

SACRED HEART COLLEGE (AUTONOMOUS)

Department of Management Studies

Bachelor of Business Administration

(Integrated Marketing and New Media)

Course plan

Academic Year 2018 – 19

Semester 6

SEMESTER: 6

Sl. No	Course Code	Title of the Course	Hours/Week	Number of credits	Total hours/Semester
1	15U6CRBBA24	Multimedia	4	4	72
2	15U6CRBBA25	Digital Marketing	4	3	72
3	15U6CRBBA26	Customer Relationship Management	4	3	72
4	15U6CRBBA27	Business Law	4	3	54
5	15U6CRBBA28	Entrepreneurship & Project Management	4	4	72
6	15U6CRBBA29	Project	4	4	72

COURSE PLAN –MULTI MEDIA

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	6
COURSE CODE AND TITLE	15U6CRBBA24 : MULTIMEDIA	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	Dr.Aravind TS		

	COURSE OBJECTIVE
1	Students will be equipped with various multimedia tools like GRB, CMYK
2	The students will be able to handle 2D Animation tools like SWF, FLA, FLV
3	Students will gain knowledge in various multimedia formats and editing tools
4	Students will gain knowledge in streaming media
5	Students will get a clear and wide picture on multimedia system and application

COURSE STRUCTURE

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to Multimedia	Tutorial	video	
2	Definition of Multimedia	PPT/Tutorial		
3	Definition of Multimedia	PPT/Tutorial		
4	Definition of Multimedia	PPT/Tutorial	video	
5	Multimedia systems	PPT/Tutorial		
6	Multimedia systems	PPT/Tutorial		
7	Multimedia elements	Lecture	video	
8	Multimedia elements	Tutorial		
9	Multimedia elements	Tutorial		
10	Multimedia applications	Tutorial	video	
11	Multimedia applications	PPT/Lecture		
12	Scope of Multimedia in Business	PPT/Lecture	video	
13	Evolving systems of Multimedia	PPT/Lecture		
14	Revision			
MODULE II				
15	Multimedia file formats	PPT/Lecture		
16	Multimedia file formats	Lecture		
17	Text	Tutorial	Further reading	
18	Fonts	Tutorial		
19	Image	Lecture		
20	Video	PPT/Lecture	Video	
21	Graphics	PPT/Lecture		
22	Animations	PPT/Lecture		
23	Multimedia file formats standards	PPT/Lecture	Further reading	
24	Multimedia file formats, standards	Lecture		
25	Multimedia file formats standards	Lecture		
26	Class Test I			
27	Communication protocols	Lecture		
28	Communication protocols	Lecture		
29	Communication protocols	PPT/Lecture	Quiz	
30	Multimedia I/O technologies	PPT/Lecture		CO2
31	Multimedia I/O technologies	PPT/Lecture		
32	Revision			
MODULE III				
33	Image authoring and editing tools	Tutorial		
34	Image authoring and editing tools	Tutorial		

35	Image file formats	Demo		
36	Image file formats	Lecture	Quiz	
37	JPEG	Lecture	Q & Ans Session	
38	TIFF	PPT/Lecture		
39	GIF	PPT/Lecture		
40	PNG	PPT/Lecture		
41	Layers	PPT/Lecture		
42	GRB	Lecture		
43	CMYK	PPT/Lecture	Further reading	
44	Contrast	PPT/Lecture		
45	Brightness	PPT/Lecture		
46	Hue	PPT/Lecture	Video	
47	Slicing	PPT/Lecture		
48	Contrast ratio	PPT/Lecture		
49	Aspect ratio	PPT/Lecture	Further reading	
50	Gray scale	PPT/Lecture		
51	Filters	PPT/Lecture		
52	Blending tools	PPT/Lecture	Video	
53	Image enhancing design technique	PPT/Lecture	Quiz	
54	Image enhancing design technique	PPT/Lecture		
55	Image enhancing design technique			
56	Image enhancing tools	Lecture	Debate	
57	Image enhancing tools	PPT/Lecture	Further reading	
58	Image enhancing methods	Video /Tutorial		
59	Image enhancing methods	Video /Tutorial		
60	Photoshop	Video	Video	

		/Tutorial		
61	Photoshop	Video /Tutorial		
62	Snap seed	Video /Tutorial		
Class Test 2				
Module 4				
63	Introduction to 2D animation	Lecture	Demo video	
64	Definition of 2D	Lecture		
65	Characteristics of 2D	Lecture	Group discussion	
66	Characteristics of 2D	Lecture		
67	Revision	PPT/Lecture		
Module –V				
68	Streaming media	PPT/Tutorial	Video	
69	Key frame animation	PPT/Tutorial	Video	
70	Shape animation	PPT/Tutorial	Video	
71	Path animation	PPT/Tutorial	Video	
72	Revision			

Reference

1. DamianRyan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3rd edition, 2014
2. Eric Morrow, Shannon Chirone, Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media, Create Space Independent

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	6
COURSE CODE AND TITLE	DIGITAL MARKETING 15U6CRBBA25	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	RAGHUNANDANAN C		

COURSE OBJECTIVES
Exploring the emerging tools offered by the internet.
Access the realm of social media.
Understand and estimate the mindset of the online consumer.
Design tools to enhance online consumer experiences.
Monitor, evaluate and iterate traffic-building activities for marketers.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Digital Marketing Concept and definitions	PPT	Video	
2	Digital marketing environment /Components of digital marketing	PPT/Discussion		
3	Scope and limitations of digital marketing /Difference between traditional marketing and digital marketing	PPT/Discussion		
4	Introduction to search engines /Different types of SE's/Search engine optimization	PPT/Discussion	e-resource	
5	Well executed search /6 – part model	PPT/Discussion	Identify from net	
6	Link Building / essential conditions of link building / Different types of link building / link building process	PPT/Discussion		
7	Web crawling /Algorithm/Page rank/SERP rank/ Organic results	Discussion	Practical learning from internet	
8	Process of Search Engine Optimization	Discussion		
9	Key word/Long tail key word	Discussion	Assignment to identify from	

			internet	
10	Black hats in SEO		Practical learning from internet	CO1
11	Web marketing Tools	Presentation		
12	PPC advantages and dis advantages	PPT/Discussion		
13	Social media marketing advantages and dis advantages	PPT/Discussion	Search and find out -Exercise	
14	Rules of engagement in social media marketing			CO3
15	Affiliate marketing	PPT/Discussion	Demonstration in You tube	CO2
16	Content Marketing	PPT/Discussion		
Module II				
17	Digital Display Advertising	Discussion	Demonstration in internet	
18	Image advertising	Discussion		
19	Video advertising	Presentation		
20	Essentials of video marketing	Illustration		
21	Future of video marketing	PPT/Discussion		
22	Mobile Advertising /Different types of mobile Display Ads.	PPT/Discussion		
23	You tube advertising/ Different types of You tube Ads	PPT/Discussion		
MODULE III				
24	Social Media an overview	PPT/Discussion		
25	Importance of social media marketing	Discussion	Assignment	
26	Do's and don'ts in social media marketing	Discussion		
27	Social media model by Mc Kinsey	Discussion		
28	Marketing with networks			
29	Social Media Analytics	PPT/Discussion		
30	Social Media Tools	PPT/Discussion		
31	Blogs	PPT/Discussion		
32	Social media sites	PPT/Discussion		
CIA -1				
33	SAP Social media analytics by Net base	PPT/Discussion	Live demo on social media	
34	Google Analytics	PPT/Discussion		
35	Social Crawlytics	PPT/Discussion		
36	IBM Social media Analytics	Presentation		
37	In bound marketing and Co creation	Presentation	Q & Ans Session	
MODULE IV				
38	E mail marketing - Benefits	PPT/Discussion	Checking own	

			inbox and identify marketing mails and their features	
39	Planning an email marketing campaign	PPT/Discussion		
40	Do's and Don'ts in email marketing	PPT/Lecture		
41	Targeting in email campaign	Discussion		
43	Mailing list/ organizing mailing list	PPT/Discussion		
44	Email contents	PPT/Discussion		
46	Landing pages	PPT/Discussion		
47	Email copy and delivery notes	PPT/Discussion		
48	Transactional E mail and marketing E mail	PPT/Discussion		
49	Spam compliance	PPT/Discussion		
50	How to set up an effective email marketing campaign	PPT/Discussion		
51	Measuring the success of an email marketing campaign	PPT/Discussion		
52	Measuring techniques of email marketing campaign	PPT/Discussion	Video	
CIA II				
MODULE V				
53	Mobile marketing – concepts	PPT/Discussion		
54	Opportunities and importance of mobile marketing	PPT/Discussion	Group discussion	
55	Mobile Search	PPT/Discussion		
56	Messaging /SMS Strategy	Discussion	Checking own mobile sms and analyse	
57	Mobile Devices	PPT/Discussion		
58	Mobile marketing strategies and policies	PPT/Discussion	Live examples from own mobiles	
59	Mobile advertising	PPT/Discussion		
60	Different types of mobile ads	PPT/Discussion		
61	Mobile Apps – marketing strategies	PPT/Discussion		
62	Mobile gaming	PPT/Discussion		
63-72	Internal Exams, seminars and Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	
1	30/01/2019	Study the social media marketing strategies of any one company and make a report	Graded
2	15/02/2019	Create a Page of self-profile	Graded
3	28/2/2019	Identify the main elements of a given digital marketing campaign and evaluate	Graded
4	15/03/2019	Create an E mail marketing campaign plan for a given item	Graded

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	
1	15/03/2019	Create a Digital marketing plan for a given company profile	

Textbook& References

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha. MarketingManagement. A South Asian Perspective. Dorling Kindersley (India) Pvt. Ltd. 2009
2. Damian Ryan, Calvin Jones. Understanding Digital Marketing. Marketing strategies forengaging the digital generation. Kogan Page Limited. 2009
3. Maria N. Cummings. Consumer Engagement Perspectives: A Tool for EnsuringAdvertising's Impact? Rochester Institute of Technology. 2007
1. Dave Evans, Jake McKee. Social Media Marketing: The Next Generation of BusinessEngagement. 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

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	6
COURSE CODE AND TITLE	15U6CRBBA26: CUSTOMER RELATIONSHIP MANAGEMENT	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ATHUL T RAVI		

COURSE OBJECTIVES
An understanding of ways the firms can create and enhance the sources of value to the customer through value explorations and CRM value proposition.
An understanding of the strategic framework of CRM.
An understanding of CRM strategies in Sales, Marketing and Customer Support and familiarize with different CRM technology solutions.
Impact of CRM on customer experience, satisfaction and loyalty.
Using Customer Lifetime Value to Make Marketing Decisions.
Develop an understanding of recent developments in CRM usage in the social media.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to CRM	PPT	Video	
2	Meaning of CRM	PPT/Lecture		
3	Definition of CRM	PPT/Lecture		
4	Customer Vs Consumer	PPT/Lecture	e-resource	
5	Elements of CRM	PPT/Lecture		
6	Process of CRM	PPT/Lecture		
7	Objective of CRM	Lecture		
8	Why organization lose customers	Lecture	Video	
9	Benefits of CRM	Lecture		
10	Significance of CRM	Lecture		
11	Limitations of CRM	PPT/Lecture		
12	Product and CRM	PPT/Lecture		
13	Product life cycle and CRM	PPT/Lecture		

14	Dimensions of CRM	PPT/Lecture		
15	CRM in India	PPT/Lecture		
16	Revision			
MODULE II				
15	CRM tools	PPT/Lecture		
16	Features of CRM tools	Lecture		
17	Need for CRM tools	Lecture		
18	Importance of CRM tools	Lecture		
19	Classification of CRM tools	Lecture		
20	Lead management	PPT/Lecture		
21	Sales	PPT/Lecture		
22	Sales management	PPT/Lecture	Video	
23	Sales force	PPT/Lecture		
24	Sales force management	Lecture		
25	Sales life cycle	Lecture		
26	Sale communication			
27	Relationship management	Lecture	Video	
28	Sales of closing	Lecture		
29	Complaints handling	PPT/Lecture		
30	Feed back	PPT/Lecture		
31	After sale service	PPT/Lecture		
32	Revision			
MODULE III				
33	CRM implementation	PPT/Lecture		
34	CRM in an organization	PPT/Lecture		
35	CRM and CSR	PPT/Lecture		
36	CRM and relationship building	Lecture		
37	Brand and brand loyalty	Lecture	Quiz	
38	CRM models	PPT/Lecture		
39	CRM vision	PPT/Lecture		
40	Setting CRM Goals	PPT/Lecture		
41	CRM strategy	PPT/Lecture		
42	CRM strategy management	Lecture		
43	CRM strategies examples	PPT/Lecture		
44	CRM trends analysis	PPT/Lecture		
45	CRM trends in World scenario	PPT/Lecture		
46	CRM trends in India scenario	PPT/Lecture		
47	CRM trends in Kerala scenario	PPT/Lecture		
48	CRM model building	PPT/Lecture		
49	CRM in Manufacturing concerns	PPT/Lecture		
50	CRM in service concerns	PPT/Lecture		
51	Online CRM	PPT/Lecture		
52	CRM and Consumer protection law	PPT/Lecture	Video	

53	History of Consumer protection law	PPT/Lecture		
54	Customer Support	PPT/Lecture		
55	Need for customer feedback	PPT/Lecture		
56	Different types of customers	PPT/Lecture		
57	Revision	Lecture		
Module IV				
59	E-customer relationship management	PPT/Lecture		
60	Nature of E-CRM	PPT/Lecture		
61	Need for E-CRM	PPT/Lecture		
62	Requisites for E-CRM	PPT/Lecture		
63	Benefits of E-CRM	PPT/Lecture		
63	Drawbacks of E-CRM	Lecture	Demo	
64	Elements of E-CRM	Lecture		
65	E-Loyalty	Lecture	Group	
66	Importance of trust	Lecture		
67	Right customers	PPT/Lecture		
68	Customer retention	PPT/Lecture		
69	Customer retention :Strategies	PPT/Lecture		
70	Customer retention : tools	Lecture		
71	Relationship capital	Lecture		
72	Revision	PPT/Lecture		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/12/2018	Recent trends in CRM
2	12/2/2019	Functions of CRM department

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/2/2019	CRM vs. CSR through new media

References /Text books

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.
4. eCRM-Concepts & Cases: Madhavi Garikaparthi

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	6
COURSE CODE AND TITLE	15U6CRBBA27: BUSINESS LAW	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	54
FACULTY NAME	ATHUL T RAVI		

COURSE OBJECTIVES
To provide the participants basic framework of Laws applicable to Business.
To provide basic insights into provisions of business law.
To provide the participants basic framework of partnership
To provide basic insights into provisions of sale of goods
To provide basic insight about IT Act

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to Business laws	PPT	Video	
2	Indian contract Act,1872	PPT/Lecture		
3	Meaning, Characteristics & Scope of the contract law	PPT/Lecture		
4	Elements of contract	PPT/Lecture	e-resource	
5	Offer and acceptance	PPT/Lecture		
6	Consideration	PPT/Lecture		
7	Free consent	Lecture		
8	Capacity of parties	Lecture		
9	Lawful object	Lecture		
10	Discharge of contract	Lecture		
11	Breach of contract	PPT/Lecture		
12	Contingent contract and Quasi contract	PPT/Lecture		

13	Contract of Indemnity and Guarantee.	PPT/Lecture		
14	Contract of Bailment	PPT/Lecture		
15	Contract of Agency	PPT/Lecture		
16	Revision	PPT/Lecture		
MODULE II				
17	Introduction, Meaning and Definition company	PPT/Lecture	Video	
18	Stages of formation of a Company	Lecture		
19	Classification of Companies	Lecture		
20	Memorandum of Association	Lecture		
21	Articles of Association	Lecture		
22	Prospectus and Other Documents	PPT/Lecture		
23	Doctrine of Indoor Management	PPT/Lecture		
24	Shares, Debentures and Dividends	PPT/Lecture	GD	
25	Transfer and Transmission of shares	PPT/Lecture		
26	Directors	Lecture		
27	Meetings	Lecture		
28	Amendments	Lecture	GD	
29	Revision	Lecture		
MODULE III				
30	The Limited Liability Partnership Act, 2008	PPT/Lecture	Video	
31	Salient features of LLP,	PPT/Lecture		
32	Difference between LLP & Partnership,	PPT/Lecture	GD	
33	LLP & Company.	PPT/Lecture		
34	Nature of LLP	PPT/Lecture		
35	Partners & designated partners	PPT/Lecture		
36	Incorporation document,	Lecture		
37	Incorporation by Registration,	Lecture		
38	Partners & their relations	PPT/Lecture		
39	Revision	PPT/Lecture	Quiz	
MODULE IV				
	The Sale of Goods Act, 1930	PPT/Lecture	Video	
40	Contract of sale	Lecture	Video	
41	Meaning/Difference between sale & agreement to sale.	PPT/Lecture		
42	Conditions & warranties	PPT/Lecture		
43	Transfer of ownership in goods including sale by non- owners	PPT/Lecture		
44	Performance of contract of sale	PPT/Lecture		
45	Unpaid seller- meaning & rights of an unpaid seller against the goods	PPT/Lecture		
46	Revision	PPT/Lecture	Quiz	
MODULE V				
47	The information Technology Act, 2000	PPT/Lecture	Video	
48	Definitions	PPT/Lecture		

49	Digital signature, Electronic governance	PPT/Lecture	Video	
50	Attribution, acknowledgement & dispatch of electronic records	PPT/Lecture		
51	Regulation of certifying authorities	PPT/Lecture		
52	Digital signatures certificates	PPT/Lecture		
53	Duties of subscribers, Penalties & adjudication	PPT/Lecture		
54	Appellate tribunal, offences	PPT/Lecture		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/12/2018	Contract and Classifications
2	28/2/2019	IT Act and its implications

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/2/2019	Company Act,1956 (Group Presentation)

References /Text books

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
3. Satyanarayana G (2009) Business Law.3rd edition, Apollo Publishers.

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	6
COURSE CODE AND TITLE	15U6CRBBA28, Entrepreneurship and Project management	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	Dr. JISNA N		

COURSE OBJECTIVES
To provide the participants a basic understanding about the role of small business in an economy.
To impart necessary knowledge and skills for project formulation and project management relevant for business.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Definition of Entrepreneur	PPT		
2	Characteristics and Skills	PPT/Lecture		
3	Generating and Screening of business ideas	PPT/Lecture		
4	Government support to entrepreneurs	PPT/Lecture		
5	Entering/ Buying	PPT/Lecture		
6	Exit/ Selling a business	PPT/Lecture		
7	Entrepreneur finance	Lecture		
8	Venture Capital	Lecture	video	
9	Family Business	Lecture		
10	Business Opportunities	Lecture		
11	Problems of small business in India	PPT/Lecture		
MODULE II				
12	Definition of Project	PPT/Lecture		
13	Characteristics of Project	Lecture		
14	Demand analysis	Lecture		
15	Technical analysis	Lecture		
16	Environment Impact analysis	Lecture		
17	Environment Impact analysis	PPT/Lecture		
18	Project Evaluation	PPT/Lecture		

19	Project Evaluation	PPT/Lecture	video	
20	Managerial Appraisal	PPT/Lecture		
21	Managerial Appraisal	Lecture		
22	Limitations	Lecture/ PPT		
MODULE III				
23	Source of Finance	PPT/Lecture		
24	Project cost	PPT/Lecture		
25	Financial statement	PPT/Lecture		
26	Preparation of projected financial statement	Lecture	Quiz	
27	Cash Flow – Introduction	Lecture		
28	Cash Flow Statement	PPT/Lecture		
29	Income Statement	PPT/Lecture		
30	Balance sheet – Introduction	PPT/Lecture		
31	Importance of Balance sheet			
32	Significance of Balance sheet			
33	Project Investment- Introduction	PPT/Lecture		
34	Criteria for Project investment	Lecture		
35	Evaluating Project investment	PPT/Lecture		
36	Scope of Project Investment			
37	Limitations of Project Investment	PPT/Lecture		
MODULE 4				
38	Project cost	Lecture		
39	Definition of Project cost	Lecture		
40	Steps in Project cost	Lecture		
41	Benefits in project cost	PPT/Lecture		
42	Project cost management	Lecture		
43	Sources of Finance	Lecture		
44	Projected Financial statements	Lecture		
45	Cash Flow statement	PPT/Lecture		
46	Significance of Cash flow statement	PPT/Lecture	video	
47	Income Statement	Lecture		
48	Significance of Income Statement	Lecture		
49	Steps in Project Cost	Lecture		
50	Project Investment	Lecture		
51	Project Cost estimation	Lecture		
52	Criteria for Project Investment	Lecture		
MODULE 5				
53	Risk Management- Introduction	Lecture		
54	Market risk	Lecture		
55	Importance of Market risk	Lecture		

56	Technical risk	Lecture		
57	Importance of Technical risk	PPT/Lecture		
58	Project Planning- Introduction	PPT/Lecture		
59	Importance of Project Planning	Lecture	quiz	
60	Project Implementation	Lecture		
61	Significance of Project Implementation	Lecture		
62	Disruptive technology - Introduction	Lecture		
63	Disruptive Technology on Shared Economy	Lecture		
64	Features of Disruptive technology	Lecture		
65	Disruptors	PPT/Lecture		
66	Types of Disruptive new Technologies	Ppt/Lecture		
67	Disruptive technologies examples	PPT/Lecture		
68	Disruptive Innovation	Ppt/Lecture		
69	Different disruptive technologies	PPT/Lecture		
70	Functions	PPT/ Lecture		
71	Revision	-		-
72	Revision	-		-

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	24/01/2019	Project Investment

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	11/02/2019	Student Presentation on Risk Management

References /Text books

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