumers make decisions, establishing marketing communications budgets and elements of the marketing communication mix. This program will help in building the knowledge and skills required to ensure a strong marketing communications plan. BBA program in general consists of business-related courses and the BBA in Integrated Marketing and New Media specialises in Media and Communications.

The aim of BBA – Integrated Marketing and New Media is to prepare graduates with the knowledge they need to create and execute marketing strategies using a variety of channels and tactics. The students will learn how to measure the effectiveness of marketing campaigns with regard to brand awareness, company revenue, and other key metrics.

Digital Marketing course will enable the students to understand the core components of Digital Marketing and also explores the various aspects of the digital marketing environment. It provides an understanding of the foundations of the Digital Marketing landscape and helps students acquire a new set of concepts and tools to help create products and services. The rise of Digital Marketing has led to a paradigm shift in the marketing communication space, while also creating new opportunities for businesses to reach and engage consumers through digital technology.

The program covers topics like Advertising Management, Market Research, Public Relations, Social Media Marketing, Consumer Behaviour and more. This BBA in Integrated Marketing and New Media will approach marketing from a holistic and operational perspective.

1. Rationale for the program

With the rapid evolution of new technologies and an increasingly sophisticated consumer population, it is crucial for companies and organizations to reach customers in new and innovative ways in order to gain a competitive edge. Jobs are growing in the field of marketing because social media and new interactive methods of communicating with customers are demanding fresh ideas and new approaches. Competition is high for managerial positions in this field, and earning a management degree is one way to help one's resume stand out with recruiters and prospective employers.

Programme Objectives and Outcomes

1. To build the essential knowledge on marketing communications necessary to run socially responsible business organisations.
2. To provide the managerial framework for integrated marketing and new media communications and diverse tools used by marketers to apprise consumers.
3. To build skills that are important to a company management and marketing profession, such as cognitive, technological, artistic and interpersonal skills.
4. To provide students a comprehensive overview of various practical application aspects of integrated marketing and new media, including understanding different types of markets, competition, buyer behavior and communication.
5. Improve the ability to think analytically and objectively among students studying integrated marketing communication, digital marketing and new media principles and thus train them for a future in marketing, advertisement and other compelling fields.
6. To help students transition into the workforce and there by improve their financial independence as well as their contribution to the economic and national development.
7. To assist students develop Entrepreneurial skills that serve the needs of the society at large.

Programme Outcomes

After completion of the BBA in Integrated Marketing Communication and New Media program, the students will be able to:

1. Apply the knowledge of management principles and practices to solve business problems.
2. Appraise comprehensive learning and understanding of new-age media when it comes to marketing and branding strategies, technologies, approaches, products and services
3. Acquire cognitive, technical and interpersonal expertise to execute effective communication strategies and business decisions effectively in a challenging business environment.
4. Design effective media tools and techniques for creating awareness, customer engagement and brand promotions
5. Develop innovative ideas, marketing communication strategies for brand visibility and appeal
6. Use appropriate research tools to identify problems and communication gap and conduct thorough quantitative and qualitative studies for evidence-based marketing solutions
7. Communicate effectively through contemporary media platforms, advanced software applications and acquire minimal skills to communicate in atleast one foreign language.
8. Explore the application of various media communication strategies in business, economy and society
9. Ability to understand, analyse and apply appropriate accounting and statistical tools and methods to manage and interpret business information.

1. Regulations for Choice Based Credit And Semester System (Cbcss) For Under Graduate Programmes -2019

Preamble

Sacred Heart College, Thevara became an autonomous college under Mahatma University Kottayam in 2014. The college revised the choice based credit and semester system (CBCSS) for undergraduate programmes in 2015-16. The Academic Council which met on 21-07-2018 approved the proposals of the various Boards of Studies for revising the syllabi of the undergraduate programmes from 2019-20 admissions onwards and the regulations for CBCSS. The revised regulations are as follows

3.1 Title

These regulations shall be called “SACRED HEART COLLEGE THEVARA REGULATIONS FOR CREDIT AND SEMESTER SYSTEM 2019”

3.2 Scope

Applicable to all programmes of the college with effect from 2019 admissions, except otherwise approved by the Academic Council of the College

3.3 Definitions

- i. **‘Programme’** means the entire course of study and examinations.
- ii. **‘Duration of Programme’** means the period of time required for the conduct of the programme. The duration of undergraduate programmes shall be 6 semesters, the post-graduate programme shall be of 4 semesters and M Phil programmes shall be 2 semesters.
- iii. **‘Semester’** means a term consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days, each with 5 contact hours of one-hour duration
- iv. **‘Course’** means a segment of subject matter to be covered in a semester. Each Course is to be designed variously under lectures / tutorials / laboratory or fieldwork / study tour /seminar / project / practical training / assignments/evaluation etc. to meet effective teaching and learning needs.
- v. **‘Common Course I’** means a course that comes under the category of courses for English and **‘Common Course II’** means additional language, a selection of both is compulsory for all students undergoing undergraduate programmes(Model I)
- vi. **‘Core course’** means a course in the subject of specialization within a degree programme.
- vii. **‘Complementary Course’** means a course which would enrich the study of core courses.
- viii. **‘Open course’** means a course outside the field of his/her specialization, which can be opted by a student.
- ix. **‘Additional core course’** means a compulsory course for all undergraduate students (as per the UGC directive) to enrich their general awareness.

x. The U.G. programmes shall include (a) Common courses (b) Core courses (c) Complementary Courses (d) Open Course (e) Study tour and (f) Internship for selected programmes.

xi. **‘Additional Course’** is a course registered by a student over and above the minimum required courses.

xii. **‘Credit’ (Cr)** of a course is the numerical value assigned to a course according to the relative importance of the content of the syllabus of the programme.

xiii. **‘Extra credits’** are additional credits awarded to a student over and above the minimum credits required for a programme for achievements in co-curricular activities carried out outside the regular class hours OR curricular activities/courses completed for value addition, as directed by the College/ department. It is the numerical value assigned to Club activities, Social service, Internship, etc. which is not added with the total academic credits of the students. Additional credit components

- Talent & career club activity (optional)
- Social service (mandatory)
- Internship for BBA, Commerce, Communication and Computer applications (mandatory).
- Internship (desirable for other programmes).
- Add on courses (optional)

xiv. **‘Programme Credit’** means the total credits of the UG Programme.

xv. **‘Programme Elective course’** Programme Elective course means a course, which can be chosen from a list of electives and a minimum number of courses is required to complete the programme.

xvi. **‘Programme Project’** Programme Project means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in the parent department / any appropriate Institute in order to submit a dissertation on the project work as specified.

xvii. **‘Internship’** is on-the-job training for professional careers.

xviii. **‘Plagiarism’** Plagiarism is the unreferenced use of other authors’ material in dissertations and is a serious academic offense.

xix. **‘Tutorial’** Tutorial means a class to provide an opportunity to interact with students at their individual level to identify the strengths and weaknesses of individual students.

xx. **‘Seminar’** seminar means a lecture by a student expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing, and presentation.

xxi. **‘Evaluation’** means every course shall be evaluated by 25% continuous (internal) assessment and 75% end course/end semester (external) assessment.

xxii. **‘Repeat course’** is a course that is repeated by a student for having failed in that course in an earlier registration.

xxiii. **‘Audit Course’** is a course for which no credits are awarded.

xxiv. **‘Department’** means any teaching Department offering a course of study approved by the college / Institute as per the Act or Statute of the University.

xxv. **‘Parent Department’** means the Department which offers a particular UG/PG programme.

xxvi. **‘Department Council’** means the body of all teachers of a Department in a College.

xxvii. **‘Faculty Advisor’** is a teacher nominated by a Department Council to coordinate the continuous evaluation and other academic activities undertaken in the Department.

xxviii. **‘College Co-ordinator’** means a teacher from the college nominated by the College Council to look into the matters relating to CBCS-PG System.

xxix. **‘Letter Grade’** or simply ‘Grade’ in a course is a letter symbol (O, A, B, C, D, etc.) which indicates the broad level of performance of a student in a course.

xxx. Each letter grade is assigned a **‘Grade point’** (GP) which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course.

xxxi. **‘Credit point’** (CP) of a course is the value obtained by multiplying the grade point (GP) by the Credit (Cr) of the course $CP=GP \times Cr$.

xxxii. **‘Semester Grade point average’** (SGPA) is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits taken by him/her in that semester. The grade points shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.

xxxiii. **‘Cumulative Grade point average’** (CGPA) is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of credits and shall be rounded off to two decimal places.

xxxiv. **‘Grace Marks’** means marks awarded to course/s, as per the orders issued by the college from time to time, in recognition of meritorious achievements in NCC/NSS/Sports/Arts and cultural activities.

3.4 Attendance

Being a regular college, physical presence in regular activities, especially, classes and exams, is mandatory for the students. However, if a student secures 75% of attendance s/he is eligible to appear for the exams, provided there are no other impediments like disciplinary proceedings, malpractice records, etc.

i. A maximum of 5 marks (5%) for a course is given for attendance

ii. Absence: A student found absent for one hour in the forenoon or afternoon session is deprived of the attendance for the entire session as far as eligibility for the final exam is concerned.

iii. The hour related calculation in a course is meant for awarding marks for the course concerned.

iv. Late entry: A student is supposed to be in time in the class. Late arrival related treatment is left to the discretion of the individual teacher. However, as a norm, a late-arriving student may be permitted to the class, if it is not inconvenient or distraction to the class as such; though attendance MAY NOT BE GIVEN.

Late arrival beyond 5 minutes is treated as ABSENCE; though the teacher may consider permitting the student to sit in the class.

v. Leave: A student has to formally report his/her absence with reasons either in advance or immediately after the absence of obtaining an approved leave. This applies to all sorts of leave – medical, on duty or other.

vi. The student is supposed to report in prescribed format on the very next day of the absence; however, up to a week's time is permitted. Afterward, leave applications will not be considered.

vii. The student has to retain a copy/section of the approved leave form and produce the same as proof, in case there is any confusion regarding the leave sanctioning. In the absence of such proof, the claims will not be entertained.

viii. Duty Leave: A student representing the college in sports, arts, social service or academic matters, has to get sanction from the class teacher concerned and submit the leave application form duly endorsed by the teacher concerned & the class teacher and submit it to the faculty Dean (or Vice-Principal). The same will be forwarded by the Dean/Vice Principal for attendance entry. SPORTS: The approval of the Department of Physical Education and the class teacher is required. The time limit for submission mentioned above is applicable in the case of duty leave as well.

ix. CONDONATION: a student may have the privilege of condonation of attendance shortage (up to a maximum of 10 days) on the basis of genuineness of the grounds of absence (medical reasons or college duty), duly recommended by the department. This is not a matter of right. It is a matter of privilege based on the Principal's discretion and the good conduct of the student on the campus. A student of the UG programme may have a maximum of two such opportunities and that of PG programmes only one opportunity.

x. RE-ADMISSION – a student whose attendance is inadequate will have to discontinue the studies. Such students, whose conduct is good, maybe re-admitted with the approval of the governing council, on the basis of recommendation from the department, and assurance from the student and the guardian regarding good conduct and compliance in academic and discipline matters. For this, the prescribed re-admission fee has to be paid.

As a condition for re-admission, the student should have cleared all academic arrears or should have appeared for the exams in which he/she is having an arrear (if the results are not out), and should have fulfilled all academic assignments prescribed by the department for compensating for his lack of attendance.

xi. UNAUTHORISED ABSENCE & REMOVAL FROM ROLLS: A student absent from the classes continuously for 10 consequent days without intimation or permission, shall be removed from the rolls, and the matter intimated to the student concerned. On the basis of the recommendation of the department concerned, the re-admission process may be permitted by the Principal.

3.5 Programme Registration

- i. A student shall be permitted to register for the programme at the time of admission.
- ii. A UG student who registered for the programme shall complete the same within a period of 12 continuous semesters from the date of commencement of the programme.

3.6 Promotion

A student who registers for the end semester examination shall be promoted to the next semester. However, in extreme circumstances, a student having sufficient attendance who could not register for the end semester examination may be allowed to register notionally by the Principal with the recommendation of the Head of the department concerned and, by paying the prescribed fee.

3.7 PROGRAMME STRUCTURE FOR BBA (Integrated Marketing and New Media)

a	Programme Duration	6 Semesters
b	Minimum credits required from common courses	16
c	Minimum credits required from Core courses including Management Project	83
d	Minimum credits required from Complementary courses	18
e	Minimum credits required from Open course	03
f	Total Credits required for successful completion of the programme	120
g	Club activity (desirable)	01
h	Social service (mandatory)	01
i	Two Internship (mandatory)	02
j	Minimum attendance required	75%

3.8 Examinations

All the End Semester Examinations of the college will be conducted by the Controller of Examination. The Principal will be the Chief Controller of Examinations. An examination committee consists of the Chief Controller of Examinations, Controller of Examinations, Additional Chief Superintendent, Deans, IQAC Coordinator and other faculty members nominated by the Principal will act as an advisory body of the matters relating to the conduct of examinations.

3.9 Evaluation and Grading

The evaluation scheme for each course shall contain two parts; Continuous Internal Evaluation (CIA) and End Semester Examination (ESE).

The internal to external assessment ratio shall be 2:3 for all core and complementary courses, for common courses and open course the ratio shall be 1:3. Both internal and external evaluation shall be carried out in the marking system and the marks are to be rounded to the nearest integer.

a. Continuous Internal Assessment (CIA)/ Continuous Assessment: The internal evaluation shall be based on predetermined transparent system involving periodic written tests, assignments, seminars/viva/field survey and attendance in respect of theory courses and based on written tests, lab skill/records/viva and attendance in respect of practical courses. The marks assigned to various components for internal evaluation are as follows.

Components of Internal Evaluation (for Core and Complementary courses)

	Components	Marks
i.	Quiz / Seminar / Presentations / Industry visit	10
ii	Assignment	5
iii	Attendance	5
iv	Experiential learning* / project	10
v	Two Test papers(2x5)	10
	Total	40

i. Assignments: Every student shall submit one assignment as an internal component for every course.

Components	Marks
Punctuality	1
Content	2
Conclusion	1
Reference/Review	1
Total	5

ii. **Seminar:** The seminar lecture is expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing, and presentation.

iii. Evaluation of Attendance

The attendance of students for each course shall be another component of internal assessment.

% of attendance	Mark
Above 90%	5
Between 85 and below 90	4
Between 80 and below 85	3
Between 76 and below 80	2
Between 75 and below 76	1

iv. Class Tests: Every student shall undergo two class tests as an internal component for every course.

b. End Semester Examination (ESE): The End Semester Examination in theory courses shall be conducted by the college with question papers set by external experts/ question bank. The evaluation of the answer scripts shall be done by the examiners based on a well-defined scheme of evaluation given by the question paper setters/Prepared as per the direction of the Chairman, Board of Examiners. The evaluation of the End Semester Examinations shall be done immediately after the examination preferably through the centralised valuation.

c. Project

Project work is a part of the syllabus of most of the programmes offered by the college. The guidelines for doing projects are as follows:

i. Project work shall be completed by working outside the regular teaching hours.

ii. Project work shall be carried out under the supervision of a teacher in the concerned department or an external supervisor.

iii. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor.

iv. There should be an internal assessment and external assessment for the project work in the ratio 1:3

v. The external evaluation of the project work consists of the valuation of the dissertation (project report) followed by the presentation of the work and viva voce.

vi. The mark and credit with the grade awarded for the program project should be entered in the grade card issued by the college.

Components of Internal Evaluation for Projects

Components	Marks
Topic/Area selected	5
Experimentation/Data collection	10
Punctuality-Regularity	5
Compilation	5
Content	10
Presentation	5
Total	40

d. Comprehensive Viva-voce

Comprehensive Viva-voce shall be conducted at the end of the programme, which covers questions from all courses in the programme as per the syllabus.

e. Grade and Grade Points

For all courses (theory & practical), Letter grades and grade point are given on a 10-point scale based on the total percentage of marks, (CIA+ESE) as given below:-

Percentage of Marks	Grade	Grade Point (GP)
95 and above	O Outstanding	10
85 to below 95	A+ Excellent	9
75 to below 85	A Very Good	8
65 to below 75	B+ Good	7
55 to below 65	B Above Average	6
45 to below 55	C Average	5
40 to below 45	D Pass	4
Below 40	F Fail	0
	Ab Absent	0

Grades for the different semesters and overall programme are given based on the corresponding SGPA/CGPA as shown below:

SGPA/CGPA	Grade
Equal to 9.5 and above	O Outstanding
Equal to 8.5 and below 9.5	A+ Excellent
Equal to 7.5 and below 8.5	A Very Good
Equal to 6.5 and below 7.5	B+ Good
Equal to 5.5 and below 6.5	B Above Average
Equal to 4.5 and below 5.5	C Average
Equal to 4.0 and below 4.5	D Pass
Below 4.0	F Failure

A separate minimum of 30% marks each for internal and external (for both theory and practical) and an aggregate minimum of 40% are required for a pass for a UG programme. A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the end semester examination for the same semester, subsequently. A student who fails to secure a minimum marks/grade for a ---pass in a course can be permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of the semester, a student should pass all courses and score at least the minimum CGPA grade 'D'. However, a student is permitted to move to the next semester irrespective of her/his SGPA.

Credit Point (CP) of a course is calculated using the formula

CP = Cr x GP, where Cr = Credit; GP = Grade point

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula

SGPA = TCP/TCr, where

TCP = Total Credit Point of that semester = $\sum_1^n CP_i$;

TCr = Total Credit of that semester = $\sum_1^n Cr_i$

Where n is the number of courses in that semester

Cumulative Grade Point Average (CGPA) of a Programme is calculated using the formula

$$CGPA = \frac{\sum(SGPA \times TCr)}{\sum TCr}$$

SGPA / CGPA shall be rounded off to two decimal Places.

To ensure transparency of the evaluation process, the internal assessment marks awarded to students in each course in a semester shall be published on the notice board/website at least one week before the commencement of the external examination. There shall not be any chance for improvement for internal mark.

The course teacher and the faculty advisor shall maintain the academic record of each student registered for the course which shall be forwarded to the controller of examinations through the Head of the Department and a copy should be kept in the department for at least two years for verification.

3.10 Registration for the examination

a. All students admitted in a programme with remittance of prescribed fees are eligible for the forthcoming semester examinations.

b. Online application for registration to the various End Semester Examinations shall be forwarded to the CE along with prescribed fee for each course in the prescribed format.

c. The eligible candidates who secure the prescribed minimum attendance of the total duration of the course and possess other minimum qualifications prescribed in the regulations for each course shall be issued the hall tickets. The hall ticket shall be downloaded by the students from the college website.

d. The mode of fee remittance shall be through the prescribed bank.

3.11 Supplementary Examinations

Candidates who failed in an examination can write the supplementary examination conducted by the College along with regular examinations.

3.12 Improvement of Examination

A candidate can improve his/her marks once by appearing again for the examination with the subsequent batch with the remittance of a prescribed fee. In such cases, the better of the two marks shall be taken as the marks awarded to him.

Internal assessment marks shall be carried over to the subsequent semester examination. There shall not be any provision for improving internal assessment marks.

3.13 Promotion to the Next Higher Semester

A candidate shall be eligible for promotion from one semester to the next higher semester if,

a. He/she secures a minimum of 75 % attendance and registered for the End Semester Examination of the programme for which he/she is studying.

b. His / her progress of study and conduct are satisfactory during the semester completed, as per the assessments recorded by the course teachers and the Head of the Department concerned.

3. 14 Certificates

1. Degree certificates are issued by the Mahatma Gandhi University, Kottayam as per the act and statutes of the University on the submission of the consolidated mark/scorecards of the students by the College.

2. A consolidated mark / scored card shall be issued to the candidates after the publication of the results of the final semester examination taken by the candidate.

3. A Course Completion Certificate with classification shall be issued to students till the provisional certificate is issued by the university.

3.15. Award of Degree

The successful completion of all the courses with ‘D’ grade shall be the minimum requirement for the award of the degree.

3. 16. Monitoring

There shall be a Monitoring Committee constituted by the principal consisting of faculty advisors, HoD, a member from the teaching-learning evaluation committee (TLE) and the Deans to monitor the internal evaluations conducted by the college. The Course teacher, Class teacher, and the Deans should keep all the records of the internal evaluation, for at least a period of two years, for verification.

Every Programme conducted under the Choice Based Credit System shall be monitored by the College Council under the guidance of IQAC Coordinator, Controller of Exams, academic deans and HoDs.

3. 17. Grievance Redressal Mechanism

In order to address the grievances of students regarding Continuous internal assessment (CIA), a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if the grievance is not addressed at the lower level.

Level 1: At the level of the concerned course teacher

Level 2: At the level of a department committee consisting of the Head of the Department, a coordinator of internal assessment for each programme nominated by the HoD and the course teacher concerned.

Level 3: A committee with the Principal as Chairman, Dean of the Faculty concerned, HOD of the department concerned and one member of the Academic council nominated by the principal every year as members.

DETAILED DISTRIBUTION OF COURSES

Detailed distribution of courses for Bachelor of Business Administration in Integrated Marketing and New Media

Duration of Course: 03 Years Full-time (06 Semesters)

2. Course Matrix for BBA

SL. No.	Common Courses	Credits
1	English I	4
2	Language I (French for Business Communication)	4
3	English II	4
4	Language II (French for Business Communication)	4
	Total	16

SL. No.	Complementary Courses (Media)	Credits
1	Introduction to Photography	3
2	Journalism and Print Media	3
3	Multimedia	3
4	Television Production and Planning	3
5	Radio Production and Planning	3
6	Cinema Studies	3
	Total	18

SL. No.	Core Courses	Credits
1	Principles and Methodology of Management	3
2	Business Accounting	3
3	Business Statistics	4
4	Business Mathematics	3
5	Event Management	3
6	Business Communication	3
7	Marketing Management	4
8	Human Resource Management	3
9	Business and Media laws	3
10	Research Methodology	3
11	Business Information System	3
12	Managerial Economics	4
13	Financial Management	4
14	Entrepreneurship	3
15	Digital Marketing	3
16	Integrated marketing and Communication	3
17	Operations Management	4
18	Art of Graphics	4
19	Engagement Planning and New media	3
20	Business Ethics and Environmental Values	3
21	Strategic Management	4
22	Introduction to PR and Corporate Communication	3
23	Ad Creative and Campaign Planning	3
24	Management Project	4
25	Consumer Psychology	3
	Total	83

SL. No.	Open Courses	Credits
1	Any of the Open Course offered by the college	3
	Total	3

SL. No.	Credit Details of Courses	Credits
1	Common Courses	16
2	Complementary Courses	18
3	Core Courses including Management Project	83
4	OpenCourse	3
	Total	120

SEMESTER – 1						
No.	Course Code	Title of the Course	Subject type	Subject section	Number of credits	Total hours
1	19U1CCENG1	English I	Theory	Common Course	4	72
2	19U1CCFRN1C	Language I (French for Business Communication)	Theory	Common Course	4	72
3	19U1CRBBA1	Principles and Methodology of Management	Theory	Core Course	3	72
4	19U1CRBBA2	Business Accounting	Theory	Core Course	4	90
5	19U1CRBBA3	Business Statistics	Theory	Core Course	4	72
6	19U1CPBBA1	Introduction to Photography	Theory	Complementary Course	3	72
		Total			22	450

SEMESTER - 1		
No	Title of the course	Experiential Learning for the Course
1	Principles and Methodology of Management	To study the different policies and procedures followed by any 5 companies in an industry
2	Business Accounting	To interview finance professionals and understand the method used for allocation of funds and a/c 's receivables for different SBU's Include excel applications for business accounting/ business accounting software – level 1
3	Business Statistics	To select a social problem and conduct primary research by obtaining information/data from respondents using stratified samples
4	Introduction to Photography	To study the application of digital photography by visiting cinema production studio

SEMESTER – 2						
No.	Course Code	Title of the Course	Subject type	Subject section	Number of credits	Total hours
1	19U2CCENG2	English II	Theory	Common Course	4	72
2	19U2CCFRN2C	Language II (French for Business Communication)	Theory	Common Course	4	72
3	19UCRBBA4	Business Mathematics	Theory	Core Course	3	90
4	19U2CRBBA5	Event Management	Theory	Core Course	3	72
5	19U2CRBBA6	Business Communication	Theory	Core Course	3	72
6	19U2CPBBA2	Journalism and Print Media	Theory	Complementary Course	3	72
		Total			20	450

SEMESTER - 2		
No	Title of the course	Experiential Learning for the Course
1	Business Mathematics	Research on how Business Mathematics in business operations for profitability of operations and accurate record-keeping
2	Event Management	Visit an Event Management company and study the process of conceptualizing, planning, organizing, and finally executing an event
3	Business Communication	Different types of communication models used in an organization – To study the different types of communication models or strategies and techniques used to interact with different stakeholders.
4	Journalism and Print Media	Study on knowledge, attitude, and views for public communication – a study to be conducted among journalists

SEMESTER – 3						
No.	Course Code	Title of the Course	Subject type	Subject section	Number of credits	Total hours
1	19U3CRBBA7	Marketing Management	Theory	Core Course	4	72
2	19U3CRBBA8	Human Resource Management	Theory	Core Course	3	72
3	19U3CRBBA9	Business and Media laws	Theory	Core Course	4	90
4	19U3CRBBA10	Research Methodology	Theory	Core Course	3	72
5	19U3CRBBA11	Business Information System	Theory	Core Course	3	72
6	19U3CPBBA3	Multimedia	Theory	Complementary Course	3	72
		Total			20	450

SEMESTER - 3		
No	Title of the course	Experiential Learning for the Course
1	Marketing Management	Interview Marketing professionals to understand the use of Big data and their application in the organization
2	Human Resource Management	To study the various training and development activities followed by various companies.
3	Business and Media laws	To study the awareness of Media related laws and the effectiveness of these laws to protect the interest of the stakeholders.
4	Research Methodology	To Meet the research and development professionals in a company and understand the various techniques used to carry out research projects
5	Business Information System	Visit any Manufacturing or Service company and study how they use the Business information system for solving problems.
6	Multimedia	Visit an Animation Studio and study the process of Animation

SEMESTER - 4						
No.	Course Code	Title of the Course	Subject type	Subject section	Number of credits	Total hours
1	19U4CRBBA12	Managerial Economics	Theory	Core Course	4	90
2	19U4CRBBA13	Financial Management	Theory	Core Course	4	72
3	19U4CRBBA14	Entrepreneurship	Theory	Core Course	3	72
4	19U4CRBBA15	Digital Marketing	Theory	Core Course	3	72
5	19U4CRBBA16	Integrated marketing and Communication	Theory	Core Course	3	72
6	19U4CPBBA4	Television Production and Planning	Theory	Complementary Course	3	72
		Total			20	450

SEMESTER - 4		
No	Title of the course	Experiential Learning for the Course
1	Managerial Economics	To meet the purchase managers and to study the innovative processes followed in the organization.
2	Financial Management	Visit Cochin stock exchange and interview agents/brokers on intra-day process and practices
3	Entrepreneurship	Interview 5Entrepreneurs to understand the traits and skills required to be a successful entrepreneur
4	Digital Marketing	Conduct a research study to understand researching and curating of messages by interviewing editors of digital media/magazines/news
5	Integrated marketing and Communication	Study the synergy in the use of various media tools for marketing communication by conducting a primary study with brand managers
6	Television Production and Planning	Study among television channel producers

SEMESTER – 5						
No.	Course Code	Title of the Course	Subject type	Subject section	Number of credits	Total hours
1	19U5CRBBA17	Operations Management	Theory	Core Course	4	90
2	19U5CRBBA18	Art of Graphics	Theory	Core Course	4	72
3	19U5CRBBA19	Engagement Planning and New media	Theory	Core Course	4	72
4	19U5CRBBA20	Business Ethics and Environmental Values	Theory	Core Course	4	72
5		Open Course	Theory	Open Course	3	72
6	19U5CPBBA5	Radio Production and Planning	Theory	Complementary Course	3	72
		Total			18	450

SEMESTER – 5		
No	Title of the course	Experiential Learning for the Course
1	Operations Management	To study the logistics and supply chain management practices or processes in various companies.
2	Art of Graphics	To meet graphic design professionals to understand the use of visual communication for marketing
3	Engagement Planning and New media	Visit a media agency and conduct a primary study to understand the use of new media for select brands
4	Business Ethics and Environmental Values	Study the Corporate Social responsibility activities of any 5 companies and interview the HR head of the companies.
5	Open Course	
6	Radio Production and Planning	Study among radio channel producers

SEMESTER - 6						
No.	Course Code	Title of the Course	Subject type	Subject section	Number of credits	Total hours
1	19U6CRBBA21	Strategic Management	Theory	Core Course	4	90
2	19U6CRBBA22	Introduction to PR and Corporate Communication	Theory	Core Course	3	72
3	19U6CRBBA23	Ad Creative and Campaign Planning	Theory	Core Course	3	72
4	19U6PJBBA1	Management Project	Practical	Core Course	4	72
5	19U6CRBBA24	Consumer Psychology	Theory	Core Course	3	72
6	19U6CPBBA6	Cinema Studies	Theory	Complementary Course	3	72
		Total			20	450

SEMESTER – 6		
No	Title of the course	Experiential Learning for the Course
1	Strategic Management	Study the 7S framework adopted by various companies by collecting information from strategy professionals
2	Introduction to PR and Corporate Communication	Visit a PR firm and meet PR professionals to gather information on the strategies used to build a reputation through various media and the challenges faced during the process.
3	Ad Creative and Campaign Planning	To visit a creative studio and conduct an observational study or ad agency to obtain information on campaign management
4	Consumer Psychology	Study the Buying Behaviour of consumers in the retail industry
5	Cinema Studies	Visit a shoot location and study the process of filmmaking

3. Syllabus

Course Code: 19U1CRBBA1

Title of the Course: Principles and Methodology of Management

Semester in which the course is to be taught: 1

No. of Credits: 3

No. Of Contact Hours: 72

1. Course Overview and Context

The Course shall present the principles, concepts and methodology of management required for managerial decision-making. The course highlights the effective management of the managerial functions such as planning, organising, influencing, and controlling to ensure better performance and meeting the goals of a modern organisation. The course enables students to understand the role managers play in an organisation and how they accomplish the given tasks in an efficient manner and also handle situations which can arise in management.

2. Course Objective

To enable the students to understand the principles of management thought and applying the same in practice

3. Course Outcomes

1. Explain the evolution, management theories and practices, and specifically the nature, functions, roles and competencies of management.
2. Understand the crucial role of organizational planning and decision making in increasing managerial efficiency.
3. Differentiate between the various types of organizational structures and patterns.
4. Explain the importance of institutional delegation in organizations and describe the relationship between authority, responsibility and accountability.
5. Identify the appropriate type of communication to address diverse business issues.

4. Course Curriculum

Unit 1: Introduction to Management (14)

Introduction and Nature of Management - Definition & Meaning by P. F. Drucker, Koontz O' Donnel, S. George - Management as an Art, Science and Profession - Distinction between Administration and Management - Importance & Functions of Management.

Unit 2: Evolution of Management (14)

Evolution of Management - Thought – Pre-Scientific Management Era - Scientific Management Era & Contribution of F. W. Taylor - Process Management & Contribution of Henri Fayol - HR movement - Hawthorne Experiments - Contributions of Behavioural Scientists- Abraham Maslow, Peter Drucker, Douglas Mc. Gregor.

Unit 3: Planning and Decision Making (15)

Nature & Definition of Planning - Koontz O'Donnell, Hart, Alfred & Beaty - Importance and limitations - Planning Process - Types of Plans – Functions and Applications of different types of plans - Decision making – Meaning - Steps in Decision Making - Types of Decisions – Programmed - Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal.

Unit 4: Organizing & Departmentation (15)

Meaning & Definition- Koontz O'Donnell & McFarland - Organizing - Nature, Purpose & Principles - Types of Organization (Formal & Informal) - Types of Authority Relationships - Line, Functional, Line & Staff - Committees - Meaning and Types - Departmentation - Centralization and De-centralization.

Unit 5: Elements of Directing, Co-ordination and Control (14)

Meaning & Importance of Directing - Leadership: Meaning & Styles - Motivation: importance & Theories (Maslow, Herzberg, McGregor) - Communication- Meaning, Objectives & Types of Communication - Meaning, Principles, and Techniques of Co-ordination - Meaning, Need & Steps in Controlling.

5. Textbooks

1. Management: A Global, Innovative, and Entrepreneurial Perspective, Heinz Wehrich; Mark Cannice; Harold Koontz, Tata McGraw-Hill Education, 2013
2. Management Fundamentals: Concepts, Applications, Skill Development 8th Edition, Robert Lussier, 2018

6. Reference Books

1. L. M. Prasad., “Principles and Practice of Management”, Sultan Chand & Sons, 2015
2. R. Srinivasan and S. A. Chunawalla., “Management: Principles and Practice”, Himalaya Publications, 2014.
3. P. C. Tripathi and P. N. Reddy., “Principles of Management”, Tata McGraw Hill, 2015

Course Code: 19U1CRBBA2
Title of the Course: Business Accounting
Semester in which the course is to be taught: 1
No. Of Credits: 4
No. Of Contact Hours: 90

1. Course Overview and Context

Accounting is the language of business. Learning this language is essential for anyone who must make decisions based on financial information. In this course, students will develop the technical skills needed to analyse financial statements and disclosures and will learn how accounting standards and managerial incentives affect the financial reporting process. The course focuses on understanding how economic events such as operating activities, corporate investments, and financing transactions are recorded in the three main financial statements (i.e., the income statement, balance sheet, and statement of cash flows).

2. Course Objective:

At the end of this course, students will be able to compute, interpret and appraise financial performance and acquire a reasonable knowledge in accounts. In addition to that, a fair understanding of assessing the financial position and adaptability as revealed by financial statement analysis, in particular by the use of financial and accounting ratios.

3. Course Outcomes:

1. Apply the accounting principles
2. Record transactions in the books of original entry, ledger accounts and preparation of final accounts.
3. Compute the income statements and interpret Balance Sheet for determining the Financial Position of a business.
4. Compute depreciation under different methods of depreciation
5. Determine the results of operations and financial position of a company - Apply the basic accounting transactions using tally software

4. Course Curriculum:

Unit -1 Introduction to Accounts and Accounting Principles (14)

Introduction, Need for Accounting, History, and Development of Accounting, Definitions and Functions of Accounting, Book-keeping and Accounting, Is Accounting a Science or an Art?, End Users of Accounting Information, Accounting and Other Disciplines. Objectives of Accounting, Branches of Accounting. The Institute of Chartered Accountants of India, Accounting Principles and Conventions, International Financial Reporting Standards – Brief Overview only.

Unit- 2 Journal, Ledger and Trial Balance (14)

Introduction, Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry, Ledger, Posting, Rules Regarding Posting, Use the Words "To" and "By" Advantages of Ledger, Trial balance, Errors of Omission, Errors of Principle, Rectification of Errors, Preparation of Trial Balance, Preparation of Final Accounts, Suspense Account, Methods of Preparing Trial Balance.

Unit -3 Income Statement/Profit and Loss Account, Balance Sheet (15)

Income Statement/Profit and Loss account: Introduction, Trading account- Gross Profit, Non-cash expenditures, Expenses, Profit and Loss account- Net profit, Bottom line, Accrual accounting.

Balance Sheet: Introduction, Asset, Liabilities, Profit and Loss Appropriation, Net Worth, Shareholder's Equity, Balance Sheet as an Indicator of Financial Position.

Unit-4 Depreciation Methods (15)

Introduction, Definition, Methods of Calculation – Written down Value method, Straight Line Methods, Block of Assets, and Depreciation rates, Depreciation Tax Shield. Bank Reconciliation Statement. Accounts from Incomplete Records. Introduction, Types of Single Entry, Difference between double entry and single entry. Ascertainment of Profit /Loss from incomplete records. Need for Conversion, Preparation of statement of affairs. Distinction between the Statement of Affairs and Balance Sheet.

Unit -5 Getting started with tally (14)

Meaning of tally software, features, advantages, required hardware, installation of tally software, Tally screen, menu options , creating a new company, basic currency information , company features, Inventory features, Working in Tally: Groups, ledgers, writing vouchers, trial balance , accounts books , cashbook , bank books , ledger accounts , group summary , sales register, purchase register , journal-register, statement of accounts and Balance sheet.

5. Textbook:

1. S. N. Maheshwari and S. K. Maheshwari, Financial Accounting, 5th Edition, Vikas Publishing House, Sixth Edition, 2018.

6. References:

1. R. L. Gupta and V. K. Gupta. Financial Accounting: Fundamentals, 5th edition, Sultan, Chand Publishers, 2016.
2. Thomas R. Ittelson, Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, 1st edition, New Age International, 2017

Course Code: 19U1CRBBA3
Title of the Course: Business Statistics
Semester in which the course is to be taught: 1
No. Of Credits: 4
No. Of Contact Hours: 72

1. Course Overview and Context

The course deals with the basic concepts of statistics used in management. Topics include data analysis and display, descriptive measures, random variables, probability distributions, inference, an introduction to correlation and regression analysis, time series analysis, and statistical applications to quality control. Business statistics uses the statistical techniques such as data sampling and analysis assists in making decisions about potential business ventures and any existing company practices.

2. Course Objectives:

Aim of the course is to enable the students to analyse data using measures of central tendency, measures of dispersion, correlation and regression.

3. Course Outcomes:

1. Organize and analyse types of data to generate meaningful information for business.
2. Measure the central tendency and dispersion of data.
3. Identify cyclic patterns, overall business trends using time series graphs and other tools.
4. Analyse how bi-variate data is analysed with the help of correlation.
5. Apply the concept of regression in the analysis of bi-variate data.

4. Course Curriculum:

Unit 1: Introduction & Organization of Data (15)

Definition of Statistics: Functions, Limitations - Scope of statistics in Business - Industry and Economics - Concept of Data, Variable population, Sample - Concept of Classification of data - Types - Frequency distributions - Tabulation of Data - Parts of table - Requisites of a good table

Unit 2: Analysis of Uni-Variate Data (20)

Introduction, Types of Central Tendency Measures, qualities of good measure of Central tendency - Arithmetic mean: Computation using Direct shortcut and step-deviation method, problems on missing frequencies (one or two), properties of AM, problems on combined Mean, corrected Mean - Weighted AM – Simple problems of Weighted AM - Median – computation for raw data, discrete and continuous data, problems on missing frequencies - Mode: computation of mode for raw data, discrete and continuous data – for Uni-modal distribution, problems on Grouping and analysis table

Unit 3: Measures of Dispersion: (20)

Introduction, Types of dispersion measures – concept absolute and relative measures - Qualities of a good measure of dispersion - Range – Concept and simple problems - Quartile deviation – computation of QD and its coefficient for raw, discrete and continuous data - Standard Deviation – Computation of SD and its coefficient for raw, discrete & continuous data.

Unit 4: Time Series Analysis (15)

Objectives and uses of Time series analysis - Components of Time series - Measurement of Trend by Moving averages method and Least-squares method to Linear.

Unit 5: Analysis of Bi Variate Data- Correlation & Regression: (20)

Correlation – Meaning & Types - Spearman’s Rank correlation, Karl Pearson’s coefficient of correlation, Probable error, and Concurrent deviation method - Analysis of Bi Variate Data - Regression: Regression – meaning, Regression lines - Properties of Regression lines and regression coefficient - Related problems on regression lines and Regression coefficient

5. Textbook:

1. R. S. Soni, Essential Business Mathematics & Business Statistics, ANE Books, 2012
2. J. K. Singh, Business Mathematics, Second Edition, Himalaya Publishing House, 2012

6. References

1. Sancheti D. C. & Kapoor V. K., Business Mathematics, Eleventh Edition, Sultan Chand & Sons, 2012
2. V. K. Khanna, Qazi Zameeruddin, S. K. Bhambri, Business Mathematics, Second Edition, Vikas Publishing House Pvt Limited, 2009

Course Code: 19U1CPBBA1
Title of the Course: Introduction to Photography
Semester in which the course is to be taught: 1
No. Of Credits: 3
No. Of Contact Hours: 72

1. Course Overview and Context

Photography combines the significance of art, history, and digital awareness into one, which is a creative and artistic technology. Photography teaches creative skills that could lead into a career in the performing arts, or as a professional artist or photographer. The course will address the aesthetic principles as they relate to composition, space, light and colour.

2. Course Objectives:

This subject covers the basic principles of camera functions and digital photography. Students explore the design elements of images, creative and innovative approaches to conceiving photographs, and ways of developing visual awareness. Digital cameras are used to document the world, build a visual archive and communicate observations and ideas.

3. Key Course Outcomes:

1. Explain the types of camera, lenses and other devices used in Photography.
2. Understand the lighting elements of photography.
3. Discuss the significance of photographic aesthetics and photography types that can be used for commercial purposes.
4. Examine the various aspects of photojournalism
5. Analyse various photo editing techniques

4. Course Curriculum:

Unit 1: Human Eye and Camera (12)

Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field, etc..) - Camera operations - Types of Camera - Types of Lenses - Visual Perception - Experiencing equipment - different types of cameras, lenses, filters, bellows, converters, etc.,

Unit 2: Understanding Lighting (10)

Indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes - Designing with light.

Unit 3: Aesthetics (10)

Photo-features, Photo - essays, Writing captions, Visual storytelling - Photography for advertising - Consumer and industrial - Planning a shoot-studio, location, set props and casting.

Unit 4: Photo Journalism (10)

Introduction to photo journalism, major concerns of photojournalism, Candid Street, Celebrity and Secret Photography, Documentary Photography, product photography, fashion photography.

Unit 5: Photo Editing (12)

Special effects techniques-motion pictures etc., manipulation of image, cropping & trimming. Adobe photoshop software.

5. **Text Books:**

1. Tom Ang, Digital Photography an Introduction, Penguin; Fourth edition, 2013
2. DK, The Beginner's Photography Guide, Penguin UK, 2013.

6. **References:**

1. J.Harris Gable, Complete Introduction To Photography, Read Books, 2007
2. Katie Stern, Photo 1: An Introduction to the Art of Photography, CENGAGE Learning Custom Publishing, 2011

Course Code:19U2CRBBA2
Title of the Course: Business Mathematics
Semester in which the course is to be taught:2
No. Of Credits:3
No. Of Contact Hours: 90

1. Course Overview and Context

The course introduces the basic mathematical skills needed to understand, analyse and solve mathematical problems encounters in business and finance. This class will teach students valuable skills that they can use in a number of professions including accounting, retail or other business operations.

2. Course Objectives:

The Business Mathematics course provides students with the application of mathematical concepts in the field of commerce.

3. Key Course Outcomes:

1. Understand the basic calculations in number systems
2. Solve theory of equations
3. Explain the application of Matrices and determinants in business
4. Solve problems of commercial arithmetic
5. Understand the use of Arithmetic and Geometric progression in business

4. Course Curriculum:

UNIT 1: Number System (15 Hours)

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simple problems).

UNIT 2: Theory Of Equations (20 Hours)

Introduction – Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Problems on Commercial Applications.

UNIT 3: Matrices and Determinants (20 Hours)

Meaning - Types, operation of matrices, additions, subtractions and multiplication of two matrices - transpose, determinants - minor of an element - co-factor of an element - inverse - crammers rule in two variables - application -oriented problems.

UNIT 4: Commercial Arithmetic (20 Hours)

Simple Interest, Compound Interest including half yearly and quarterly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems

UNIT 5: Progressions (15 Hours)

Introduction, Arithmetic Progression - Finding the n th term of AP and Sum to n th term of AP. Insertion of Arithmetic Mean; Geometric Progression – Finding the n th term of GP and sum of n terms of GP and insertion of Geometric Mean

5. Textbook

1. Mathematics for Cost Accountants, Saha central Publishers, latest edition
2. Methods & Techniques for Business Decisions, R.G. Saha & Others, latest edition
3. Business Mathematics and statistics, Dr.Sancheti and Kapoor, Sultan Chand, Latest Edition

6. References

1. Business Mathematics, Subhash, Madappa, mahadi Hassan, M. Iqbal Taiyab, latest edition
2. Business Mathematics, Zamarudeen, latest edition
3. Mathematics for Economics & Business, R.S Bhardwaj, Latest edition

Course Code: 19U2CRBBA5
Title of the Course: Event Management
Semester in which the course is to be taught: 2
No. Of Credits: 4
No. Of Contact Hours: 72

1. Course Overview and Context

The course entails co-ordinating, running and planning the people or teams that need to come together to create every kind of event. Event management students are trained in areas like analysing , planning, marketing, producing and evaluating an event. Event management is an exciting profession which demands a lot of hard work and dynamism. As the name suggests, it means conceptualizing, planning, organizing and finally executing an event. The event could be of any type - musical show, concert, exhibition, product launching etc. This industry is expanding at a very fast rate and offers enormous scope for ambitious young people.

2. Course Objectives:

The event management program provides students with the skills and knowledge for successfully running various special events in such sectors as recreation, business and the entertainment industry.

3. Course Outcomes:

1. Discuss the role of an event manager in organizing and coordinating various events.
2. Prepare a planning schedule, event format and feasibility.
3. Discuss the various aspects relating to people and their roles in an event management.
4. Analyse the roles and responsibilities of event manager in different events.
5. Examine the aspects of logistics for an event

4. Course Curriculum:

Unit-1 Requirement of Event Manager (14)

Analysing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

Unit-2 Preparing a Planning Schedule (14)

Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, and Computer Software Required.

Unit-3 People on the Event (15)

Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

Unit-4 Types of Events (14)

Roles & Responsibilities of Event Management in Different Events, Scope of Work, Approach towards Events

Unit-5 Producing a good show (15)

Phases of staging an Event, Pre Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down, Site Selection, Layout and design.

5. Textbook

1. Events Management - Glenn Bowdin, Johnny Allen, William O'Toole, A

6. Reference Books

1. Event Management, Purnima Kumari, Anmol Publishers, 2011
2. Event Management, Wagen, Pearson Education, 1 edition, 2005

Course Code:19U2CRBBA6
Title of the Course: Business Communication
Semester in which the course is to be taught:2
No. Of Credits:3
No. Of Contact Hours:72

1. Course Overview and Context

The purpose of this course is to emphasize the importance of effective communication techniques in an organizational setting. The aim is to provide grounding in communication skills that are essential to success in the business world. The students will have the opportunity to understand leadership and communication strategies and develop their business writing skills through several assignments and class activities. The focus will be placed on improving students' ability to communicate clearly, logically and effectively.

2. Course Objectives:

At the end of this course, students will be able to familiarize themselves with business communication, different types of communication, and Business Correspondence and Business Report Writing.

3. Course Outcomes:

1. Explain the relevance of communication in business, identify its barriers and overcome them.
2. Understand the various models and theories of communication,
3. Discuss various types of communication and use the appropriate type for the exchange of information with its stakeholders.
4. Examine the various parts of speech and types of letters.
5. Write a Business report.

4. Course Curriculum:

Unit-1 Communication in Business (14)

Introduction, Communication Process, Essentials of Business Communication, Barriers to Business Communication

Unit-2 Methods, Models and Theories of Communication (15)

Models of communication, Shannon's Model of the Communication Process, Derivative Models of the Communication Process, New Model of the Communication Process, Defining Communication Theories. Types of Communication: Verbal Communication, Nonverbal Communication, Types of Communication Based on Style and Purpose

Unit-3 English Grammar (14)

Remedial English - I: Parts of Speech (Nouns, Pronouns, Adjectives, Verbs, Adverbs, Prepositions, Conjunctions, and Interjections) Reading Skills – II: Sentences, Subject-Verb Agreement, Active and Passive Voice, Direct and Indirect Speech

Unit-4 Business Correspondence (15)

Communication in an Organization: Types of Communication Meetings, Memo, Circulars, and Notices. Business Correspondence: General Rules for All Business Correspondence, Guidelines for the Basic Cover Letter, Guidelines for Information Interviewing, Networking Letters, Guidelines for Thank You Letters, Guidelines for Job Offer, Acceptance Letters, Guidelines for Letters Declining a Job Offer, Style in Business Correspondence

Unit-5 Business Report Writing (14)

Cover Letters, Business Report Writing, The purpose of statistical studies, sample of business correspondence.

5. Textbook

1. Gibson, J W, and Hodgetts R M. Business Communication: Skills and Strategies. Harper and Row

6. References

1. Bovee C L and Thill J V. (2009). Business Communication Today, (10th ed.). McGraw Hill.
2. Hall J A and Kapp M L (1992). Nonverbal Communication in Human Interaction,(3rd ed.). Holt Rinehart and Winston.
3. Business Communication. ICMR Publications

Course Code:19U2CPBBA2

Title of the Course: Journalism and Print Media

Semester in which the course is to be taught:2

No. Of Credits:3

No. Of Contact Hours: 72

1. Course Overview and Context

This course is designed to provide an introduction to concepts of journalism. it provides the information on writing articles and reporting on current events, public issues, personalities, culture and entertainment for the print and electronic media. The course equips the students with an understanding of the principles and practice of Journalism.

2. Course Objectives:

To acquaint learners with the basic concepts of journalism and to familiarize them with the different departments of a newspaper; To sensitize them to the styles of journalistic prose; To introduce them to reporting, editing and feature writing; To enable the students to apply their learning with a career perspective on Journalism.

3. Course Outcomes:

1. Understand the basic functions and principles of journalism.
2. Discuss the various aspects photo-Journalism, newspaper reviews and periodicals.
3. Explain the basic concepts of reporting and key media principles.
4. Examine the development of media in the Indian context.
5. Apply software tools and techniques to create materials for different media.

4. Course Curriculum:

UNIT 1: Introduction to Journalism (14 Hours)

Definition, Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism. Kinds of journalism, Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism.

UNIT 2: Review of Newspaper and Periodical Contents (15 Hours)

Review of Newspaper and Periodical Contents. Photo-Journalism. Uses of Cartoons, Comic strips. News Agencies. Professional Press Organizations.

UNIT 3: Basics of Reporting (15 Hours)

News Value, News Gathering, Readers' interest, qualities and aptitude necessary for a reporter, Types of report, Depth reporting, Writing of Reports - Basic principles: objectivity, accuracy, speed, clarity and, Parts of a news report, 5Ws, Headline writing, Types of Leads, and Report writing

UNIT 4: Print and Broadcast Media (14 Hours)

Invention of printing, history of radio, Radio and Social development in India, Radio today, Development of TV in India, Regional and Local Channels, Television Today.

UNIT 5: Software integration (14 Hours)

Adobe photoshop - photo editing, and design Adobe illustrator for creating cartoon characters, comic strips Adobe Indesign – creating layout for newspapers, magazines and printing materials(brochures, leaflets, business cards, etc.)

5. Textbook

1. D. S Mehta, Mass communication and journalism in India, Allied Publishers, 1992
2. Parthasarathy, Journalism In India, Sterling Publishers, 2009.

6. References

1. Praveen Kumar, The Theory and Practice of Modern Journalism, Centrum Press, 2010

Course Code:19U3CRBBA7
Title of the Course: Marketing Management
Semester in which the course is to be taught:3
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context

This course provides an introduction to managerial decisions in the marketing area and approaches to making these decisions. Among the topics considered are the institutional framework of retail and industrial markets; buyer behaviour; and product line, promotion, pricing, and distribution decisions and strategies. Impact and relevance of electronic markets are also considered.

2. Course Objectives:

To teach the students about the all-pervasive nature of markets and their transformation across decades; to expose the rational, sensory & emotional triggers in consumer buying & selling habits and to provide students with the latest information about marketing developments & practices as well as to inculcate managerial approach to marketing problems.

3. Course Outcomes:

1. Demonstrate an understanding of Marketing Concepts and incorporate the consumer insights gained in product development.
2. Analyse the Segmentation, Targeting and Positioning strategies used for product positioning and differentiation.
3. Examine the marketing mix strategies used for products and services.
4. Develop integrated marketing communications strategy for sales promotion and customer engagement.

4. Course Curriculum:

Unit-1 Introduction to Marketing Management (14 Hours)

Introduction – Meaning and nature of marketing management, objectives, and importance of marketing management, marketing concepts. Consumer Needs, Wants, and Consumer Insights: Introduction, Needs and Wants, Using Needs/Wants Insight in Marketing, Benefits Sought By Consumers, The Impact of Emotional Benefits, Consumer Insight, Possible Sources of Insights, Using Insights, Finding and Developing an Insight, The Role of an Insight in Product Development and Marketing.

Unit-2 Segmentation Targeting and Positioning (STP) (14 Hours)

Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs

Unit-3 Marketing Mix: Product and Price (15 Hours)

Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms. Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.

Unit-4 Marketing Mix: Promotion (15 Hours)

Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy. Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.

Unit-5 Marketing Mix: Place (Distribution Channel) (14 Hours)

Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing.

5. Textbook :

1. Philip Kotler, Kevin Lane Keller. Marketing Management, 15th Edition, Pearson, 2017
2. Ramaswamy and Namakumari. (2005). Marketing Management, Sage publication India Pvt Ltd, Sixth Edition, 2018.

6. Reference

1. Arun Kumar and Meenakshi. Marketing Management. Vikas Publishing House, 2016
2. William M Pride and O C Ferrell. Marketing, South-western Publishing, 17th Edition, 2013

Course Code:19U3CRBBA8

Title of the Course: Human Resource Management

Semester in which the course is to be taught:3

No. Of Credits:4

No. Of Contact Hours:72

1. Course Overview and Context

This course introduces Human Resources from a strategic perspective, emphasizing the contribution of HR decisions to the development of a high-performance organization. HRM will be treated as a dynamic system that enables organizations to cope more quickly and effectively with a rapidly changing environment. The course will emphasize those topics, such as reward systems, performance management and the selection and retention of high-performance employees that confront managers in a variety of organizational roles. Emphasis will be given to the identification, evaluation, and solution of specific HR problems facing managers with these responsibilities.

2. Course Objectives:

At the end of this subject, students will be able to familiarize with various aspects of human resource management strategies for better management of people in the organizations.

3. Course Outcomes:

1. Demonstrate understanding of HR function and its importance of effective management of people in the present day organisations.
2. Analyse the HR planning strategies .
3. Evaluate the methods of recruitment and selection in relation to business requirement and its objectives.
4. Examine different HRM strategies used to manage Human Capital
5. Analyse the promotion and transfer policies and its impact on employee job satisfaction.
6. Examine the performance appraisal methods and compensation techniques prevalent in organisations.

4. Course Curriculum:

Unit-1 Introduction to Human Resource Management (14Hours)

Meaning - definitions, objectives, and importance of HRM, functions of HRM—managerial functions – operative functions – nature and scope of HRM – HR manager. Role, qualification, and qualities.

Unit-2 Human resource planning, Recruitment, and Selection (14 Hours)

Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, placement and training Methods of Recruitment and Selection - Uses of tests in selection, Problems involved in placement.

Unit-3 Training, Induction and HRM Strategies (15 Hours)

Meaning of Training and Induction, Objective and purpose of induction, Need for training, benefits of training, Identification of training needs, methods of training. HRM Strategies - Human capital – emotional quotient –mentoring.

Unit-4 Promotion and Transfers (14 Hours)

Meaning of promotion-Purposes and types – promotion policy – bases of promotion – seniority v/s merit– transfer, need –purposes –types of transfers- demotion –causes of demotion.

Unit-5 Performance Appraisal and compensation (15 Hours)

Meaning - objectives of performance appraisal, 360-degree appraisal, other methods of performance appraisal and limitations. Principles - techniques of wage fixation, job evaluation, compensation -meaning of compensation, objectives, and importance of compensation.

5. Text Books

1. Gary Dessler and Biju Varkey, Human Resource Management, Pearson, 2017.
2. Seema Sanghi, Human Resource Management, Vikas Publishing Pvt Ltd, 2014.

6. References

1. P. Subba Rao, Human Resource Management, Himalaya Publishing House, 2018
2. C.B.Gupta. (2014). Human Resource Management. Sultan Chand and sons, 2017
3. V.S.P.Rao, Human Resource Management, Excel Books, Third Edition(2010)

Course Code:19U3CRBBA9
Title of the Course: Business and Media Laws
Semester in which the course is to be taught:3
No. Of Credits:4
No. Of Contact Hours:90

1. Course Overview and Context

The study of Business laws and Media laws are considered to be important, as it helps the management professionals in realizing the essentials of contractual agreements, the copyright laws to be followed, and the provisions in law to be adhered to while conducting business. The course also deals with laws related to Media and Information technology.

2. Course Objectives:

At the end of this subject, students will be acquainted with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders.

3. Course Outcomes:

1. Understand the legal framework of contract act and appreciate its importance.
2. Apply the regulations related to Intellectual Property and Media.
3. Identify the legal provisions related to a movie media
4. Identify the contracts and agreements of sale of goods act
5. Develop an understanding of the laws relating to the act on information technology

4. Course Curriculum:

Unit - 1 Indian Contract Act, 1872 (20 Hours)

Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including the performance of the contract. Breach of contract, contingent contract, quasi-contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency.

Unit - 2 Intellectual Property law and the Media(20 Hours)

The Nature and the Definition of the Term Copyright: Requirements for Copyright, Originality, Propriety, Publication or Qualified Person, Ownership of Copyright, Duration of Copyright, The Infringement of Copyright, Exemptions from Copyright, International Copyright, Copyright on the Internet, Plagiarism.

Unit - 3 Film Media (15 Hours)

Introduction, Cinematography act 1952, Cases related to cinematograph act, Movie distribution, movie marketing, Film exhibition, Retail, and consumption.

Unit - 4 The Sale of Goods Act, 1930 (20 Hours)

Contract of sale, Meaning & difference between sale & agreement to sell; conditions & warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods.

Unit - 5 The information Technology Act, 2000 (15 Hours)

Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences

5. Textbooks

1. N. D. Kapoor, Elements of Mercantile Law. Sultan Chand & Sons; 2018.
2. S.S. Gulshan and G. K. Kapoor , Business Law.1st edition, New Age International, 2018
3. Legal aspect of business (mercantile law) by R S N Pillai.Chand Publishers , 2010
4. Media law and ethics by M.Neelamalar.PHI, 2010
5. The Business of Film: A Practical Introduction by Paula Landry, Stephen Greenwald.

6. References

1. Avatar Singh , Company law, Eastern book Company, 2018
2. S.S. Gulshan and G. K. Kapoor , Business law including company law, New Age International, 2018
3. P.C.Tulsian and Bharat Tulsian, Business Laws, McGraw Hill Education Pvt Ltd.,2018
4. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.Nalini Rajan (Ed.)

Course Code:19U3CRBBA10
Title of the Course: Research Methodology
Semester in which the course is to be taught:3
No. Of Credits:3
No. Of Contact Hours: 72

1. Course Overview and Context

This course will provide an opportunity for the students to establish their understanding of research through critical exploration of research language and approaches. The course introduces the elements of the research process and also takes the students through the process of data analysis and interpretation. The course is designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context.

2. Course Objectives:

The aim of the course is to help students obtain an understanding of the methodology of research and also the various methods and techniques of research.

3. Course Outcomes:

1. Formulate a research problem and state its objectives.
2. Assess the techniques involved in the concept of a research problem.
3. Explain the concept of research design.
4. Distinguish between types of data and Choose the most appropriate data collection tool .
5. Analyse and interpret types of reports.

4. Course Curriculum:

UNIT 1: Research methodology (14 Hours)

Research, meaning, objectives, significance. Research process- different steps, criteria for good research. Types of research, descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual, Criteria of good research. Meaning. Research, meaning, objectives, significance. Research process- different steps, criteria for good research. Types of research descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

UNIT 2: Selection of research problem (14 Hours)

What is a Research Problem?, defining the research problem, selecting the problem, Sources-techniques involved in defining a problem. Sources-technique involved in defining a problem.

UNIT 3: Research design (14 Hours)

Meaning-need, features of a good design, concepts-elements, Sampling design - Steps, Criteria of selecting a sampling procedure-sampling process, different types of sample designs. Meaning-need, concepts-elements Sampling design-steps criteria of selecting a sampling procedure-sampling process

UNIT 4: Types of data (15 Hours)

Primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning, advantages disadvantages-sources. Selection of Appropriate method for data collection. Meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning, advantages disadvantages-sources.

UNIT 5: Interpretation (15 Hours)

Meaning-techniques-of interpretation. Report writing-significance types of reports; (technical and popular) steps-layout-oral presentation. Mechanics of writing a research report. Meaning-techniques-of interpretation. Report writing-significance types of reports; (technical and popular) steps-layout-oral presentation.

7. Textbook

1. Research Methodology, Methods and techniques, C.R.Kothari and Gaurav Garg, New Age International Publishers, 2019.

8. References

1. Research Methodology, Ranjith Kumar, Pearson, 2nd edition, 2014
2. Research Methodology: Concepts and Cases, Deepak Chawla and Neena Sondhi, Vikas Publishing House, Second Edition, 2016

Course Code:19U3CRBBA11
Title of the Course: Business Information System
Semester in which the course is to be taught:3
No. Of Credits :4
No. of Contact Hours :72

1. Course Overview and Context

This course will provide an opportunity for the students to establish their understanding of information technology and management information system. The course helps students assess the information needs of an organization and also understand the concept of information modelling.

2. Course Objectives:

The aim of the course is to help the students obtain an introduction to information technology and Management Information System.

3. Course Outcomes:

1. Demonstrate an appreciation of computer technology and management information system in decision making.
2. Understand various sources and types of information and its relevance to decision making.
3. Explain how MIS should be incorporated with other information structures in the enterprise.
4. Analyse the methods and tools for assessing information needs of an organisation.
5. Analyse the information quantity and quality and its impact on the various decisions.

4. Course Curriculum:

Unit 1 Introduction to Information Technology & MIS (15 Hours)

Different Computer System configurations, transaction Processing Systems. Network distributed system. Decision of information technology for MIS Concept under MIS: Decision making Principles and process of decision making, types and systems of decision making. Method and tools of decision making. Principles of rationality, Utility, Risk and its application in decision making. Herbert Simon Model and law of Requisite Variety Management of Risk and Decision making)

Unit 2 Definition and Difference Between data information (14 Hours)

Relevance of information to decision making. Source and types of information. Quality of information. Perfect Information and value of additional Information. Application of communication Model and Concept of Human as information Processor)

Unit 3 Relevance of Information in MIS Systems (14 hours)

System Definition- Types of systems. Use of Control Principle in system Design. Open-Closed Deterministic and Probabilistic System. Use of feedback Principle for control. Method of Handling Complex System. Relevance of Choice of Systems in MIS Integration of Organization Systems and Information Systems.)

Unit 4 Assessing Information Needs of Organization (14 Hours)

Need to analyze Information needs at Organizations as a whole. Methods and Tools for Assessing Information needs. Relating Organizational goals, Objectives and targets to Information needs. Breaking Information needs by function.)

Unit 5 Departments and its Users (15 Hours)

Relations to Nature, Type, Quantity and Quality of Information to Type of Decision, its Impact on the Decision of Information to type of Decision, its impact on the Decision Maker. Information Modeling and Business Orientation. Information Model and its Integration with Data Processing System)

5. Text Book(s)

1. Management Information Systems, Davis Olson, McGraw Hill. Latest Edition

6. References

1. Management Information Systems, W. S. Jawadekar Tata, Pearson, Latest Edition
2. Management Information Systems, Milind Oke Everest Publishing House, Latest Edition

Course Code:19U5CRBBA3
Title of the Course:Multimedia
Semester in which the course is to be taught :5
No. Of Credits:3
No. Of Contact Hours: 72

1. Course Overview and Context

In the era of Information Technology, multimedia creates a bridge between Information Technology and the general public, evident with usage of the Internet or application of animation in entertainment. This course will enable the students to build skills required to build creative content through various multimedia formats.

2. Course Objectives:

To use electronic devices to develop visual concepts or designs suitable for multiple applications

3. Course Outcomes:

1. Explain the fundamental aspects of Multimedia systems,
2. Analyse the various Multimedia file formats,
3. Examine the various image authoring and editing tools,
4. Apply the various 2D Animation tools

4. Course Curriculum:

Unit 1: Definition of multimedia

Multimedia systems: Multimedia elements. Multimedia applications - Evolving systems of Multimedia.

Unit 2: Multimedia Files formats

Standards, communication protocols, Multimedia I/O technologies

Unit 3: Image authoring and editing tools

Image file formats, JPEG, TIFF, GIF, PNG, Layers, GRB, CMYK, contrast, brightness, hue, slicing, contrast ratio, aspect ratio, gray scale, filters, blending tools, image enhancing design technique.

Unit 4: Introduction to 2D animation

Definition of 2D, characteristics of 2D, authoring tools for 2D animation, SWF, FLA, FLV, Adobe Animate CC tools and Panels.

Unit 5: Streaming media

Key frame animation, shape animation, path animation, action script, integrating audio with animation.

5. Textbook

1. Satish Jain, Introduction to Multimedia, BPB Publications, 2012
2. Dr. R. K. Jain, Introduction to Multimedia, Khanna Publishers, 2012

6. References

1. Anirban Mukhopadhyay, Arup Chattopadhyay, Introduction to Computer Graphics and Multimedia, Vikas Publishing House; Second edition, 2010

Course Code:19U4CRBBA12
Title of the Course:Managerial Economics
Semester in which the course is to be taught:4
No. Of Credits:4
No. Of Contact Hours: 90

1. Course Overview and Context

The course provides a conceptual framework for understanding the economic forces at work in firms and markets for improving managerial decision-making, understanding the impact of market forces such as demand and supply. The focus is on analysing the functioning of markets, the economic behaviour of firms under various market structures and the economic and social implications.

2. Course Objectives:

The objective of this subject is to acquaint the student with the basic Principles, tools and techniques of Economics and application of the same in the competitive business world

3. Course Outcomes:

1. Demonstrate an appreciation of key economic principles for better business choices.
2. Ability to understand demand, supply laws and Demand forecasting for making crucial business decisions.
3. Analyse the theories of consumption, marginal rate Substitution to consumer buying.
4. Identify the various market structures and entry barriers.

4. Course Curriculum:

Unit-1 Introduction to Managerial Economics (14 Hours)

Meaning & Definition, Features of Managerial Economics, Scope of Managerial Economics, Objectives and practical uses of Managerial Economics, Role and Responsibilities of Business Economist to modern Business Management.

Unit-2 Theory of Demand and Demand Forecasting (15 Hours)

Meaning- determinants - demand schedule - demand curve, Law of Demand- exceptions- shifts in demand and movements in demand, Elasticity of demand- meaning- types, Price elasticity of demand- meaning-degrees-measurement: Total outlay- Point Method, Income elasticity of demand, Cross elasticity of demand, Demand Forecasting- Meaning- levels- objective, Method of estimation-Survey Method and Statistical method, Forecasting for a new product

Unit-3 Theory of Consumption (15 Hours)

Consumption - meaning, features –types, Role of consumer under open and closed economy, Theory of consumer Behaviour, Cardinal Approach: Gossen's first law and second law, Concept of consumer surplus, Ordinal approach – Hicks and Allen model, Meaning of ICA properties - consumer's equilibrium, Concept of MRS– substitution effect- Income effect -price effects, Concept of Engle's law

Unit-4 Theory of Production and Cost (14 Hours)

Meaning of production function- classification- fixed factors-variable factors, Law of variable proportion, Concept of Iso-quant and Iso-cost - producer's equilibrium, Managerial equilibrium-MRTS- optimal combination, Economies of scale- meaning- Internal and External economies of scale, Supply- meaning- determinants, Law of supply, Cost: Meaning- concepts-Computation of costs.

Unit-5 Market Structure (14 Hours)

Revenue: Meaning- classification, Perfect competition- meaning- features- equilibrium price determination simultaneous changes in demand and supply – importance of time elements- short run and long run equilibrium, Imperfect competition – Monopoly- meaning- features- short and long run equilibrium – price and output determination under Discriminating Monopoly, Oligopoly- meaning – features-kinked demand curve, Duopoly-meaning- features

5. Textbook

1. D.N.Dwivedi, Essentials of Business Economics, Vikas Publishing House, New Delhi, Eighth edition, 2016.
2. H L Ahuja, Managerial Economics , S.Chand Publishing , Ninth Edition, 2017

6. References

1. Keith Weight , Allen, Managerial Economics, Theory, Applications, and cases, Viva Books, 7th revised edition, 2011
2. Suma Damodaran , Managerial Economics, Oxford University Press, Second Edition, 2010
3. Koutsoyiannis , A., Modern Micro Economics, Macmillan Press Ltd, 2008.

Course Code:19U4CRBBA13
Title of the Course:Financial Management
Semester in which the course is to be taught:4
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context

The scope and objectives of corporate financial management are introduced along with the concept of the risk- return trade-off. The various sources of capital are discussed, along with their costs. Financial planning with special emphasis on the evaluation of capital projects and the management of working capital is considered. The implications of the efficient market hypothesis are considered throughout the course.

2. Course Objectives:

At the end of this subject, students will be familiar with financial management concepts and tools, its applicability in organizations like, profitability, optimum capital structure, capital cost, flow of working capital management, financial decisions, investment plan.

3. Key Course Outcomes:

1. Determine capital cost to assess the capital structure of the company
2. Prepare a cash flow statement for analysing the liquidity and long term solvency of a company.
3. Select the best investment alternative by applying the various techniques of capital budgeting
4. Determine the working capital requirements
5. Determine the impact of dividend decisions on the capital structure

4. Course Curriculum:

Unit -1 Introduction to Financial Management and Cost of Capital (14 Hours)

Meaning and Evolution, Significance and Goals, Functions of a Financial Manager, Cost of Capital -Meaning, Cost of debt, preference and equity capital, weighted average cost of capital.

Unit -2 Cash Flow Statement and Leverages (15 Hours)

Cash Flow Statement (AS-3) – Meaning, uses and preparation. Leverages – Operating leverage, financial leverage and Combined leverage, EPS analysis.

Unit -3 Investment Decision (14 Hours)

Capital Budgeting – Meaning, evaluation of proposals – Payback period, NPV, ARR, IRR, Accept/reject decisions.

Unit -4 Management of Working Capital (15 Hours)

Working Capital Policy - Overall Considerations-Importance of Working Capital Management, Operating Cycle Concept, Forecasting, Working Capital Requirement, Estimation of Working Capital.

Unit -5 Dividend Policy and Capital Structure (14 Hours)

Meaning of dividend policy, factors influencing dividend policy, forms of dividend. Meaning of Capital Structure – Optimal capital structure – factors determining capital structure.

5. Text Books

1. Khan M. Y. and Jain P. K. , Financial Management 7th Edition, McGraw Hill Education, 2017
2. I. M. Pandey, Financial Management, 11th edition, Vikas Publishing House, 2016
3. Prasanna Chandra. Financial Management Theory and Practice. (9th ed.). McGraw Hill, 2017

6. Reference Books

1. Aswath Damodaran , Corporate Finance, Theory and Practice, Wiley , Second Edition, 2007
2. Michael C. Erhardt and Eugene F. Brigham. Corporate Finance. (1st ed.). South-Western Pub, 2008
3. Richard A. Brealey, Stewart Myers and Franklin Allen. (2013). Principles of corporate finance. (11th ed.). McGraw Hill.

Course Code:19U4CRBBA14
Title of the Course:Entrepreneurship
Semester in which the course is to be taught:4
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context

The course introduces the students to the aspects of entrepreneurship and the classification of entrepreneurs. The course shall also provide for the identification of, identifying business opportunities, project financing, and preparation of the project report. The course is designed to help the students evaluate entrepreneurial venture and review the challenges and rewards of Entrepreneurship.

2. Course Objectives:

To introduce the students to the concept of Entrepreneurship and to provide an understanding of the various institutions supporting Entrepreneurship

3. Course Outcomes:

1. Demonstrate an understanding of entrepreneurship concepts and the role entrepreneurs play in economic growth.
2. Examine entrepreneurial development programme and their contribution to India's entrepreneurial venture success
3. Understand the various aids and assistance available for starting new ventures.
4. Identify business opportunities across markets and consider formalities for the creation of a small business and small business service agencies.
5. Formulation of project report.

4. Course Curriculum:

Unit-1 Entrepreneur and entrepreneurship (14 Hours)

Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

Unit-2 Entrepreneurial development programme (14 Hours)

Concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

Unit-3 Promotion of a venture (15 Hours)

Opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

Unit-4 Small business Enterprise (15 Hours)

Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), 0 SLDO (Small Industries Development Organization NSIC (National Small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for

Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

Unit-5 Project formulation (14 Hours)

Meaning of a project report significance contents formulation planning, commission's guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs

5. Textbook(s)

1. Entrepreneurial Development, Khanka .S.S, S.Chand , Revised Edition, 2007
2. Entrepreneurship Development and Small Business Enterprises, Poornima M.Charantimath, Pearson, 2013

7. Reference Books

1. Entrepreneurship, Hisrich , Peters , Manimala, Shepherd, McGraw Hill Education, 2017
2. Entrepreneurship, Rajeev Roy, Oxford University Press, 2011

Course Code :20U4CRBBA15
Title of the Course :Digital Marketing
Semester in which the course is to be taught :4
No. Of Credits :4
No. of Contact Hours :72

1. Course Overview and Context

Today, no marketing strategy is complete without a digital component. With global online sales topping \$1 trillion in 2013, organisations are deviating from placing valuable marketing resources in the hands of unaccredited digital professionals. There is a major increase in the demand for fully accredited digital marketing professionals in the marketplace.

2. Course Objectives:

Apply rigorous data-driven approaches to optimize the digital marketing campaign effectively use social media and search marketing to acquire and engage new users for the brand Improve marketing performance by developing high-impact content and focusing on user experience.

3. Key Course Outcomes:

1. To understand the importance and use of Multimedia uses and applications.
2. To get well trained in usage of animation and its applications
3. To analyse and practice Search engine optimization
4. To understand the growth and extent of social media advertising

4. Course Curriculum:

Unit 1: Introduction to Web Marketing and SEO

The Significance of Web Marketing, Internal Measures for SEO, Link Building, Introduction to Web Marketing Tools

Unit 2: Display Network

Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising,

Unit 3: Social Media Advertising

Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience,

Unit 4: E-Mail Marketing (15)

Creating E-mail Campaigns, Effective strategies for E-mail Marketing,

Unit 5: Mobile Marketing (15)

Key Mobile Marketing Concepts, Mobile Devices, SMS Strategy, Mobile Advertising, Mobile Apps.

5. Textbooks

1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3 edition, 2014

6. References

1. Eric Morrow, Shannon Chirone, Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media, Create Space Independent Publishing Platform, 2012

Course Code:19U4CRBBA16
Title of the Course: Integrated Marketing Communication
Semester in which the course is to be taught:4
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context

Integrated marketing communications is an approach to planning communications that gives businesses the potential to get better results from campaigns and reduce marketing costs. By integrating tools such as advertising, direct mail, social media, telemarketing and sales promotion, a firm can provide clarity, consistency and maximum communications impact.

2. Course Objectives:

This course introduces familiarize the students with concepts and practices in marketing communication. To learn various communication tools and its effectiveness in contemporary time, and Draw a lesson from that knowledge for better integration various marketing communication tools. Bring out creative ideas for effective marketing communication

3. Course Outcomes:

1. To understand promotional mix in digital age

4. Course Curriculum:

Unit-1 An Introduction to Integrated Marketing Communication (IMC)

Meaning and role of IMC in the Marketing process, Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship

Unit-2 Understanding communication process

Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model

Unit-3 Planning for Marketing Communication (Marcom)

Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, Budgeting for marcom-Factors influencing budget

Unit-4 Developing the Integrated Marketing Communication Programme

Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.

Unit-5 Measuring Effectiveness and control of Promotional Programmes

Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC.

5. Textbook

1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill, 2013

6. References

1. Kenneth Clow and Donald Baack. Integrated Advertising, Promotion, and Marketing Communication, Pearson, 2014
2. S H H Kazmi and Satish K Batra Advertising & Promotions, Excel, 2009
3. Kruti Shah and Alan D'Souza, Advertising & Promotions: An IMC perspective, TATA McGraw Hill, 2008
4. Terence A. Shimp Pub, Advertising & Promotion: An IMC approach, Cengage Learning, 2008

Course Code: 19U4CPBBA4
Title of the Course: Television Production and Planning
Semester in which the course is to be taught: 4
No. Of Credits: 3
No. Of Contact Hours: 72

1. Course Overview and Context

This course provides an introduction to the basic aspects of television production, sound, recording and the functionaries in studio productions. The students will understand the nuances of producing television content, people involved and the process of production.

2. Course Objectives:

To provide an insight into the core concepts associated with television production

3. Course Outcomes:

1. Understand the various aspects of Television Production and its types.
2. Apply aspects of editing and sound, and use software to mix and master audio and video content.
3. Examine the various methods of recording
4. Examine the role of functionaries in studio productions.

4. Course Curriculum:

Unit 1: Introduction to TV production (10 Hours)

Aspects of TV production, types, formats and classifications; Electronic Field Production and Electronic News Gathering- preparation and methods.

Unit 2: Post production overview (12 Hours)

Editing – linear and non-linear editing –on-line and off-line concept in linear and non-linear editing; concepts – montage, time, space, continuity, unity etc.; concepts in digital effects, Adobe Premiere software

Unit 3: Sound (10 Hours)

Principles of sound, techniques – perception of sound – devices for sound recording, Adobe Audition Software.

Unit 4: Methods of recording (10 Hours)

Location recording, pilot track and direct sound- sound mixing and editing, single and multi-track recording, components of sound track in television. Adobe Audition Software.

Unit 5: Studio productions (12 Hours)

Role of functionaries – planning studio programmes – cue's and commands - Multi - camera shooting, video formats, lenses, basic lighting principles, techniques and accessories, Studio lighting, Green Matte.

5. Textbook

1. Keval J. Kumar, Mass Communication in India, Jaico Publishing House; Fourth edition, 1994
2. Jean Folkerts, Stephen Lacy, The Media in Your Life: An Introduction to Mass Communication, Pearson; 2 edition, 2000.

6. References

1. R. Srinivas Melkote, Communication for Development in the Third World: Theory and Practice for Empowerment, Sage India; Second edition, 2001

Course Code:19U5CRBBA17
Title of the Course:Operations Management
Semester in which the course is to be taught:5
No. Of Credits:4
No. Of Contact Hours: 90

1. Course Overview and Context

This course is an introduction to the concepts, problems, and practices of operations management. Emphasis is on managerial processes for the effective production of goods and management of materials. Topics include production planning and control, production scheduling, Materials management, work measurement, and quality control.

2. Course Objectives:

The course aims to provide an overview of the management of the production function and materials.

3. Course Outcomes:

1. Explain the objective and types of production management.
2. Discuss the importance and process of production planning and control.
3. Explain the techniques of inventory purchase and control.
4. Examine the concept of motion study and time study for work improvement.

4. Course Curriculum:

Unit-1 Production/ operation function

Production system-Objectives of production in management- the five P's of production- Types of production- production systems-Job shop- Batch continuous and cellular.

Unit-2 Production planning and control

Functions of production planning and control – characteristics- steps involved- objectives of production-objectives of production planning-Importance-prerequisites of production planning and control- production control- objective and control-objectives and advantages.

Unit-3 Materials management

Scope and important methods of purchasing-Inventory control- objectives, functions, and importance.

Unit-4 Work improvement- and work measurement

Motion study- workplace layout plan layout- types of layout- factors influencing plant layout-fundamentals of time study.

Unit-5 Quality control

Introduction, Meaning and Dimensions of Quality, Quality Control Techniques, Quality Based Strategy, Total Quality Management (TQM), Towards TQM – ISO 9000 as a Platform – Working with Intranet, Total Productive Maintenance (TPM), Introduction to six sigma

5. Textbooks

1. Production and Operations Management, Panneerselvam, PHI, 2012
2. Operations Management, Theory and practice, B Mahadevan, Pearson, 2015

6. References :

1. Operations Management, William.J.Stevenson, McGrawHill Education, 2018

Course Code:19U5CRBBA18
Title of the Course: Art of Graphics
Semester in which the course is to be taught:5
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context

The Art of Graphics combines the significance of Graphic design, and the elements of Graphic Design. The Graphic Design also deals with designing company logos, branding and packaging. The Art of Graphic design provides an overview of the impact of emotions on Graphic Design. The course includes introduction to computer as a tool to create, modify and present the visual messages.

2. Course Objectives:

This subject covers the fundamentals of Graphic design; explores the various elements of Typography, Graphic Design and company logos, packaging and deals with the effect of emotions on graphic design.

3. Course Outcomes:

1. Understand the fundamentals of Graphic Design in movies, posters and placards.
2. Explain the tangible elements of Typography and the concept of Light & Shade in Design.
3. Discuss the various design principles in building web sites.
4. Examine the Graphic Design strategies used in packaging
5. Analyse the ways in which designs affect consumer emotions.

4. Course Curriculum:

Unit -1 Graphic Design (14 Hours)

An Overview, History of Graphic Design, Writing, Calligraphy, Graffiti, Emergence of the Print and Design Industry, Engraving, Etching, Heraldry, Logos and Trademarks, Pioneers of Modern Graphics and Graphic Design – Album Cover Art, Graphic Design – Movies, Elements of a Great Movie Poster Design, Graphic Design – Opening and Closing Credits, Graphic Design – Political Posters, Propaganda and Political Posters, Poster Art during the Inter-War Years, Placards and Posters, Indian Posters, Political Cartoons

Unit -2 The Tangible Elements of Typography (14 Hours)

The Intangible Elements of Typography, Page Layout and the Grid, Type & Image, Light & Shade in Graphic Design, Impact of Type and Image on Each Other, The Union of Type and Image, The Concept of Light & Shade in Design, Using Light & Shade in Design: Source of Light, Gradients, Highlights, Basic Shadows, Advanced Shadows

Unit -3 Graphic Design and Brands (15 Hours)

Graphic Design and Company Logos, Corporate Identity, The Logo, Different Logo Designs, Web 2.0 Logos, Psychedelic Backgrounds, Typographic Logo Designs, Pictogram Logos, Modernist Logos, Street Art Logos, Arabesque Logos, Geometrical Logos, Puzzle Patterns, Creativity in Logos, Redesigning of Logos, Bad Logos, Graphic Design and Corporate Identity, Letterheads, Business Cards, Websites, Characteristics of a good website, Use of Colours in Branding, Design Principles in Web Sites

Unit -4 Graphic Design and Packaging (15 Hours)

Packaging to Sell, Strategy in Packaging, Ideas in Package Designs, Package Design as the Product Identity, Graphic Design: Its Emotional Effects and Its Future, Emotional Effects of Graphic Design, Emotional Effects of Colour, Emotional Effects of Shape

Unit -5 Ways in Which Designs Affect Emotion (14 Hours)

Ways in Which Designs Affect Emotions, Changing Scenario of the Graphic Design Industry, Technology and the Future of Graphic Design

5. Text Books

1. Adams Morioka, Color Design Workbook: A Real-World Guide to Using Color in Graphic Design, Rockport Publishers, 2008
2. Ellen Lupton, Graphic Design: The New Basics, Princeton Architectural Press, 2008

6. Reference Books

1. Alex W. White, The Elements of Graphic Design (Second Edition), Allworth Press, 2011
2. Catherine Fishel, Redesigning Identity: Graphic Design Strategies for Success, Rockport Publishers Inc, 2000

Course Code:19U5CRBBA19
Title of the Course: Engagement Planning and New media
Semester in which the course is to be taught:5
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context

Mass Communication is changing more rapidly now than at any time in the past century. People in the industry are expected to know how to use alternative storytelling forms to reach their audiences. They should be able to gather and edit simple audio and video, use the latest social media, and even be a photographer. This program will give a context to those changes and provide practice in new types of mass communication delivery.

2. Course Objectives:

This will give students a critical introduction to the main aspects surrounding the relationships between new media (telecommunications and the Internet), technology and society. The subject aims at where and how one should position new media in contemporary academic and business landscapes. It also explores technological growth and how one should conceptualise the relationship between new media and society.

3. Course Outcomes:

1. Understand the basic principles of customers interaction and oversee the Integrated Marketing Communications.
2. Differentiate between different media options and measure media effectiveness.
3. Discuss how Digital Marketing can influence Consumer Behaviour
4. Analyse the aspects related to Search Engine Marketing and define digital marketing strategy.
5. Examine how analytics can improve customer engagement

4. Course Curriculum:

Unit-1 Communicating with the Consumer (14 Hours)

Identify the Target Audience, Determine the Communications Objectives, Design the Communication, Select the Communication Channels, Establish the Total Marketing Communications Budget, Decide on the Marketing Communications Mix, Measuring Communication Results, Managing the Integrated Marketing Communications Process

Unit-2 Deciding on Media and Measuring Effectiveness (15 Hours)

Reach, Frequency, and Impact, Choosing among Major Media Types, Alternative Media Options, Direct Marketing Channels, Ethical Issues in Direct Marketing, Interactive Marketing, Placing Ads and Promotions Online, Web Sites, Microsites, Search Ads, Display Ads, Interstitials, Internet-Specific Ads and Videos, Sponsorships, Online Communities, E-Mail, Mobile Marketing, Word Of Mouth, Buzz And Viral Marketing, Opinion Leaders

Unit-3 Digital Marketing (15 Hours)

Ways in which Technology is Influencing Consumer Behaviour, Understanding the digital consumer, Key Traits of the Online Consumer, Importance of a Digital Marketing Strategy, Defining your digital marketing strategy, Business and Digital Marketing, Company Website, Building an Effective Website, Considerations to be Made before Building a Website, Balance between Usability and Accessibility, Characteristics of a Good Website, Words in the Website, Choosing a Domain Name

Unit-4 Search Engine Marketing (14 Hours)

Search Engine Optimization, The Mission of Search Engines, How Do Search Engines Work, Optimizing a Site for the Search Engines, Long-tail and Short-tail Keywords, Content of a Website, Advertising on the Search Engines, Pay-Per-Click (PPC) Search Engine Advertising, Advantages of Paid Search Marketing, Innovations in Search, Email Marketing-Email Marketing tools, Customer Relationship Management (CRM), Creating the Email Marketing Campaign

Unit-5 Analytics to improve customer engagement (14 Hours)

Turning data into customer engagement, data sources and innovation, Data for B2B customer engagement, organising data for analytics, SAS.

5. Textbook:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha. Marketing Management. A South Asian Perspective. Dorling Kindersley (India) Pvt. Ltd. 2009
2. Damian Ryan, Calvin Jones. Understanding Digital Marketing. Marketing strategies for engaging the digital generation. Kogan Page Limited. 2009
3. Maria N. Cummings. Consumer Engagement Perspectives: A Tool for Ensuring Advertising's Impact? Rochester Institute of Technology. 2007

6. References :

1. Dave Evans, Jake McKee. Social Media Marketing: The Next Generation of Business Engagement. Wiley Publishing Inc, 2010
2. Rama Bijapurkar. We are like that only. Understanding the logic of Consumer India. Penguin Group. 2007
3. Paul Baines, Chris Fill, Kelly Page. Marketing. Oxford University Press. 2008
4. O.C. Ferrell, Michael. D. Hartline. Marketing Strategy. Cengage Learning. 2008
5. Gary Armstrong, Michael Harker, Philip Kotler, Ross Brennan. Marketing. An Introduction. Financial Times Prentice Hall. 2009
6. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan ul Haque. Principles of Marketing: A South Asian Perspective (13th Edition). Pearson Prentice Hall. 2010

Course Code: 19U5CRBBA20
Title of the Course: Business Ethics and Environmental Values
Semester in which the course is to be taught:5
No. Of Credits: 4
No. Of Contact Hours: 72

1. Course Overview and Context:

The course deals with the ethics and values associated with various cultures. The course also provides an overview of the difficulties in ethical decision-making and introduces the various aspects of managing workplace dynamics. Today's managers must necessarily concern themselves with ethical issues, because unethical behaviour creates legal risks and damage to businesses as well as employees and consumers. the course also provides an insight into the environment that we live in and the functioning of the eco-system

2. Course Objectives:

To help students comprehend the need for ethics and values in the business world; to help students develop the necessary etiquette for working within organizations.

3. Key Course Outcomes:

1. Understand the significance of Ethics and Values in Business.
2. Discuss the difficulties involved in Ethical decision-making and enforced ethical conduct.
3. Analyse the various ethical aspects involved in marketing and Accounting.
4. Examine the etiquette to be followed while handling diverse environments.
5. Discuss the structure and functions of Producers, consumers and decomposers in an ecosystem

4. Course Curriculum:

Unit-1 Introduction to Ethics and Values (16 Hours)

Nature of Business Ethics and Values, Significance and types of values, Ethics and Religion, Culture and Ethics, Social culture and Individual Ethics, Factors Influencing Business Ethics, Ethics as strategy, Ethics of Great Philosophers – Albert.Z.Carr, Aristotle, Niccolo Machiavelli, Karl Marx, Sun Tzu: The art of war of Sun Tzu, Might-equals-right approach of Karl Marx.

Unit-2 Ethical Decision Making (14 Hours)

Ethical Decision Making, Difficulties in Ethical Decision Making, Power and Politics in organizations: Bases and sources of power, Coalitions, Managing Ethics: Ethics codes – Comparison of codes of Ethics, Codes of Conduct, Codes of Practice, Ethics Programs, Kohlberg's Study and Business Ethics, Laws of Enforcing Ethical Conduct: Laws and Ethics, Justice –Theory of Natural Law, Law as a guide to Moral Choice, the Role of the Government of India in Enforcing Ethical Behavior.

Unit-3 Ethics in Marketing and Accounting (14 Hours)

Ethics in Marketing –Product relative ethics, Competition Relative Ethics: Advertising as a process of competitive strategy, Piracy and predatory as a strategic choice, Ethics in Finance Accounting and Reporting, Insider Trading.

Unit- 4 Handling Diverse Environments (14 Hours)

Etiquette in a Diverse Business Environment, Working in a Diverse Environment, Respecting Physical Differences, Dealing with Specific Disabilities, Respecting Racial and Ethnic Differences, Respecting Gender Differences, Handling Conflicts Introduction, Workplace Dynamics, Handling Problem Personalities, Managing Conflicts, Business Communication and Other Etiquette, Etiquette at Major Events, Travel Etiquette, Women Travellers.

Unit-5 Ecosystems (14 Hours)

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

5. Textbook:

1. A.C.Fernando, Business Ethics - An Indian Perspective, Pearson Education India, 2009
2. Andrew Crane , Dirk Matten, Business Ethics , Oxford University Press, 2003

6. References:

1. Utkarsh Majumdar and Namrata Rana, Balance: Responsible Business for the Digital Age, Westland Publications Pvt Ltd, 2018
2. Larry Johnson & Bob Phillips, Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity, AMACOM, 2003
3. Paul J. Zak and Michael C. Jensen, Moral Markets: The Critical Role of Values in the Economy, Princeton University Press, 2008
4. Daniel Freidman, Morals and Markets: An Evolutionary Account of the Modern World, Palgrave Macmillan, 2008

Course Code:19U5CPBBA5
Title of the Course: Radio Production and Planning
Semester in which the course is to be taught:5
No. Of Credits:3
No. Of Contact Hours: 72

1. Course Overview and Context:

Radio production is a broad field encompassing both behind-the-scenes and on-air work. Radio production provides the foundational skills necessary to get started in the broadcasting industry. Basic knowledge and understanding of radio business and production is necessary for many radio station jobs and entertainment programming.

2. Course Objectives:

To get a comprehensive and practical grounding in the field of radio broadcasting and production

3. Course Outcomes:

1. Understand the production process and techniques involved in Radio Programmes.
2. Explain how to compose for programs on Radio.
3. Analyse the formats of Radio Programmes and studio discussion.
4. Explain the aspects relating to the effective use of voice in Radio.
5. Examine the approaches to Production in Radio.

4. Course Curriculum:

Unit -1 Radio programme production process and techniques

Aspects of sound recording – types of microphones and their uses – field recording skills; news production and radio lives.

Unit -2 Writing for Radio

Spoken language writing – writing for various programmes – writing for radio commercials

Unit -3 Using sound bytes and actualities

formats of radio programmes; studio interviews – studio discussions- phone-in programmes – documentaries

Unit -4 Voice training

Effective use of voice – enunciation, flow, pronunciation, modulation

Unit -5 Radio – Production approaches

SFX, Audio aids. Research and Budgeting.

5. Textbook

1. Meg Ford, Radio Production, CreateSpace Independent Publishing Platform, 2013
2. Robert McLeish, Jeff Link, Radio Production, Focal Press; 5 edition, 2005.

6. References

1. Usha Raman, Writing for the Media, Oxford, 2009

Course Code:19U6CRBBA21
Title of the Course: Strategic Management
Semester in which the course is to be taught:6
No. Of Credits:4
No. Of Contact Hours: 90

1. Course Overview and Context:

The course introduces the key concepts, tools and principles of strategy formulation and competitive analysis. This course provides insights on managerial decisions and actions that affect the performance and survival of business enterprises. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The key strategic business decisions of concern in this course involve selecting competitive strategies, creating and defending competitive advantages, defining firm boundaries and allocating critical resources over long periods of time.

2. Course Objectives:

This course will give students a critical introduction to the main aspects of Strategic Management, the 7 S framework, Environmental Scanning, Strategy formulation, Strategy Implementation, Evaluation, and control. The subject aims to provide an overview of how an organization strategically manages its resources in order to achieve its goals and objectives.

3. Course Outcomes:

1. Analyse the aspects of Strategic Management and its operation.
2. Identify the internal and external environmental factors affecting an organisation
3. Analyse the Corporate level, business level and functional level strategies
4. Analyse the dynamics between structure and strategy.
5. Examine the processes and techniques used in strategic evaluation and control

4. Course Curriculum:

Unit-1 Introduction to Strategic Management (14 Hours)

Introduction to Strategic Management, Concept of Corporate Strategy, Strategic Management Process, The 7-S Framework, Corporate Policy and Planning in India.

Unit-2 Environmental Scanning (14 Hours)

Environmental Scanning, Industry Analysis, The synthesis of External Factors, External Factors Analysis Summary (EFAS), Internal Scanning, Value Chain Analysis, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS)

Unit-3 Strategic Formulation (14 Hours)

Strategy Formulation, Strategic Factors Analysis Summary (SFAS), Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice.

Unit-4 Strategy Implementation (15 Hours)

Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions, Turnaround Strategies, Portfolio strategy (concepts only)

Unit-5 Strategic Evaluation and Control (15 Hours)

Evaluation and control of strategies-strategic control-standard-benchmarking-cost benefit analysis-performance gap analysis-responsibility centers. Other Strategic Issues, Small and Medium Enterprises, Non-Profit Organizations.

5. Textbook:

1. Robert A Pitts and David Lei, Strategic Management, 4th Edition Cengage Learning, 2006.

6. References :

1. Francis Cherunilam, Strategic Management, Himalaya publications, Mumbai.
2. K.Govindabhat, Strategic Management, Himalaya Publications, Mumbai

Course Code:19U6CRBBA22
Title of the Course: Introduction to PR and Corporate Communication
Semester in which the course is to be taught:6
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context:

Public Relations (PR) and Corporate Communication concerns protecting and advancing clients' reputations through effective communication and relationship-building. The effort is to understand how PR & Communication supports the implementation of strategic plans, communication planning, and campaign development.

2. Course Objectives:

To get students acquainted with the fundamentals of advertising - Different roles of advertising in marketing, economy and society - Developments and issues concerning contemporary advertising - The regulatory framework of advertising - Advertising in India.

3. Course Outcomes:

1. Explain the history and nature of public relations.
2. Examine the role of Public relations during communication crisis .
3. Examine the corporate communication's strategic role and importance.
4. Prepare a speech for communicating to the media about a crisis situation.
5. Examine the strategy and its relevance in Public relations and Corporate communication.

4. Course Curriculum:

Unit 1: Public Relations

Evolution and history of public relations- definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.) Ethics of public relations (PRSI, code of ethics)

Unit 2: Role of PR in crisis communication

Functions of Public Relations Relationship & Duties of the PR Practitioner PR consultancy-Its advantages & disadvantages, Importance of Marketing Research for the PR Practitioner

Unit 3: Corporate communication:

Advent, role, strategic importance - Corporate culture, corporate philosophy, corporate citizenship - Skills and talents of a corporate communicator - Building a distinct corporate identity –

Unit 4: Making Presentations

Preparing for meetings, writing speeches - Selection of media for corporate communication - Proactive and reactive media relations - Ethical aspects in media relations

Unit 5: Strategic PR/CC and Management

Defining Strategy and its Relevance in Public Relations and Corporate Communication, Campaign Planning, Management, and Execution. Optimizing technology in communication design and campaign planning. Role of PR/CC in Crisis Communication and Disaster Management.

5. Textbook

1. D.S.Mehta, Handbook of Public Relations in India, Allied Publishers, 1998.
2. Lars Thoger Christener, Metter Morsing, and George Cheney, Corporate Communication- convention, complexity and critique, SAGE Publications Ltd, 2008.
3. J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, Sage India, 2011.

6. References

1. Devesh Kapur, Public Institutions in India: Performance and Design, Oxford, 2007.
2. Jaishri Jethwaney, Corporate Communications: Corporate Communication: Principles & Practices (Oxford Higher Education), Oxford University Press, 2010.
3. Paul A Argenti, Corporate Communication, McGraw-Hill Higher Education; 5th edition, 2009.

Course Code:19U6CRBBA23
Title of the Course: Ad Creative and Campaign Planning
Semester in which the course is to be taught:6
No. Of Credits:4
No. Of Contact Hours:72

1. Course Overview and Context:

The course is intended to assist students in acquiring the skills required in developing well-planned and effective campaign planning. Planning an effective campaign is hard work. Without specifically defined goals and objectives, the ad campaign is likely to fail. For a winning campaign, one has to think about how to measure its success; how to show that the marketing efforts were effective.

2. Course Objectives:

To acquaint the students with the creative process and the strategic role of creativity in brand building. To enable students to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups.

3. Key Course Outcomes:

1. Understand the basic concepts of creativity in advertising.
2. Analyse the Rational and Emotional appeals while creating advertisements.
3. Explain the various aspects related to campaign planning.
4. Discuss the various factors determining budgets in advertising,
5. Explain the various criteria for judging the results of a campaign.

4. Course Curriculum:

Unit 1: Introduction to Creativity: (14 Hours)

Creativity in Advertising, Stages in the Creative Process “Making of Creative Brief” Insights-Learning how to use them “Ideation “Lateral Thinking, Brainstorming and Various Creative Thinking Modes like “Thinking Hats” and others

Unit 2: Creating Advertising Appeals: (14 Hours)

Rational and Emotional “Conveying the Big Idea” Viral Advertising, Advertising beyond Print and the Small Screen, etc.

Unit 3: Campaign Planning: (15 Hours)

"Defining Campaign Planning, Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, the Planning Cycle.

Unit 4: Budget Setting: (15 Hours)

Factors Determining Budget, Steps Involved Budget Plan and Execution. “Message Strategy: What to Say, How to Say.

Unit 5: Measurement of Results: (14 Hours)

Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc.

5. Textbook

1. Berman Margo: The Copywriter's Toolkit, Blackwell Publishing, 2012)
2. Bonnie L Drewniany: Creative strategy in advertising, Wordsworth Cengage, 2011
3. Burtenshaw, Ken Et.Al: The fundamentals of creative advertising, An AVA Publishing, 2006

6. References

1. Carroll Brian: Writing for Digital Media, Routledge Publications, 2010
2. Deusum (Arnold M): Financial Management For Media Operator, 1995
3. Felton George: Advertising: Concept and Copy, Prentice Hall, 1994

Course Code:19U6PJBBA1
Title of the Course: Management Project
Semester in which the course is to be taught:6
No. Of Credits:3
No. Of Contact Hours:72

1. Course Overview and Context:

It will provide the students an opportunity to compare the theoretical principles learned during the semesters vis-a-vis the real world of business.

2. Course Objectives:

The aim of the course - management project is meant to give the students a comprehensive exposure to the real business world in terms of the professional challenges as well as the personal aspects of etiquette, language, teamwork and overall effectiveness as operating managers.

EVALUATION PARAMETERS	Marks
Registration of the Project Plan	20
Mid-review report	20
Final Report	40
Viva - Voce	20
Total	100 Marks

Course Code:19U1CRBBA24
Title of the Course: Consumer Psychology
Semester in which the course is to be taught:6
No. Of Credits:3
No. Of Contact Hours: 72

1. Course Overview and Context:

The course deals with the basics of consumer behaviour and the factors that influence their behaviour and customer loyalty and how marketing strategies can be developed based on consumer needs and how it creates and enhances customer value.

2. Course Objectives:

To help students understand the importance of consumer behaviour and the factors which influence their behaviour and loyalty

3. Course Outcomes:

1. Identify factors that influence the decision of the customer to purchase.
2. Establish the relevance of models and concepts of consumer behaviour to marketing decisions.
3. Understand the various factors of culture, lifestyle, reference groups and Psychographics influencing consumer buying behaviour.
4. Discuss the aspects contributing to customer loyalty
5. Examine the models and scales used to measure customer loyalty

5. Course Curriculum:

UNIT 1: Overview of Consumer Behaviour (12 hours)

Understanding Consumer Behaviour- Meaning and Concept of Consumer and Customer, Consumer Learning, Different Models in Consumer Behaviour, Consumer Decision making process-Concept of Consumer Decision; Levels of Consumer Decision Making; Consumer Decision Making Model, Changing Indian Consumer Behaviour-Drivers of Change; Changing Consumer Trends; Rural Consumer Behaviour; New Consumption Patterns, Organizational Buying Behaviour.

UNIT 2: Factors Influencing Consumer Buying Decision (12 hours)

Influence of Culture on Consumer Behaviour-Concept of Culture; The measurement of Culture; Indian Core Values; Cultural aspects of emerging markets, Values, Lifestyles, and Psychographics-Impact of Values, Lifestyles and Psychographics on buying behaviour; Demographics, Lifestyles and Psychographics; Values and Value Systems, Group Influence on Consumption- Role of reference groups; Effect of reference groups on consumer decision making; Celebrity endorsements.

UNIT 3: Customer Loyalty Comprehension (12 hours)

Meaning and definition of customer loyalty, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Customer Loyalty and its relationship with customer satisfaction, Customer retention and Brand Loyalty, Factors affecting customer loyalty formation, Rai Srivastava model of customer loyalty formation, Drivers of Customer Loyalty.

UNIT 4: Customer Loyalty Outcomes (12 hours)

Characteristic Features of Behavioural Loyalty, Attitudinal Loyalty and Cognitive Loyalty, Role of Customer Loyalty outcomes in business decisions, Significance of Customer Loyalty for Marketers, Relationship Influencers of Customer Loyalty including factors mediating customer loyalty relationship with other relationship influencers, Customer Affinity, Customer Engagement.

UNIT 5: Customer Loyalty Measurement and Application (12 hours)

Measuring Customer Loyalty, Customer Loyalty measurement models and scales, Influence of Service Quality on Customer Loyalty, Customer Loyalty in Retail Industry, Customer Loyalty in Banking and Insurance Industry, Customer Loyalty Application in Aviation Industry.

7. Textbook

1. Schiffman, Wisenbilt and Ramesh, Consumer behaviour, Pearson, 2018
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill. 2005

8. References

1. Rai.A.K, Customer Relationship Management, Prentice Hall India Learning Pvt Ltd, Second Edition, 2012.
2. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
3. Mukesh Chaturvedi and AbhinavChaturvedi: Customer Relationship Management An Indian Perspective. Excel Books.
4. Deon – Buyer Behaviour, Oxford University Press. 2003

Course Code:19U6CPBBA6
Title of the Course: Cinema Studies
Semester in which the course is to be taught:6
No. Of Credits:3
No. Of Contact Hours: 72

1. Course Overview and Context:

Film Studies is an interdisciplinary program in the Humanities that enables students to explore an influential global art form in its aesthetic, cultural, economic, historical, and technological dimensions. The course takes a critical, textual approach to film, emphasizing scholarly viewing, interpreting, and writing about moving images. It provides students with a solid background in theoretical, critical, and aesthetic aspects of the study of film, including the history of the medium and the analysis of national cinemas, always keeping in view questions of how new media have changed both cinema itself and the study of cinema.

2. Course Objectives:

To participate in a world increasingly shaped by moving pictures. Through courses that offer a foundation for understanding cinema and its relation to culture, history, technology, and aesthetics. To teach the students to create and analyze moving images, to produce research, and to make art

3. Key Course Outcomes:

1. Study the major film genre's,
2. Describe the aesthetics involved in movie production and distribution.
3. Explain the various aspects of film editing.
4. Discuss how it is possible to develop a tale.
5. Analyse the various film theories.

4. Course Curriculum:

UNIT 1: Introduction to film genres (12 Hours)

The Major genres: Narrative, avant-garde, documentary , other genres: Thriller, melodrama, musical, horror, western, animation film, historical, mythological.

UNIT 2: Aesthetics in the movies (12 Hours)

Colour in the movies. The production, distribution and reception of films; censorship.

UNIT 3: Introduction to Film Editing (10 Hours)

Editing: chronological editing, cross cutting , montage , continuity editing ,Continuity cuts, jump cuts, match cuts, 30 degree rule, and 180 degree rule. .

UNIT 4: Story and its development (10 Hours)

Recognising superior screenplay, how to create drama, analysing a screenplay, directors development strategies, alternative story sources, setting creative limitations.

UNIT 5: Introduction to the film theories (10 Hours)

Sergei Eisenstein, Andre Bazin, auteur theory, Christian Metz and Laura Mulvey.

5. Textbook

1. Susan Hayward, *Cinema Studies: The Key Concepts*, Routledge; 4 edition, 2012
2. Amy Villarejo, *Film Studies: The Basics*, Routledge; 2 edition, 2013
3. Vinay Lal, *Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema*, Oxford University Press, 2007

6. References

1. Andrew Dix, *Beginning Film Studies*, Viva Books Private Limited, 2010