

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



**CHOICE BASED CREDIT AND SEMESTER SYSTEM  
(CBCSS)**

**CURRICULUM AND SYLLABI**

**FOR**

**BACHELOR OF BUSINESS ADMINISTRATION**

**INTRODUCED FROM 2016 ADMISSION ONWARDS**

**BOARD OF STUDIES IN COMMERCE**

**SACRED HEART COLLEGE, THEVARA, KOCHI, KERALA**

## Detailed Syllabus Semester I TO SEMESTER 6 - YEAR 2016 (BBA)

Course Code	15U1CPBBA1
Title of the Course	Introduction to Business Communication
Semester in which the course is to be taught	1
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** At the end of this course, students will be able to familiarize with business communication, types of communication, Business Correspondence, and Business Report

### **Syllabus Content**

#### **Communication in Business**

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

#### **Methods, Models and Theories of Communication**

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

#### **English Grammar**

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

#### **Business Correspondence**

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

#### **Business Report Writing**

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

**Learning  
Resources**

**Textbook**

1. Gibson, J W and Hodgetts R.M. (1990) *Business Communication: Skills and Strategies*. Harper and Row.

**References**

1. Bovee CL and Thill J V. (2009). *Business Communication Today*, (10<sup>th</sup> ed.). McGraw Hill.
2. Hall J A and Kapp ML (1992). *Nonverbal Communication in Human Interaction*,

3. (3rd ed.). Holt Rinehart and Winston.
4. Business Communication. ICMR Publications

Course Code	15U1CRBBA1
Title of the Course	Principles of Management
Semester in which the course is to be taught	1
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To enable the students to understand the principles of management thought and applying the same in practice

**Course Overview and Context:** Historically, managers have considered decision making as an art; something learned by trial and error; something based on creativity, judgment, intuition, and experience. This course gives you a structured way of attacking a wide range of real problems, using data-driven analysis to guide decision-making. We will consider how to think about and manage uncertainty and risk, how to translate data about the business into useful insights, how to put value on various courses of action, and how to generally make informed decisions. The main focus of the course will be on modeling decisions in the spreadsheet environment, illustrated by applications from operations, finance, marketing, and human resources. The approaches and techniques for decision-making are useful throughout the firm, both within functional areas and for the essential management challenge of working across functional boundaries.

### Syllabus Content

#### Introduction to Management

- 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.

#### Evolution of Management

- Evolution of Management- Thought
- Pre Scientific Management era
- Scientific Management & Contribution of F. W. Taylor
- Process Management & contribution of Henri Fayol
- HR movement - Hawthorne experiments
- Contributions of Behavioral scientists- Abraham Maslow, Peter Drukker, Douglas Mc. Gregor

#### Planning and Decision Making

- Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty
- Importance and limitations
- Planning process
- Types of Plans- on the basis of use, functions, time (meaning only)
- Meaning of Decision making

- Steps in decision making
- Types of decisions- Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal

### Organizing & Departmentation

- 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 of Departmentation
- Centralization and De-centralization (Meaning Only)

### Elements of Directing, Co-ordination and Control

- 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

### Learning Resources

#### Textbook

1. Harold Koontz, Cyril O'Donnell, *Management: A Book of Readings*, Third Edition, McGraw-Hill, 1972

#### References

1. Dr P. N. Reddy, Prof HR Appannaiah, PC Tripathi, *Essentials of Management*, Eleventh Edition, Himalaya, 2004.
2. L. M. Prasad, *Principles and Practice of Management*. 7th Edition, Sultan Chand & Sons, 2007.
3. R. Srinivasan and S. A. Chunawalla, *Management: Principles and Practice*, Second Edition, Himalaya, 1983

Course Code	15U1CRBBA2
Title of the Course	Accounting
Semester in which the course is to be taught	1
No. Of Credits	3
No. Of Contact Hours	90

**Aim of the course:** At the end of this Subject, students will be able to compute, interpret and appraise financial performance, financial position and adaptability as revealed by financial statement analysis, in particular by the use of financial and accounting ratios

**Course Overview and Context:** Accounting is the language of business. Learning this

essential for anyone who must make decisions based on financial information. In this course, students will develop the technical skills needed to analyze 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).

## **Syllabus Content**

### **Introduction to Accounts and Accounting Principles**

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.

### **Journal, Ledger and Trial Balance**

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 the Trial Balance, Preparation of the Final Accounts, Suspense Account, Methods of Preparing Trial Balance.

### **Income Statement/Profit and Loss account, Balance Sheet**

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.**

### **Depreciation Methods**

Introduction, Definition, Methods of Calculation - Written down Value method, Straight Line Methods, Block of Assets, Depreciation rates, Depreciation Tax Shield.

Bank Reconciliation Statement.

### **Accounts from Incomplete Records**

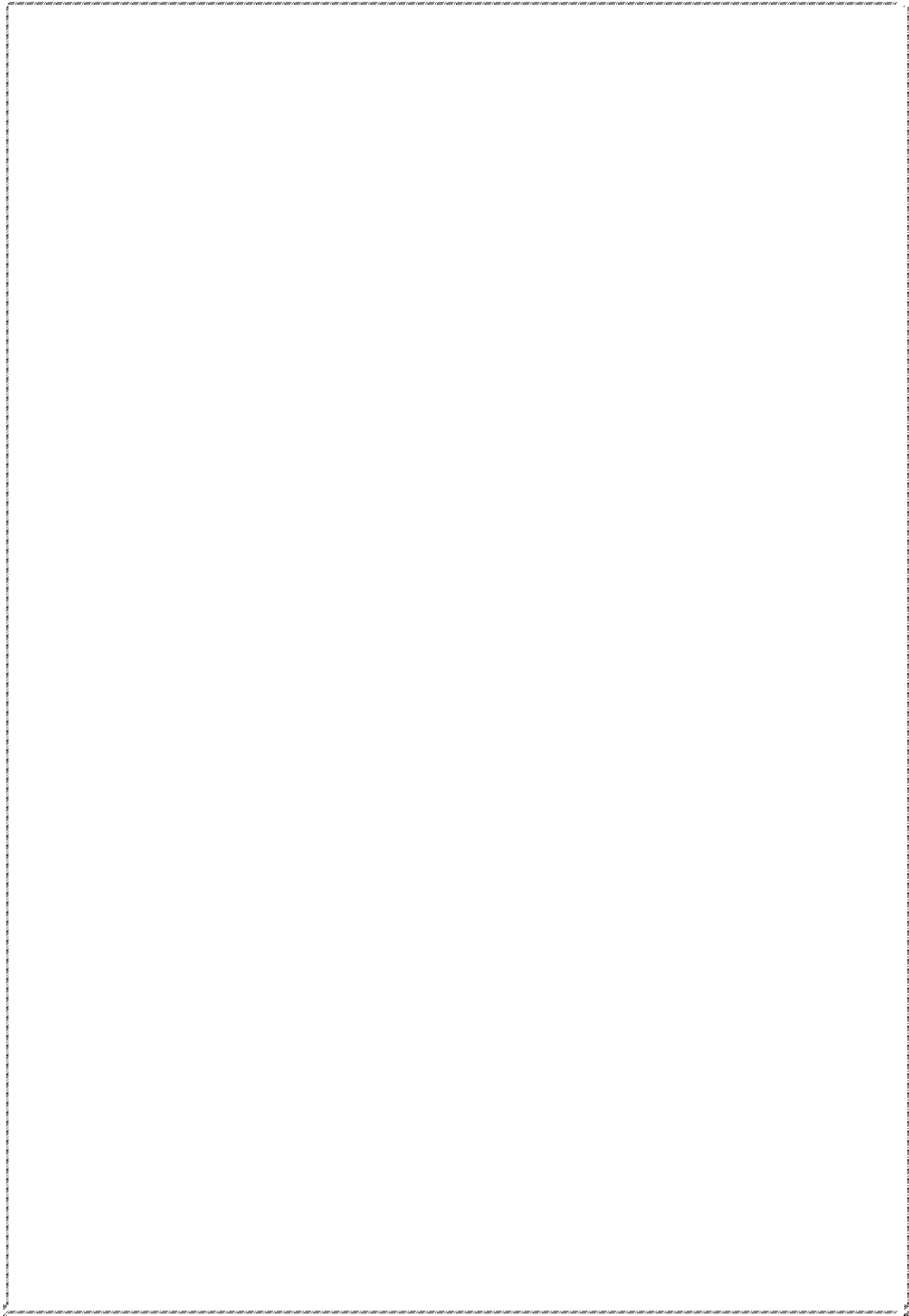
- Introduction, Types of Single Entry, Difference between double entry and single entry.
- Ascertainment of Profit /Loss from incomplete records.
- Need for Conversion, Preparation of statement of affairs.
- Distinction between Statement of Affairs and Balance Sheet.

**Learning  
Resources  
Textbook**

1. Narayanswamy, *Financial Accounting and Managerial Perspective*, 4<sup>th</sup> edition, PHI Learning, 2011

**References**

1. S. N. Maheshwari and S. K. Maheshwari, *An Introduction to Accountancy*, 8<sup>th</sup> Edition, Vikas Publishing House, 2008.
2. R. L. Gupta and V. K. Gupta. *Financial Accounting: Fundamentals*, 5<sup>th</sup> edition, Sultan, Chand Publishers, 2006.
3. Rajesh Agarwal and R Srinivasan, *Accounting Made Easy*, 3rd edition, McGraw Hill, 2008.





4. Thomas R. Ittelson, *Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports*, 1<sup>st</sup> edition, New Age International, 2009

Course Code	15U1CRBBA3
Title of the Course	Managerial Economics
Semester in which the course is to be taught	1
No. Of Credits	4
No. Of Contact Hours	72

**Aim of the course:** 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

**Course Overview and Context:** The fundamental economic principles underlying the operation of modern businesses in market-based economies are investigated. Among the questions addressed are: How does the distinction between costs in the short and long run affect decisions? How do costs, demand, price, and profit relate? What factors determine the degree of competition in an industry? What pricing strategies are available to a firm? How can the use of game theory improve **managers'** decisions? How do managers use regression analysis? How does market structure determine profitability?

### Syllabus Content

#### Introduction to Managerial Economics

- 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.

#### Theory of Demand and Demand Forecasting

- 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

#### Theory of Consumption

- Consumption - meaning, features - types.
- Role of consumer under open and closed economy.
- Theory of consumer Behaviour
- Cardinal Approach: Gossen 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

### Theory of Production and Cost

- 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.

### Market Structure

- Revenue: Meaning- classification
- Perfect competition- meaning- features- equilibrium price determination simultaneous changes in demand and supply - importance of time element- 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

### Learning Resources

#### Textbook

1. Alfred William Stonier and Douglas Chalmers Hague, *A Text of Economic Theory*, Fourth Edition, Wiley, 1972

## Semester II

Course Code	15U2CRBBA4
Title of the Course	Fundamentals of Marketing
Semester in which the course is to be taught	2

No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.

**Course Overview and Context:** 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 behavior; and product line, promotion, pricing, and distribution decisions and strategies. Impact and relevance of electronic markets are also considered.

**Syllabus Content**

**Introduction to Marketing Management**

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.

**Segmentation Targeting and Positioning (STP)**

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

**Marketing Mix: Product and Price**

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.

**Marketing Mix: Promotion**

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.

**Marketing Mix: Place (Distribution Channel)**

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.

**Learning Resources**  
**Textbook**

1. Kotler, Philip and Armstrong. (2007). *Principles of Marketing*. (12<sup>th</sup> ed.). New York: Pearson Education.

## **References**

2. Ramaswamy and Namakumari. (2005). *Marketing Management*. Macmillan.
3. Arun Kumar and Meenakshi. (2007). *Marketing Management*. Vikas.
4. Lamb, Hair and Danniell. M. C. (2004). *Marketing*. (7<sup>th</sup> ed.). Thomson
5. Evans and Berman. (2005). *Marketing*. (2<sup>nd</sup> ed.). Biztantra
6. William M Pride and O C Ferrell. (2005). *Marketing – Concepts* (12th ed.). Cengage Learning

Course Code	15U2CPBBA2
Title of the Course	Organizational Behaviour
Semester in which the course is to be taught	2
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To introduce the idea of how individual behaviour affects organizational behaviour and vice versa; to help the students understand the crucial role of people in any business and to explore different aspects of building this vital capability.

**Course Overview and Context:** This course introduces students to the basic tools and concepts needed to effectively manage "organizational behaviour" (OB). A wide spectrum of contemporary OB Topics is reviewed, including: communication, learning, diversity, multiculturalism, teamwork, motivation, power, innovation, leadership, organizational design, and change. Learning occurs through a variety of activities such as case discussions, self-assessments, group exercises, role-playing, team projects, lectures, and training videos.

### **Syllabus**

#### **Content**

#### **Introduction**

Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

#### **Individual Behaviour**

Individual behaviour, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

#### **Behaviour Dynamics**

Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.

#### **Group Behaviour**

Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

#### **Management of Change**

Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, recent advances in OB.

#### **Learning**

#### **Resources**

#### **Textbook**

1. K. Aswathappa, *Organizational Behaviour*, Himalaya Publications, Ninth Revised and Enlarged Edition, 2011

Course Code	15U2CRBBA5
Title of the Course	Business Statistics
Semester in which the course is to be taught	2
No. Of Credits	4
No. Of Contact Hours	90

**Aim of the course:** To provide basic knowledge of quantitative mathematical tools and its applications in business & management.

**Course Overview and Context:** Basic concepts of probability and statistics used in management are presented. Topics include data analysis and display, descriptive measures, random variables, probability distributions, inference, an introduction to analysis of variance and regression analysis, time series analysis, and statistical applications to quality control. Management applications using examples are emphasized.

### Syllabus Content

#### Introduction & Organization of Data

- 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

#### Analysis of Uni-Variate Data Measures of Central Tendency

- 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

## Measures of Dispersion

- Introduction, Types of dispersion measures - concept absolute and relative measures
- Qualities of 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 and continuous data

## Time Series Analysis

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

## Analysis of Bi Variate Data- Correlation

- Correlation - Meaning & Types
- Spearman's Rank correlation, Karl Pearson's coefficient of correlation,
- Probable error
- 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

## Learning Resources

### Textbook

1. Sancheti D. C. & Kapoor V. K., *Business Mathematics*, Eleventh Edition, Sultan Chand & Sons, 2012

Course Code	15U2CRBBA6
Title of the Course	Cinema Studies
Semester in which the course is to be taught	2
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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—Film Studies teaches students to create and analyze moving images, to produce research, and to make art..

**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 major 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.

## Syllabus Content

### Introduction to the basic terminology of filmmaking,

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

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

### Introduction to film genres

The Major genres: Narrative, avant-garde, documentary

Other genres: Thriller, melodrama, musical, horror, western, animation film, historical, mythological

### Introduction to major movements and theories

The silent era; classic Hollywood cinema, Neo-Realism, French New wave, Indian cinema

**Introduction to the film theories of:** Sergei Eisenstein, Andre Bazin, auteur theory, Christian Metz and Laura Mulvey

## Learning Resources

### 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

### References

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



Course Code	15U3CRBBA7
Title of the Course	Financial Management
Semester in which the course is to be taught	4
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.

**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.

### **Syllabus Content**

#### **Introduction to Financial Management and Cost of Capital**

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.

#### **Cash Flow Statement and Leverages**

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

#### **Investment Decision**

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

#### **Management of Working Capital**

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

#### **Dividend Policy and Capital Structure**

Meaning of dividend policy, factors influencing dividend policy, forms of dividend. Meaning of Capital Structure - Optional capital structure - factors determining capital structure.

## Learning Resources

### Textbook

1. I. M. Pandey (2003), Financial Management, 10<sup>th</sup> edition, Vikas Publishing House.

### References

1. Khan M. Y. and Jain P. K. (2008), Financial Management 3rd Edition, McGraw Hill.
2. Prasanna Chandra. (2007). *Financial Management Theory and Practice*. (7<sup>th</sup> ed.). McGraw Hill.
3. Michael C. Ehrhardt and Eugene F. Brigham. (2008). *Corporate Finance*. (1<sup>st</sup> ed.). South-Western Pub.

Course Code	15U3CRBBA8
Title of the Course	Human Resource Management
Semester in which the course is to be taught	3
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.

**Course Overview and Context:** This course will examine 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.

## **Syllabus Content**

### **Introduction to Human Resource Management**

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.

### **Human resource planning, Recruitment and Selection**

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.

### **Training, Induction and HRM Strategies**

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.

## Promotion and Transfers

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.

## Performance Appraisal and compensation

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.

## Learning Resources

### Textbook

1. Aswathappa. (2010). *Human Resource Management*. Tata McGraw Hill Education.

### References

1. P. Subba Rao. (2009). *Personnel and Human Resource Management*. Himalaya Publishing House.
2. C. B. Gupta. (2014). *Human Resource Management*. Sultan chand and sons.
3. P. N. Reddy and H. R. Appannaiah. (2012). *Personnel Management*. Himalaya Publishing House.

Course Code	15U3CRBBA9
Title of the Course	Advertising Management
Semester in which the course is to be taught	3
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.**

**Course Overview and Context:** The demand for trained and educated manpower in the field of Advertising has increased many times during last decade. The demand is further going to increase with the growth of the Indian economy and globalization of the markets. Advertising today perceived as the system of Communication Management of the developed and developing societies. Advertising has also grown as academic disciplines because of the involvement of various knowledge system of Social sciences and also of art and craft. Students with a comprehensive understanding of the sciences of communication along with the art and craft of persuasive and mobilizing communication are required in large number. The objective of this program is to harness the dynamics of global Advertising for the betterment of

academics and society.

## **Syllabus Content**

### **Introduction to Advertising**

Meaning - Evolution - Features - Active participants - Functions - Advertising as a Communication process Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India - Challenges faced by advertisers in India in the era of globalization

### **Classification of Advertising**

Classification on the basis of - Audience, Media, Advertiser and Area, including advertising in rural India Special purpose advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising, Corporate Image advertising, Comparative advertising, Primary / Generic advertising and Pro Bono/Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)

### **Advertising Agency**

Meaning - Features - Structure and services offered - Types - Emergence of Global agencies - Agency selection criterion - Maintaining Agency-Client relationship - Creative pitch - Agency compensation - Agency accreditation. Career with ad agency, media and supplying / supporting firms - Freelancing options for career in advertising

### **Planning in ad-making**

The creative brief - Setting Communication and/or Sales Objectives for the ad/ad campaign - Factors affecting determination of Advertising budget - Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media / media vehicles - Developing a media strategy with **media-mix** and media scheduling strategies

### **Creativity in advertising**

Role of creativity in advertising - Determining the message theme / major selling idea - Introduction to Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals - **Role of source in ads and celebrities as source in Indian ads - Executorial styles of presenting ads** 5 Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. - Copywriting for print, **out-of-home**, television, radio and web Objectives and methods of **pre-testing** and **post-testing** ads

## **Learning**

### **Resources**

#### **Textbook**

1. Batra Rajeev, Myers John G., and Aaker David A., Advertising Management, 5th ed., Prentice Hall India, New Delhi, 2004
2. Jaishree Jethwaney and Shruti Jain, Advertising Management, 2nd Ed. Oxford University Press, 2012
3. Belch G. and Belch M., Advertising and Promotion, An Integrated Marketing Communications Perspective 6th ed., Tata **McGraw-Hill** Publishing Company Limited, New Delhi, India, 2003

#### **References**

1. Kazmi S. H. H. and Batra Satish K., Advertising and Sales Promotions, 2nd ed., Excel Books, New Delhi, India, 2004
2. Bergh B. G. V. and Katz H., Advertising Principles, NTC Business Books, Lincolnwood, Illinois, USA, 1999
3. Wells William, Moriarty Sandra & Burnett John, Advertising, Principles and Practice, 7th ed. Pearson Education Inc., 2006

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Course Code	15U3CRBBA10
Title of the Course	Ad Creative and Campaign Planning
Semester in which the course is to be taught	3
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To acquaint the students with the Creative Process and the Role of Creativity in Brand Building. To enable students to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups.

**Course Overview and Context:** 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.

**Syllabus Content**

**Introduction to Creativity,** 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**

**Creating Advertising Appeals:** Rational and Emotional "Conveying the Big Idea" Viral Advertising, Advertising beyond Print and the Small Screen, etc.

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

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

**Measurement of Results:** Criteria for Judging Campaign Results - Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc.

**Learning Resources**

**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

**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, Printice Hall, 1994

Course Code	15U3CPBBA3
Title of the Course	Introduction to PR & Corporate Communication
Semester in which the course is to be taught	3
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.

**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.

### Syllabus Content

**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)

**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

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

**Making presentations,** preparing for meetings, writings speeches - Selection of media for corporate communication - Proactive and reactive media relations - Ethical aspects in media relations

**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

### Learning

### Resources

#### Textbook

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

#### References

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

Course Code	15U3CRBBA11
Title of the Course	Introduction to Event Management
Semester in which the course is to be taught	3
No. Of Credits	4
No. Of Contact Hours	90

**Aim of the course:** 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.

**Course Overview and Context:** 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 just six years old in India, but holds a lot of promise for expansion. It offers enormous scope for ambitious young people.

### Syllabus Content

**Requirement of Event Manager**, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures **Preparing a Planning Schedule**, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, **Computer Software Required.**

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

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

**Producing a good show** - 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.

### Learning Resources

#### 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



Course Code	15U4CRBBA12
Title of the Course	Introduction to Brands and Business
Semester in which the course is to be taught	4
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** The course addresses important branding decisions faced by a business. The purpose is to introduce students to important considerations in the understanding, crafting, measuring and management of brand strategies.

**Course Overview and Context:** In this course you will progress through a series of roles, from product assistant to group product manager, that give you the opportunity to experience what is like to do product and brand management. Through interactive lectures, case discussions and assignments, you will learn how to conduct analysis and make decisions that face product managers in industry. This course covers consumer and business to business marketing, including brand strategy, new product introduction, pricing and product line profitability, distribution strategy, marketing communications integration, and brand/product portfolio management. Time is also spent on building effective internal, cross-functional and external customer and agency relationships. By progressing through case-based roles from product/brand assistant to group brand/product manager, you will learn the principles of product and brand management and understand what it is like, and what it takes, to be a successful marketing leader.

## Syllabus Content

### Introduction to

#### Brands

Introduction to Brands and Market, Introduction to Brand concepts, Types of Marketing, Brand Foundation, **The Foundations of Brand—Consumer Relationship.**

#### Brand Identity and Positioning

Brand Equity, Brand Positioning, Brand Positioning Process, Product Positioning Process, Brand Positioning and the Consumer Mind, Brand Identity, Brand Identity v/s Corporate Identity, Visual Brand Identity, Logos, Colours, Modern Approach to Brand Colours, The Brand Base Line.

#### Brand Development

Brand Development, Brands: Its Personality, Image and Promise, Market Segmentation, Brand Positioning Statement, Emotional Motivators, Packaging, Functional Requirements of Packaging, Push Marketing vs. Pull Marketing.

#### Brand Management Strategies

Brand Management Strategies, Brand Promotion, Brand Portfolio, Brand Extension, Categorization Theory, Brand Extension, Sub Brand, Mother Brands, Umbrella Brand, Types of

Marketing, Services Marketing, Global/International Marketing, International Market Selection.

## New Trends in Branding

Branding - New Trends, Marketing Research, Qualitative Research, Qualitative versus Quantitative Approaches, Brand Myths and Icons, Brand Disaster and Management, Brand Revitalization, Brand Influence, The Impact of Technology and Internet and Social Networks, Search Engines Impact and Perception of Brands, Blog Impact on Brands, Future of Branding, The Role of the Brand in Social Media Marketing, Building Brand Awareness through New Media, Global and Local Brand Management.

## Learning Resources

### Textbook

1. Tilde Heding, Charlotte F. Knudtzen and Mogens Bjerre. (2009). *Brand Management – Research*. Routledge.

### References

1. Y. L. R. Moorthi. (2000). *Brand Management – Indian Context*. Vikas Publishing House.
2. Kevin Lane Keller, Ambi M. G. Parameswaran and Issac Jacob. *Strategic Brand Management*. (3rd ed.). Pearson Education.
3. Sharad Sarin. (2011). *Strategic Brand Management for B2B Markets*. SAGE publications

Pvt Ltd.

Course Code	15U4CRBBA13
Title of the Course	Mass Media - Its Forms and Effects
Semester in which the course is to be taught	4
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To educate students about the origins of media, their roles, the role in marketing communication and to understand the concepts of media planning, buying, operations and campaign management.

**Course Overview and Context:** It has been designed to provide students with a firm grounding in communication skills. It aims to develop an ability for critical thinking and creativity and to give the students an opportunity to combine the theoretical curriculum with practical applications, through detailed research, lucid writing skills, oral presentation skills and a mastery of various mass communications media in our global information age.

## **Syllabus Content**

### **Fundamentals of Media and Communication**

What is a medium; The role of media in Marketing Communication; Different types of media and their unique characteristics; The usage of specific media customized based on product category, customer segment & the marketing task; Relationship between Media and Audience; Effects of Media on Audience; Content and Media.

### **Communication Models and Theories**

Different Communication Models and their evolution; Semiotics, Social Communication,

Symbolic Communication, Media Theories, Cultivation Theory, Individual Differences Theory, Agenda Setting Theory, Public Opinion Theory etc. Recent thinking regarding communication & persuasion & influence and their implications for the strategic usage of media in marketing.

### **Types of Media**

The frame work for effective & efficient media usage; media objectives & strategy & evaluation criteria & media plans & media operations including buying & negotiations; campaign planning & review & course correction. media performance measures, current thinking regarding measurement, impact & cross media comparison including non-traditional options like retail; outdoor, mobile & www.

### **Non-traditional media in depth**

Retailing, Retail Branding, Retail as a Brand-Building Medium, What is Experience Retail, Direct Marketing, Channel marketing, Database Marketing, Personalized Marketing, Relationship Marketing, the evolution of outdoor; impact of technology on outdoor; multi-level marketing; personal selling, sales promotion & activation.

### **New Developments in Media**

Recent thinking in media---engagement planning & media; media audience fragmentation; Changing Patterns of Media Consumption Habits, media & content, User Generated Content, Cross-platform User Content, Branded Content, advertainment , integrated marketing communications; Integrated Media, Permission Marketing, Reality Marketing, Experiential Marketing, crowd sourcing; media as the new creative frontier.

### **Learning Resources**

#### **Textbook**

1. Thomas de Zengotita. Mediated: How the Media Shapes Our World and the Way We Live in It. Bloomsbury USA. 2006.

#### **References**

1. Wm. David Sloan. Makers of the Media Mind: Journalism Educators and their Ideas. Routledge. 1990
2. Peter Sorlin. Mass-Media (Key Ideas). Routledge. 1994
3. Mike Edwards Key Ideas in Media. Nelson Thornes; New edition edition. 2003
4. David Ogilvy. Ogilvy on Advertising. Vintage; 1st Vintage Books ed edition. 1985

Course Code	15U4CRBBA14
Title of the Course	Engagement Planning and New Media
Semester in which the course is to be taught	4
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.

**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.

### Syllabus Content

**Communicating with the Consumer,** 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

**Deciding on Media and Measuring Effectiveness,** 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

**Digital Marketing,** 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

**Search Engine Marketing,** 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), Prior Starting the Email Campaign, Planning the Email Marketing Campaign, Email Marketing Campaign - Do's and Don'ts, Email Copy and Delivery, Measuring the Success of the Email Campaign, Targeting the Email Campaigns, Testing the Techniques Employed Social Media

Marketing, What is social media?, Social Media - Not a New Concept, The Compelling Nature of the Social Media, The Advantages of Using Social Media, The Various Types of Social Media, Social Bookmarking Sites, Social Media Submission Sites, Forums and Discussion Sites, Media Sharing Sites, Reviews and Ratings Sites, Social Network Sites, Blogs, Podcasts, Micro-Blogging, Wikis, Rules of Engaging with Consumers on Social Media

**Learning Resources**  
**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

**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	15U4CRBBA15
Title of the Course	Understanding Psychology and Market Research
Semester in which the course is to be taught	4
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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

**Course Overview and Context:** Its goal is to promote the link between experimental psychology and marketing. Only with knowledge of consumer psychology can you properly connect a corporate strategy with consumers

**Syllabus Content**  
**Overview of Consumer Behaviour**

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.

### **Factors Influencing Consumer Buying Decision**

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.

### **Market Research**

An Overview, Introduction to Market Research **The Market Research Plan, Divisions of Marketing Research, Marketing Research and Marketing Management, The Marketing Research Process, Commissioning Market Research, Research Brief, Developing the Research Plan, Market Research for Small Businesses, Marketing Information System**, An Overview of Management Information System, Marketing Information System, Components of Marketing Information System

### **Marketing Research Design**

Importance of Marketing Research in Business, Marketing Research and Decision Making, Quantitative Research Sampling, MR Measurement and Scaling, Measurement Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale; Scale Types: Comparative Scaling, Non-comparative Scaling; Attitude Measurement, Self-Reporting Methods, Methods for Rating Attributes, Data Analysis

### **Types of Research**

Qualitative Market Research, Qualitative Market Research, Types of Qualitative Market Research, Newer and Emerging Qualitative Researches, Case Studies for Qualitative Research, **Qualitative Research Employed and It's Suitability, The Market Research Process, Observational Research, Types of Observational Research**, Advantages and Disadvantages of Observational Research, Ethnography, Explicit - Implicit Triggers, Researching Values - Attitude - Behaviour

### **Learning Resources**

#### **Textbook**

1. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill
2. Tony Proctor, Essentials of Marketing Research - Fourth Edition, Prentice Hall, 2005
3. William G. Zikmund, Barry J. Babin, Essentials of Marketing Research - Fourth Edition, Cengage Learning, 2010

#### **References**

1. Mukesh Chaturvedi and Abhinav Chaturvedi: Customer Relationship Management An Indian Perspective. Excel Books.
2. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.

Course Code	15U4CRBBA16
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	90

**Aim of the course:** To 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.

**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.

### Syllabus Content

**An Introduction to Integrated Marketing Communication (IMC):** Meaning and role of IMC in Marketing process, Introduction to IMC tools - Advertising, sales promotion, publicity, public relations, and event sponsorship

**Understanding communication process:** Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model

**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

**Developing the Integrated Marketing Communication Programme:** Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.

**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.

### Learning

### Resources

#### Textbook

1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill, 2013
2. Kruti Shah and Alan D'Souza, Advertising & Promotions: An IMC perspective, TATA McGraw Hill, 2008
3. Terence A. Shimp Pub, Advertising & Promotion: An IMC approach, Cengage Learning, 2008

#### References

1. Kenneth Clow and Donald Baack. Integrated Advertising, Promotion, and marketing Communication, Pearson, 2013
2. S H H Kazmi and Satish K Batra Advertising & Promotions, Excel, 2009
3. Aakar, Batra and Myers Advertising Management, Prentice, 1996



Course Code	15U4CRBBA17
Title of the Course	Media Planning and Buying
Semester in which the course is to be taught	4
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning. .

**Course Overview and Context:** The two basic tasks of marketing communications are message creation and message dissemination. Media planning supports message dissemination. Media planning helps you determine which media to use--be it television programs, newspapers, bus- stop posters, in-store displays, banner ads on the Web, or a flyer on Facebook. It also tells you when and where to use media in order to reach your desired audience. Simply put, media planning refers to the process of selecting media time and space to disseminate advertising messages in order to accomplish marketing objectives.

### Syllabus Content

#### Media planning

The function of media planning in advertising • Role of media planner • Challenges in media planning • **Media planning process** • **Media planning for consumer goods** • **Media planning for industrial goods**

#### Sources of media research

Audit Bureau of Circulation • Press Audits • National readership survey/IRS • **Businessmen's readership survey** • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listener ship survey

#### Selecting suitable media options

- TV
- Advantages of Radio
- Magazine
- Newspapers
- Buying media space for other medium like

#### Criterion for selecting media vehicles

Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation

Deciding the ideal media mix and communications mix

#### Media buying and negotiation

**Competitive media expenditure analysis, The concept of aperture**

### Learning

#### Resources

##### Textbook

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977

##### References

1. Advanced M.P. -John R Rossister, Kluwer Academic publications 1998
2. Advertising M.P, Jack Z Sissors, McGraw Hill 6th Edition

Course Code	15U5CRBBA18
Title of the Course	Introduction toPhotography
Semester in which the course is to be taught	5
No. Of Credits	3
No. Of Contact Hours	90

**Aim of the course:** 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.

**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 and useful skills that could lead into a career in the performing arts, or as a professional artist or photographer.

### Syllabus Content

**Human Eye and Camera.** 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.,

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

**Equipment.** Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques- motion pictures etc., manipulation of image, framing & trimming.

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

### Basics of Photo Journalism

Candid Street, Celebrity and Secret Photography, Documentary Photography, Subminiature Photography and closed circuit of Television  
Major Concerns of Photojournalism

### Learning Resources

#### Textbook

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

### 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	15U5CRBBA19
Title of the Course	Print Media and Broadcast
Semester in which the course is to be taught	5
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To introduce students to a fundamental understanding of the areas each niche covers and the media vehicles in existence catering to these niche areas.

**Course Overview and Context:** Broadcast and electronic media today are portable sources of entertainment and information distributed by wired and wireless radio and television stations and networks, sound and video recordings, and the mobile Internet. They offer informative and entertaining content of both general and special interest. .

### Syllabus Content

**History of Print Media-** invention of printing- pioneer publications. Early Communication systems in India - development of Newspapers and magazines - Indian Press and National Movement. Vernacular Press. Social movements and Press, Press after independence; Society and Press.

**Development of Radio** - history of Radio in India - Radio and propaganda, technology innovations; Radio and community development, Emergence of AIR - commercial broadcasting - FM radio, - Radio and social development in India, Radio today.

**History of Television** - development of TV in India- SITE - satellite and cable television in India, regional and local channels. Television today.

**The Media as a social institution** - Media influence and socialization - Media and the political and economic system of the society - Media Psychology. Media, Culture and society.

**Cross media system:** production distribution; Conglomeration- Global issues in Mass Communication: Globalization, Cultural and Media Imperialism. Media monopoly; international media organizations; ethical aspects.

### Learning Resources

#### 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.

### References

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

Course Code	15U5CRBBA20
Title of the Course	Television Production and Planning
Semester in which the course is to be taught	5
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To provide an insight into the core concepts associated with television production

**Course Overview and Context:** Broadcast and electronic media today are portable sources of entertainment and information distributed by wired and wireless radio and television stations and networks, sound and video recordings, and the mobile Internet. They offer informative and entertaining content of both general and special interest..

### Syllabus Content

**Introduction to TV production,** aspects of TV production, types, formats and classifications; Electronic Field Production and Electronic News Gathering- preparation and methods.

**Post production overview:** 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,

**Sound:** Principles of sound, techniques - perception of sound - devices for sound recording, **Methods of recording,** location recording, pilot track, and direct sound- sound mixing and editing, Single and multi-track recording, components of sound track in television.

**Studio productions:** role of functionaries - planning studio programmes - cue's and commands. Multi - camera shooting, video formats, lenses, basic lighting principles, techniques and accessories, Studio lighting.

### Learning

#### Resources

##### 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.

##### References

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

Course Code	15U5CRBBA21
Title of the Course	Radio Production & Planning
Semester in which the course is to be taught	5
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To get a comprehensive and practical grounding in the field of radio broadcasting and production.

**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.

### Syllabus Content

**Radio programme production process** and techniques. Aspects of sound recording - types of microphones and their uses - field recording skills; news production and radio lives.

**Writing for Radio:** Spoken language writing- writing for various programmes- writing for radio commercials

**Using sound bytes and actualities;** formats of radio programmes; studio interviews - studio discussions- phone-in programmes - documentaries

**Voice training** - effective use of voice - enunciation, flow, pronunciation, modulation

**Radio – Production approaches** - SFX, Audio aids. Research and Budgeting.

### Learning Resources

#### Textbook

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

#### References

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

Course Code	15U5CRBBA22
Title of the Course	Journalism
Semester in which the course is to be taught	5
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** To acquaint the 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.

**Course Overview and Context:** Today news stories are flowing in as they happen, from multiple sources, eye-witnesses, blogs and what has happened is filtered through a vast network of social connections, being ranked, commented. This is why journalism is so important. Gathering, filtering and visualizing what is happening beyond what the eye can see has a growing value.

### Syllabus Content

**Definition of Journalism:** 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.

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

**Basics of Reporting** - 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

### Learning Resources

#### Textbook

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

#### References

2. B N Ahuja, The Theory and Practice of Journalism, Surjeet Publications, 1979

Course Code	15U6CRBBA24
Title of the Course	Multimedia
Semester in which the course is to be taught	6
No. Of Credits	4
No. Of Contact Hours	90

**Aim of the course:** To use electronic devices to develop visual concepts or designs suitable for multiple applications.

**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.

### Syllabus Content

**Definition of multimedia.** Multimedia systems: Multimedia elements. Multimedia applications. evolving systems of Multimedia.

**Multimedia file formats,** standards, communication protocols, Multimedia I/O technologies

**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.

**Introduction to 2D animation,** definition of 2D, characteristics of 2D, authoring tools for 2D animation, SWF, FLA, FLV,

**Streaming media,** key frame animation, shape animation, path animation, action script, integrating audio with animation

### Learning Resources

#### Textbook

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

#### References

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

Course Code	15U6CRBBA25
Title of the Course	Digital Marketing
Semester in which the course is to be taught	6
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** 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.

**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.

**Syllabus Content**

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

**Display Network:** Advertising on Display Networks, Image Advertizing, Mobile Advertising, Video Advertising, YouTube Advertising,

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

**E-Mail Marketing:** Creating E-mail Campaigns, Effective strategies for E-mail Marketing,

**Mobile Marketing:** Key Mobile Marketing Concepts, Mobile Devices, SMS Strategy, Mobile Advertising, Mobile Apps

**Learning Resources**  
**Textbook**

1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3 edition, 2014
2. Eric Morrow, Shannon Chirone, Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media, CreateSpace Independent Publishing Platform, 2012

Course Code	15U6CRBBA26
Title of the Course	Customer Relationship Management
Semester in which the course is to be taught	6
No. Of Credits	3
No. Of Contact Hours	72

**Aim of the course:** Apply rigorous data-driven approaches to optimize the digital marketing campaign To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers..

**Course Overview and Context:** Customer Relationship Management is rapidly becoming an important new initiative for most companies when trying to improve their relationship marketing programs. Customer Relationship Management (CRM) can be described as a comprehensive set of processes and technologies for managing the relationships with potential and current customers and business partners across marketing, sales, and service areas regardless of the channel of distribution.

**Syllabus Content**

**CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM**

**CRM tools** - overall modules - lead management - introduction - lead to sales life cycle- Communication methodologies-relationship management - complaint handling

**CRM Implementation** - A comprehensive model - Developing CRM vision and strategy Management support

**E-Customer Relationship Management**, The Economics of e-Loyalty- The importance of trust - The importance of focusing on the "right" Customers - Relationship Capital

### Learning Resources

#### Textbook

1. Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee - CRM - PHI.

### References

1. eCRM-Concepts & Cases: Madhavi Garikaparthi

Course Code	15U6CRBBA27
Title of the Course	Business Law
Semester in which the course is to be taught	6
No. Of Credits	3
No. Of Contact Hours	54

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

**Course Overview and Context:** The business law studies are very important, as it helps the management professionals in realizing the business ethics, he or she must follow, in order to run a proper and authenticated business. This must be in accordance with the laws and regulations prevailing in the society. The business law studies are necessary for every management graduate whether he want to setup a proper business, or willing to join a service as a manager.

### Syllabus Content

#### Indian Contract Act, 1872

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 performance of contract. Breach of contract, contingent contract, quasi contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency.

#### Company Law

Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors Meetings, Winding up, Amendments

## The Limited Liability Partnership Act, 2008

Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations.

## The Sale of Goods Act, 1930

Contract of sale, Meaning & difference between sale & agreement to sale; 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.

## The information Technology Act, 2000

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

## Learning Resources

### Textbook

1. N. D. Kapoor, (2006) Elements of Mercantile Law. 3rd edition, Sultan Chand and Company.
2. Robert W. Emerson (2006) Business Law. 1st edition, **Barron's** Educational Series Inc.
3. Satyanarayana G (2009) Business Law. 3rd edition, Apollo Publishers.

## References

1. Avatar Singh (2008) Company Law. 3rd edition, Eastern Book Company.
2. S. Gulshan and G. K. Kapoor (2009) Business Law. 1st edition, New Age International.

Course Code	15U6CRBBA28
Title of the Course	Entrepreneurship & Project Management
Semester in which the course is to be taught	6
No. Of Credits	4
No. Of Contact Hours	72

**Aim of the course:** To teach the students the basics of project planning, budgeting, execution & course-correction. To explain to the students the importance of flawless execution which

requires intense & detailed planning & resourcing; also the principles of project management

**Course Overview and Context:** To provide a framework and a toolkit for future managers and entrepreneurs to identify, assess and manage business opportunities in either their own companies or in existing organizations.

## Syllabus Content

**Entrepreneur:** definition, characteristics and skills. Generating and screening of business ideas. Govt. support to entrepreneurs, Entering/buying and Exit/selling a business, Entrepreneurial finance: venture capital. Family business: Opportunities, and problems of small business in India.

**Project:** Definition and characteristics. Demand analysis and technical analysis. Environment Impact Analysis, Managerial Appraisal.

**Estimating project cost,** Sources of finance, Preparation of projected financial statements: Cash Flow Statement, Income Statement and Balance Sheet. Project Investment Criteria.

**Risk analysis:** Management risk, market risk, technical risk. Implementation: Project planning and control.

**Disruptive technology:** shared economy

## Learning Resources

### Textbook

1. Roy, Rajeev; Entrepreneurship; Oxford University Press.
2. Chandra, Prasanna; Projects: Planning, Analysis Selection, Financing, Implementation and Review; Tata McGraw Hill.
3. Christensen, Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Harvard Business; Reprint edition, 2013

### References

1. Robert L Kimmons, James H Loweree. Project Management: A Reference For Professionals: Cost Engineering, CRC Press, 2000.
2. A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition, Project Management Institute, 2013.

Course Code	15U6CRBBA29
Title of the Course	Project
Semester in which the course is to be taught	6
No. Of Credits	4
No. Of Contact Hours	72

**Aim of the course:** The end of the course 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, team work and overall effectiveness as operating managers.

**Course Overview and Context:** It will also give the students an opportunity to compare the theoretical principles learnt during the 1<sup>st</sup> three semesters vis-a-vis the real world of business. As far as possible the project will be arranged at companies whose businesses and challenges and priorities match those of the student though this cannot be guaranteed.