

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



CURRICULUM AND SYLLABUS

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

**BBA (INTEGRATED MARKETING AND NEW MEDIA)
INTRODUCED FROM 2015 ADMISSION ONWARDS**

**BOARD OF STUDIES IN COMMERCE
Sacred Heart College, Thevara, Kochi, Kerala**

Report of the Board of Studies

With the rapid evolution of new technologies and a tech-savvy consumer population, it is crucial for companies to reach customers in new and innovative ways in order to gain the competitive advantage. Jobs are growing in the field of media and marketing, as social networking and new interactive methods of communicating with customers are demanding fresh ideas and new approaches. Competition is high in this

field, and a degree in Integrated Marketing & New Media is a way to help one's résumé stand out with recruiters and potential employers. Hence Department of Commerce, Sacred Heart College (autonomous) has decided to introduce the course BBA(Integrated Marketing and New Media).

The Board of Studies in Commerce (Under Graduate) takes this opportunity to express our deep appreciation to our Principal Rev. Fr. Dr. Johnson X Palackapallil CMI who always inspires the department of commerce to start new career oriented programmes. We also extend our gratitude to the external board of studies members and industry experts for their support of framing the new programme and related syllabus.

As members of the Board of Studies in Commerce we express our whole hearted gratitude to all those who have helped us in this endeavour.

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Share Broker, Kaloor, Ernakulam.

SCOPE

Applicable to all regular Under Graduate Programmes conducted by Sacred Heart College (Autonomous) with effect from 2015-16 admissions.

STUDENT ATTRIBUTES

- A. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organising for advertising and promotion, consumer behaviour perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

- B. Horn-up the competency of the students to pursue higher levels education such as MBA-Marketing/International Business/Digital Marketing/Finance, M. Com., Legal studies and the professional courses conducted by ICAI, ICSAI and ICWAI.

DEFINITION

‘Programme’ means a three year programme of study and examinations spread over six semesters, according to the regulations of the respective programme, the successful completion of which would lead to the award of a degree.

‘Semester’ means a term consisting of a minimum of **450** contact hours distributed over 90 working days, inclusive of examination days, within **18** five-day academic weeks.

‘Academic Week’ is a unit of five working days in which distribution of work is organized from Monday to Friday, with five contact hours of one hour duration on each day. A sequence of 18 such academic weeks constitutes a semester.

‘Common Course I’ means a course that comes under the category of courses for English and **‘Common Course II’** means additional language, a selection of both is compulsory for all students undergoing undergraduate programmes.

‘Core course’ means a course in the subject of specialization within a degree programme.

‘Complementary Course’ means a course which would enrich the study of core courses.

‘Open course’ means a course outside the field of his/her specialization, which can be opted by a student.

‘Additional core course’ means a compulsory course for all under graduate students (based on the UGC directive) to enrich their general awareness.

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

‘Credit’ is the numerical value assigned to a course according to the relative importance of the content of the syllabus of the programme.

‘Additional credit’ is the numerical value assigned to Club activities, Social service, Internship etc. which is not added with the total academic credits of the students.

‘Internship’ is job training for professional careers.

‘College Co-ordinator’ is a teacher nominated by the College Principal to co-ordinate the continuous evaluation undertaken by various departments within the college.

‘Department’ means any teaching department in a college.

‘Parent Department’ means the department which offers core courses within a degree programme.

‘Department Council’ means the body of all teachers of a department in a college.

'Department Co-ordinator' is a teacher nominated by a Department Council to co-ordinate the continuous evaluation undertaken in that department.

'Faculty Advisor' means a teacher from the parent department nominated by the Department Council, who will advise the student in the choice of his/her courses and other academic matters.

Grace Marks shall be awarded to candidates as per the University Orders issued from time to time.

'Grade' means a letter symbol (e.g., A, B, C, etc.), which indicates the broad level of performance of a student in a course/ semester/programme.

'Grade point'(GP) is the numerical indicator of the percentage of marks awarded to a student in a course.

Words and expressions used and not defined in this regulation shall have the same meaning assigned to them in the Act and Statutes.

DURATION

The duration of U.G. programmes shall be **6 semesters**

The duration of odd semesters shall be from **June to October** and that of even semesters from **November to March**.

A student may be permitted to complete the Programme, on valid reasons, within a period of 12 continuous semesters from the date of commencement of the first semester of the programme.

REGISTRATION

The strength of students for each course shall remain as per existing regulations, except in case of open courses for which there shall be a minimum of 15 and maximum of 75 students per batch, subject to a marginal increase of 10. For non-core compulsory courses the student strength shall be decided by the Academic Council of the College from time to time.

Those students who possess the required minimum attendance and progress during a semester and could not register for the semester examination are permitted to apply for Notional Registration to the examinations concerned enabling them to get promoted to the next semester.

SCHEME AND COURSES

The U.G. programmes shall include (a) Common courses I & II, (b) Core courses, (c) Complementary Courses, (d) Open Course (e) Additional core course. (f) Study tour (g) Internship for English copy editor.

Additional credit components

- (a) Talent & career club activity (optional)
- (b) Social service (mandatory)
- (c) Internship for Commerce, Communication and Computer applications (mandatory).
- (d) Internship (desirable for other programmes).

PROGRAMME STRUCTURE FOR BBA (Integrated Marketing and New Media)

A	Programme Duration	6 Semesters
B	Minimum credits required from common courses	16
C	Minimum credits required from Core + complementary + vocational* courses including Project	101
D	Minimum credits required from Open course	03
E	Additional core course (Environmental studies)	04
	Total Credits required for successful completion of the programme including Additional core	124
F	Club activity (desirable)	01
G	Social service (mandatory)	01
H	Internship (desirable)	02
I	Minimum attendance required	75%

EXAMINATIONS.

The evaluation of each course shall contain two parts:

- (i) CONTINUOUS INTERNAL ASSESSMENT (CIA)
- (ii) END-SEMESTER EXAMINATION (ESE)

The internal to external assessment ratio shall be 1:3, for both courses with or without practical. There shall be a maximum of 75 marks for external evaluation and maximum of 25 marks for internal evaluation.

Computation of Grade and Grade points

For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. **(CIA+ESE)** as given below

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80-89	A - Excellent	9
70-79	B - Very Good	8
60-69	C - Good	7
50-59	D - Satisfactory	6
40-49	E - Adequate	5
Below 40	F - Failure	0

Note: Decimal are to be rounded to the next whole number

Computation of SGPA

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses and the sum of the number of credits of all the courses undergone by a student in a semester.

$$\text{SGPA (Si)} = \sum (C_i \times G_i) / \sum C_i$$

Where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course

Computation of CGPA

- The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \sum (C_i \times S_i) / \sum C_i$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

Note: The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration of Computation of SGPA and CGPA and Format for Transcripts

- Computation of SGPA and CGPA

Illustration for SGPA

Course	Credit	Grade letter	Grade point	Credit Point (Credit x Grade)
Course 1	3	B	8	3 X 8 = 24
Course 2	4	C	7	4 X 7 = 28
Course 3	3	D	6	3 X 6 = 18
Course 4	3	A ⁺	10	3 X 10 = 30
Course 5	3	E	5	3 X 5 = 15
Course 6	4	D	6	4 X 6 = 24
	20			139

Thus, **SGPA =139/20 =6.95**

Illustration for CGPA

Semester 1	Semester 2	Semester 3	Semester 4
Credit : 20 SGPA:6.9	Credit : 22 SGPA:7.8	Credit : 25 SGPA: 5.6	Credit : 26 SGPA:6.0
Semester 5	Semester 6		
Credit : 26 SGPA:6.3	Credit : 25 SGPA: 8.0		

Thus, **CGPA**

$$= \frac{20 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0}{144} = 6.73$$

Grades for the different semesters and overall programme are given based

On the corresponding SGPA/ CGPA as shown below:

SGPA/CGPA	Grade
Above 9	A+ - Outstanding
Above 8, but below or equal to 9	A - Excellent
Above 7, but below or equal to 8	B -Very Good
Above 6, but below or equal to 7	C – Good
Above 5, but below or equal to 6	D – Satisfactory
Above 4, but below or equal to 5	E – Adequate
4 or below	F – Failure

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course.

For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period. Candidate secure **E** grade and above will be eligible for higher studies.

Pattern of Questions

Questions shall be set to assess knowledge acquired, application of knowledge in life situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. He/She shall also submit a detailed scheme of evaluation along with the question paper.

The pattern of question for Common Courses, Core Courses and Complementary Courses offered are listed below:

- a. The duration of examination is 3 hours.
- b. Each question paper has four parts A, B, C and D.
- c. Part A contains 6 questions of 1 mark each all of which the candidate has to answer.
- d. Part B contains 10 short answer type questions spanning the entire syllabus and the candidate has to answer 7 questions. Each question carries 2 marks.
- e. Part C contains 8 problem type questions/short essays spanning the entire syllabus and the candidate has to answer 5 questions. Each question carries 6 marks. But for Open Courses, Part C contains short essay type questions only.
- f. Part D contains 4 essay type questions spanning the entire syllabus and the candidate has to answer 2 questions. Each question carries 15 marks.
- g. The total mark for courses is 75.

COURSE OBJECTIVE

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

Indian Media and Entertainment Industry Outlook

Indian media and entertainment industry is expected to grow at an annual average growth rate of 18% to touch Rs 2245 bn by 2017 (Source: CII-PwC 2013 report). The industry comprises of print, electronic, radio, internet and outdoor segments. With the government aggressively pushing in for digitization of TV, Multi System Cable Operators (MSOs) are expected to lose 15-20% of their subscribers to DTH (direct-to-home) services. Digitization will facilitate increased number of channels and high quality viewing. The Information and Broadcasting (I&B) ministry has already completed the second phase of digitization, which involved digitizing 16m cable TV houses in 38 cities during FY14. The growth trend for subscription revenues largely depends on the roll out of the Phase III and IV of digitization. The timely roll out of these phases is poised to substantially benefit the industry.

In India, the ratio of advertising expenditure to GDP is less than 1%. This is substantially lower in comparison to the developed economies as well as other developing economies. Interestingly, Print and TV media contribute over 75% of the advertisement spend in a year. As the Indian economy continues to develop and the media reach increases, the advertising expenditure to GDP ratio is expected to increase over the next 5 years.

Prospects

The fortunes of the media industry are linked to the growth of the economy. India is set to grow at a rate of at least 6-7% over the long term. Rising incomes in the hands of people encourage them to spend more on discretionary items like media and entertainment. However, the trend is shifting more towards the online medium.

The demographic profile of India also favours higher spend on entertainment, with the consuming class forming a sizeable chunk of the country's total households. Thus, this could lead to the emergence of a huge consumer base for the various products and services (including entertainment).

New distribution technologies like DTH, Conditional Access System (CAS) and IPTV, hold the future of the media industry as increasing digitization will radically alter the ways in which consumers receive channels. The mandatory digitization all over India will bring in more subscription revenues for the broadcasters as opposed to under reporting of numbers by cable operators at present. Also, continued growth of regional media and growing strength of the filmed entertainment sector will also boost growth of the media industry.

The advent of digital platforms will require industry participants to invest in constant innovation in products and services. Thus, going forward, innovation will be the key to attract more consumers and deliver relevant content and services that are profitable too.

With metros already being saturated, regional markets provide ample scope for growth in the media sector. In print media, newspapers are being published in vernacular language. In television, newer channels are introduced in local languages. Tier II and Tier III cities and towns are set to drive the Indian consumption story in the next few years. Television will continue to lead the media industry in terms of revenue contribution with 39%, followed by internet access with 28%. While, the share of print and films are likely to decrease to 15% and 9% in 2017.

(Source: www.equitymaster.com)

- “India is too big a market to ignore. The total annual theatrical admissions in Indian cinemas are around three billion, compared to 1.5 billion tickets sold annually in the US.”

KPMG

- “Slowly, American studios and networks are grabbing larger swathes of Indian media and entertainment space. While it is still difficult to get a large toehold in the news business, it has been relatively smooth sailing for Western players to establish a solid presence in the entertainment space.”

Knowledge@Warton

- “We, at Sony Pictures, recognise the potential of the Indian market and welcome the opportunity to team up with the film industry in India.”

Michael Lynton, Chairman and Chief Executive Officer, SPE

- “In India, we are looking at a country with over 1 billion people... Our English language films reach just a small percentage of that population. We would like the Warner Bros banner be seen by one billion people in India. And then there is the Indian Diaspora.”

Richard Fox, Executive Vice President of Warner Bros International

- “The most promising industry [in India] is the media & entertainment industry. We see the trend for digitisation of the industry. We see a number of players like DTH players such as Dish TV and other substantial incumbents in industry with the huge population of India and also the digitisation of the industry. We are launching a media and culture fund for that sector and we see the overall trend for the media industry is that there are very good investment prospects, in particular in the content development and distribution.”

Gary Sum, Chairman & CEO, Swiss Capital Asia

(Source: www.indiafutureofchange.com)

Indian Advertising and Marketing Industry Outlook

The online advertising market in India will touch Rs 3,575 crore (577.97 million) by March 2015, a 30 per cent rise from Rs 2,750 crore (US\$ 444.59 million) in March 2014, as per a joint study by the Internet and Mobile Association of India (IAMAI) and IMRB International. Of the current Rs 2,750 crore (US\$ 444.59 million) digital advertisement market, search and display contribute the most - search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study.

The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018, as per a joint report by Confederation of Indian Industry (CII) and PricewaterhouseCoopers (PwC). Online advertising, which was estimated at Rs 2,900 crore (US\$ 468.84 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.61 billion) in five years, increasing at a compound annual rate of 28 per cent.

Also, according to the report, Indians paid Rs 25,200 crore (US\$ 4.07 billion) to access the Internet in 2013, a figure greater than the Rs 22,300 crore (US\$ 3.61 billion) the print medium garnered in subscription and advertising.

(Source: www.ibef.org)

Manpower Requirement

The Indian **media** and entertainment industry is growing at a fairly robust pace and looks set to expand manifold over the next decade. One study puts the requirement for personnel at **4 million in 2022**. To staff, a wide variety of skills is required. Similarly, in the distribution of films, television and, print, people with distinct skills and expertise are required. The unique requisite of these sectors is the balance of technical, managerial and creative abilities that are needed in each role.

Industries to Explore

- Advertising
- Visual Arts
- Journalism
- Public Relations (PR) & Corporate Communications
- Event Management & Live Entertainment
- Films & Television (TV) Studies
- Radio Studies
- Theatre & Presentation Arts
- Web Media & Cyber Journalism
- Print Media
- Media & Production Management
- Broadcast Media Rechnologies

One possible role for an individual who has earned a bachelor's degree in **integrated marketing communications** is in marketing management. Marketing managers identify markets for their firms' goods or services and supervise marketing staff members, according to the U.S. Bureau of Labor Statistics (BLS). The BLS predicts **14% job growth for marketing managers from 2010 to 2020**, which is about as fast as average for all national occupations. The median salary for marketing managers was \$119,480 in 2012, according to the BLS.

Popular Career Options

Individuals with advanced training from an integrated marketing communications program may be prepared for senior-level positions. Some possible job titles are:

- Chief marketing officer
- Integrated marketing communications director
- Vice president of marketing communications
- Media buyer
- Regional communications manager
- Direct marketing manager

DETAILED DISTRIBUTION OF COURSES

Detailed Distribution of Courses for Bachelor of Business Administration in Integrated Marketing and New Media Duration of the Course: 03 Years Full-time (06 semesters)

Programme Structure for BBA

Common Courses

Sl. No.	Common Courses	Credits
1	English – I	4
2	Language – I French	4
3	English – II	4
4	Language – II French	4
	Total	16

Sl. No.	Complementary Courses	Credits
1	Introduction to Business Communication	3
2	Organizational Behaviour	3
3	Introduction to PR & Corporate Communication	3
	Total	9

Sl. No.	Core Courses	Credits
1	Principles of Management	3
2	Accounting	3
3	Managerial Economics	4
4	Environmental Studies – Additional Core	4
5	Fundamentals of Marketing	3
6	Business Statistics	4
7	Cinema Studies	3
8	Financial Management	4
9	Human Resource Management	3
10	Advertising Management	3
11	Ad Creative and Campaign Planning	3
12	Introduction to Event Management	4
13	Introduction to Brands and Business	3
14	Mass Media – Its Forms and Effects	3
15	Engagement Planning and New Media	3
16	Understanding Psychology and Market Research	3
17	Integrated Marketing Communication	4
18	Media Planning and Buying	3
19	Introduction to Photography	3
20	Print Media & Broadcast	3

21	Television Production & Planning	3
22	Radio Production & Planning	3
23	Journalism	3
24	Multimedia	4
25	Digital Marketing	3
26	Customer Relationship Management	3
27	Business Law	3
28	Entrepreneurship & Project Management	4
29	Project	4
	Total	96

Open Course

Sl. No.	Open Course	Credits
1	Any of the Open Courses offered by the College	3
	Total	3

Credit Details

Sl. No.	Courses	Credits
1	Common Courses	16
2	Complementary Courses	9
3	Core Courses Including Additional Core and Project	96
4	Open Course	3
	Total	124

Programme Details

Course: BBA Integrated Marketing
and New Media

Year of Admission: 2016

SEMESTER : 1

Sl. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours/ Semester	Subject section
1	15U1CCENG1	English I - Communication Skills in English	Theory	4	72	Common Course-1
2	15U1CCFRN1	Language I - French for Business Communication	Theory	4	72	Common Course-II
3	15U1CPBBA1	Introduction to Business Communication	Theory	3	72	Complementary Course
4	15U1CRBBA1	Principles of Management	Theory	3	72	Core Course
5	15U1CRBBA2	Accounting	Theory	3	90	Core Course
6	15U1CRBBA3	Managerial Economics	Theory	4	72	Core Course
Total				21	450	

SEMESTER : 2

Sl. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours/ Semester	Subject section
1	15U2CCENG2	English II - Critical Thinking, Academic Writing and Presentation	Theory	4	72	Common Course-I
2	15U2CCFRN2	Language II - French for Business Communication	Theory	4	72	Common Course-II
3	15U2ARENV	Environmental Studies	Theory	4	72	Additional Core
4	15U2CRBBA4	Fundamentals of Marketing	Theory	3	72	Core Course
5	15U2CPBBA2	Organisational Behaviour	Theory	3	72	Complementary Course
6	15U2CRBBA5	Business Statistics	Theory	4	90	Core Course
7	15U2CRBBA6	Cinema Studies	Theory	3	72	Core Course
Total				25	522	

SEMESTER : 3

Sl. No	Course Code	Title of the Course	Subject type	No. of credits	Total hours/ Semester	Subject section
1	15U3CRBBA7	Financial Management	Theory	4	72	Core Course
2	15U3CRBBA8	Human Resource Management	Theory	3	72	Core Course
3	15U3CRBBA9	Advertising Management	Theory	3	72	Core Course
4	15U3CRBBA10	Ad Creative and Campaign Planning	Theory	3	72	Core Course
5	15U3CPBBA3	Introduction to PR & Corporate Communication	Theory	3	72	Complementary Course
6	15U3CRBBA11	Introduction to Event Management	Theory	4	90	Core Course
	Total			20	450	

SEMESTER : 4

Sl. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours/ Semester	Subject section
1	15U4CRBBA12	Introduction to Brands and Business	Theory	3	72	Core Course
2	15U4CRBBA13	Mass Media - Its Forms and Effects	Theory	3	72	Core Course
3	15U4CRBBA14	Engagement Planning and New Media	Theory	3	72	Core Course
4	15U4CRBBA15	Understanding Psychology and Market Research	Theory	3	72	Core Course
5	15U4CRBBA16	Integrated Marketing Communication	Theory	4	90	Core Course
6	15U4CRBBA17	Media Planning & Buying	Theory	3	72	Core Course
	Total			19	450	

SEMESTER 5

Sl. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours / Semester	Subject section
1	15U5CRBBA 18	Introduction to Photography	Theory	3	90	Core Course
2	15U5CRBBA 19	Print Media & Broadcast	Theory	3	72	Core Course
3	15U5CRBBA 20	Television Production & Planning	Theory	3	72	Core Course
4	15U5CRBBA 21	Radio Production & Planning	Theory	3	72	Core Course
5	15U5CRBBA 22	Journalism	Theory	3	72	Core Course
6	15U5CRBBA 23	Open Course	Theory	3	72	Core Course
Total				18	450	

SEMESTER : 6

Sl. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours/ Semester	Subject section
1	15U6CRBBA 24	Multimedia	Theory	4	90	Core Course
2	15U6CRBBA 25	Digital Marketing	Theory	3	72	Core Course
3	15U6CRBBA 26	Customer Relationship Management	Theory	3	72	Core Course
4	15U6CRBBA 27	Business Law	Theory	3	72	Core Course
5	15U6CRBBA 28	Entrepreneurship & Project Management	Theory	4	72	Core Course
6	15U6CRBBA 29	Project	Theory	4	72	Core Course
Total				21	450	

CREDIT DETAILS

Common Courses	16
Core and Complementary Courses including additional core	105
Open Courses	03
TOTAL	124

MARKS DISTRIBUTION FOR EXTERNAL EXAMINATION AND INTERNAL EVALUATION

Marks distribution for external and internal assessment and the components for internal evaluation with their marks are shown below:

Components of Internal Evaluation and their marks are as below:

For all courses without Practical

- a. Marks of External Examination - 75
- b. Marks of Internal Evaluation - 25

All the three components of the internal assessment are mandatory. For common course English in I Semester, Internal Oral Examination shall be conducted instead of test paper.

Components of Internal Evaluation	Marks
Attendance	5
Assignment (Written assignments, Preparation of Models, Charts, Posters etc., Field Survey, Field Work)	5
Seminar/Viva	5
Test Papers – 2	10
Total	25

PROJECT EVALUATION; (Max. Marks 100)

Components of Project-Evaluation	Marks
Dissertation	50
Internal	25
Presentation	25
Total	100

Attendance Evaluation

For all courses without practical

% of Attendance	Marks
90 and above	5
85 - 89	4
80 - 84	3
76 – 79	2
75	1

(Decimals are to be rounded to the next higher whole number)

CONDONATION OF SHORTAGE OF ATTENDANCE

Candidate can seek condonation of shortage of attendance only once in a 2 year course and twice in other courses of longer duration. Following are the rules regarding attendance requirement:

1. Every candidate is to secure 75% attendance of the total duration of the course.
2. A candidate having a shortage of 10% can apply for condonation of shortage in prescribed form on genuine grounds. Condonation of shortage of attendance if any should be obtained at least 7 days before the commencement of the concerned semester examination.
3. It shall be the discretion of the Principal to consider such applications and condone the shortage on the merit of each case in consultation with the concerned course teacher and HoD.
4. Unless the shortage of attendance is condoned, a candidate is not eligible to appear for the examination.

Grievance Redressal Mechanism

In order to address the grievance of students regarding Continuous Internal Assessment (CIA) a three level Grievance Redressal Mechanism is envisaged. A Student can approach the upper level only if grievance is not addressed at the lower level.

Level I

At the level of the concerned course teacher.

Level II

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

Level III

A Committee with the Principal as Chairman, Dean of Concerned Faculty, HoD of Concerned department and one member of the Academic Council nominated by the Principal every year as members

Detailed Syllabus

Semester I

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

Writing.

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

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 C L and Thill J V. (2009). *Business Communication Today*, (10th ed.). McGraw Hill.
2. Hall J A and Kapp M L (1992). *Nonverbal Communication in Human Interaction*,

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 H R Appannaiah, P C 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 language is

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*, 4th edition, PHI Learning, 2011

References

1. S. N. Maheshwari and S. K. Maheshwari, *An Introduction to Accountancy*, 8th Edition, Vikas Publishing House, 2008.
2. R. L. Gupta and V. K. Gupta. *Financial Accounting: Fundamentals*, 5th 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*, 1st 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*. (12th 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*. (7th ed.). Thomson
5. Evans and Berman. (2005). *Marketing*. (2nd ed.). Biztantra
6. William M Pride and O C Ferrell. (2005). *Marketing – Concepts* (12th ed.). Cengage Learning

Course Code	15U2ARENV
Title of the Course	CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES FOR UNDER GRADUATE COURSES OF ALL BRANCHES OF HIGHER EDUCATION
Semester in which the course is to be taught	2
No. Of Credits	4
No. Of Contact Hours	72

Unit 1: The multidisciplinary nature of environmental studies

Definition, scope and importance

(2 lectures)

Need for public awareness

Unit 2: Natural resources:

Renewable and non-renewable resources:

- Forest resources: Use of over exploitation, deforestation, case studies. Timber, mining, dams and their effects on forests and tribal people.
 - Water resources: Use and over utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems
 - Mineral resources: Use of exploitation and environmental effects of extracting and using mineral resources, case studies.
 - Food resources: World food problems, changes caused by agriculture and overgrazing, effect of modern agricultural fertilizers- pesticides, water logging, salinity, case studies.
 - Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.
Case studies
 - Land resources: Land as a resources, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources
 - Equitable use of resources for sustainable lifestyles

(8 lectures)

Unit 3: Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids

- Introduction , types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

Unit 4: Biodiversity and its conservation

- Introduction- definition: genetic, species and ecosystem diversity
- Biographical classification of India
- Value of biodiversity: Consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, national and local level
- India as mega-diversity nation
- Hot-spots of biodiversity
- Threats of biodiversity: : habitat lose, poaching of wildlife, man- wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

(8 lectures)

Unit 5: Environmental Pollution

Definition

- Causes, effects and control measures of:
Air Pollution - Water pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution - Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

(8 lectures)

Unit 6: Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problem relate to energy
- Water conservation, rain water harvesting, water shed management
- Resettlement and rehabilitation of people, its problem and concerns

Case studies

- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Case studies

- Wasteland reclamation
- Consumerism and waste products
- Environment Protection Act

- Air (Prevention and Control Pollution) Act
- Water (prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population exploitation- Family welfare programme
- Environment and Human health
- Human rights
- Value education
- HIV/AIDS
- Women and child welfare
- Role of information technology in environment and human health
- Case studies

(6 lectures)

Unit 8: Field work

- Visit to a local area to document environmental assets- river/forest/grassland/hill/ mountains.
- Visit to a local polluted site urban/rural/industrial/agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystem, pond, river, hill slopes etc.
- Each student has to submit a field report on any one of the above topics which forms the basis for evaluation of field work for 25 marks.

Reference

1. Agarwal, K.C.2001 Environmental Biology. NidhiPubl.Ltd.Bikaner.
2. BharuchaErach, The Biodiversity of India. Mapin Publication Pvt.Ltd, Ahamadabad-380013, India , Email: mapin@iccnel.net (R)
3. Brunner R.C, 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
4. Clark R.S, Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani,E& Hepworth, M.T.2001, Environmental Encyclopedia, JaicoPubl House, Mumbai, 1196p
6. De A.K, Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Erath, Centre for Science and Environment (R)
8. Gleick, H.P.1993. Water in crisis, Pacific Institute for studies in Dev, environment & Security. Stockolmenv. Institute. Oxford Univ. Press.473p
9. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson , R.T. 1995, Global Biodiversity Assessment, Cambridge Univ.Press1140p
11. Jadhav, H &Bhosale, V.M,1995, Environmental Protection and Laws.Himalaya Pub House, Delhi284p

12. McKinney, M.L & Schoch R.M. 1996. Environmental Science system & Solutions, Web enhanced edition, 639p
13. Mhaskar A.K, Matter Hazardous, Tecno-Science publication(TB)
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971. Fundamentals of ecology. W.B. Saunders Co. USA, 574p
16. Rao M.N & Datta, A.K. 1987, Waste Water treatment, Oxford & IBH Publ. Co. Pvt. Ltd. 345p
17. Sharma B.K. 2001. Environmental Chemistry. Goel Publ. House, Meerut
18. Survey of the Environment. The Hindu (M)
19. Townsend C, Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
20. Trivedi R.K, Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
21. Trivedi R.K and P.K Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wagner K.D, 1998. Environmental Management. W.B Saunders Co. Philadelphia, USA 499p

(M) Magazine

(R) Reference

(TB) Textbook

SIX MONTHYH COMPULSORY CORE MODULE COURSE IN ENVIRONMENTAL STUDIES: FOR UNDERGRADUATES

Teaching Methodologies

The Core Module syllabus for environmental Studies includes class room teaching and field work. The syllabus is divided into eight units covering 50 lectures. The first seven units will cover 45 lectures which are class room based on field activities which will be covered in five lecture hours and would provide students first-hand knowledge on various local environmental aspects. Field experience is one of the most effective learning mode of teaching into the realm of real learning in the field, where the teacher merely acts as a catalyst to interpret what the student observes or discovers in his/her own environment. Field studies areas essential as class work and form an irreplaceable synergistic tool in the entire learning process

Course material provided by UGC for class room teaching and field activities be utilized.

The universities/colleges can also draw upon expertise of outside resource persons for teaching purposes

Environmental Core Module shall be integrated into the teaching programmes of all undergraduate courses.

Annual System: The duration of the course will be 50 lectures. The exam will be conducted along with the Annual Examination.

Semester System: The environment course of 50 lectures will be conducted in the Second semester and the examination shall be conducted at the end of the second semester.

Credit system: The core course will be awarded 4 credits

Exam Pattern: In case of awarding the marks, the question paper should carry 100 marks. The structure of the question paper being:

Part A, short answer pattern	25 marks
Part B, essay type with inbuilt choice	50 marks
Part C, Field Work	25 marks

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 co efficient 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, 10th 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*. (7th ed.). McGraw Hill.
3. Michael C. Ehrhardt and Eugene F. Brigham. (2008). *Corporate Finance*. (1st 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 - Executional 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, writing 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 Responsibilites, 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; 5th 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 Thøger Christensen, Mette 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 to Photography
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 ration, 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 1st 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.

PRINCIPLES OF MANAGEMENT

Time : 3hrs

Max marks: 75

PART – A

Answer all questions Each question carries 1 mark

1. What is fatigue study?
2. What is Esprit De Corps?
3. What do you mean by policy?
4. What is a line organization?
5. What is laissez Faire Leadership?
6. What is encoding?

(6x1 = 6 marks)

PART – B

Answer any 7 questions each question carries 2 marks

1. Define Management
2. What are the levels of management?
3. What is meant by social needs?
4. What is Management by Objectives?
5. What is decision making?
6. Define planning.
7. What do you mean by departmentation?
8. What is TQM?
9. What is grapevine communication?
10. What is controlling

(7x2= 14 marks)

PART – C

Answer any 5 questions. Each question carries 5 Marks

1. Is Management an Art or Science?
2. Explain the characteristics of management
3. Explain Fayol's principles of management.
4. Discuss F.W. Taylor's contribution to management

5. Explain the features of a good planning.
6. Differentiate Formal and informal organization.
7. Explain the types of communication
8. What are the basic principles of coordination?

(5x5 = 25 marks)

PART - D

Answer any 2 questions Each question carries 15 Marks

1. Explain the functions of management.
2. Explain the Hawthorne Experiments in detail.
3. Discuss the steps in planning process.
4. Explain Herzberg's theory of Motivation

(2x15= 30 marks)

ACCOUNTING

Time : 3hrs

Max marks: 75

PART – A

Answer all questions. Each question carries 1 Mark

1. Define Accounting.
2. Write any four objectives of Accounting?
3. What are the golden rules of Accounting?
4. Classify the following items into real, personal and nominal accounts.
 - a. Capital
 - b. Purchases
 - c. State Bank of India
 - d. Cash
5. Explain Accounting Equation.
6. What do you mean by profit and loss account?

PART B

Answer any 7 questions Each question carries 2 Mark

1. What is the treatment on following items in Trading and P&L Account?
 - Interest paid
 - Depreciation
 - Bad debts recovered
 - Carriage inward
2. Differentiate Current Assets and Fixed Assets.
3. Define depreciation.
4. What do you mean by Straight Line Method?
5. Name the types of single entry system.
6. Distinguish between statement of affairs and balance sheet.
7. What are the advantages of ledger?
8. What are the methods of preparing Trial Balance?
9. List the methods of Depreciation.
10. What is Depreciation Tax Shield?

(7x2=14 marks)

PART C

Answer any five questions. Each question carries 5 Marks

What are the essential functions of accounting?

1. Write the classification of accounts.
2. Classify the following items into Personal, Real and Nominal Accounts.

a. Capital	b. Sales
c. Machinery	d. Outstanding salary
e. Cash	f. Rent

Sri Prasad was regularly transferring Rs.1,000 per month from business to his private account. He has used food grains worth Rs.4,000 of business stock for his family purposes.

You are required to ascertain profit or loss & redraft the statement of affairs as at 31.03.2013 after providing depreciation on furniture & motorcar at 10% per annum each. Office rent of Rs.200 & Salary of clerk Rs.300 for December, 2013 was due but not paid.

7. List the difference between Single-entry and Double-entry in bookkeeping.
8. What do you mean by errors? Explain various errors in accounting ?

PART D

Answer any two questions. Each question carries 15 marks

1. Explain different accounting concepts and accounting conventions.
2. Mr. Sujith commenced business on 1st January 2013. His transactions for the month are given below. Journalize them.
 - a) Commenced business with cash Rs 10000
 - b) Deposited into bank Rs 5000
 - c) Purchased goods for cash Rs 3000
 - d) Sold goods for cash Rs 2500
 - e) Purchased goods from A on credit Rs 4000
 - f) Sold goods to Mr. B on credit Rs 4500
 - g) Withdrew from bank Rs 3000
 - h) Paid Mr. A on a/c Rs 2000
 - i) Received from B on a/c Rs 2500
 - j) Took loan from C Rs 5000
 - k) Gave a loan to Mr. D Rs 4000
 - l) Paid salaries Rs 1000
 - m) Received commission Rs 200
 - n) Cash withdrew from the business for personal use Rs 300
3. From the following Trial Balance of M/s.Santhosh& Sons, prepare trading and profit and loss account for the year ending on 31st March 2013 and the balance sheet as on the date:

Trial Balance as on 31st March 2013

Particulars	Debit Rs.	Credit Rs.
Opening Stock (1.4.2012)	5,000	
Purchases	16,750	
Discount allowed	1,300	
Wages	6,500	
Sales		30,000
Salaries	2,000	
Travelling expenses	400	
Commission	425	

Carriage inward	275	
Administration expenses	105	
Trade expenses	600	
Interest	250	
Building	5,000	
Furniture	200	
Debtors	4,250	
Creditors		2,100
Capital		13,000
Cash	2,045	
	45,100	45,100

Stock on 31st March 2013 was Rs. 6,000.

4. Patkar Bros. acquired a machine on 1st October, 2010 at a cost of ` 14,000 and spent ` 1,000 on its installation. Another machine was bought on 30th September 2011 for Rs.10000. On 1st January 2012 the machinery purchased on 1st October 2010 was sold for Rs.11,000.

The firm writes off depreciation at 10% p.a. of the original cost every year. The books are closed on 31st March every year. Show the Machinery Account and Depreciation Account for the year 2010, 2011 and 2012.

(2x15=30marks)

FUNDAMENTALS OF MARKETING

Time: 3 hrs

Max marks: 75

PART – A

Answer all questions. Each question carries 1 mark

1. What is market?
2. What is Marketing Myopia?
3. What is Niche Marketing?
4. What is meant by USP?
5. What is a prototype product?
6. What is meant by personal selling?

(6x1=6marks)

PART – B

Answer any 7 questions. Each question carries 2 marks

1. Define Marketing
2. What do you mean by Marketing Mix?
3. What is Market Targeting?
4. Write a note on concentrated market
5. What is repositioning?
6. Define Brand Name
7. What is meant by dual pricing?
8. Write a note on AIDA concept
9. What is a chain store?
10. What is promotional mix?

(7x2 = 14 marks)

PART – C

Answer any 5 questions. Each question carries 5 marks

1. Explain the importance of marketing management
2. Discuss about consumer wants & needs
3. What is market positioning? Describe various strategies of positioning.
4. Explain the advantages of target marketing
5. Explain the different stages of the product life cycle.

6. Explain the advantages of Brand Name
7. Explain the factors affecting pricing decisions.
8. Explain the various channel options available to the manufacturer.

(5x5 = 25 marks)

PART – D

Answer any 2 questions. Each question carries 15 marks

1. Explain the role of insight in product development and Marketing
2. What is market segmentation? Discuss the bases on which the market can be segmented.
3. Explain the stages in New Product Development
4. Explain the advantages and disadvantages of Sales Promotion

(2x15 = 30 marks)

CINEMA STUDIES

Max time: 3 hrs

Max marks: 75

PART A

Answer any six questions. Each question carries 1 mark.

1. What is a cinema?
2. Explain Intellectual Montage.
3. Explain Depth of Field.
4. Explain Male Gaze.
5. Explain Camera Obscura.
6. What is chronological editing?

(6x1= 6 marks)

PART B

Answer any seven questions. Each question carries 2 marks

1. Explain editing in film making.
2. Explain cross cutting.
3. Explain montage.
4. Explain continuity cuts and jump cuts.
5. Write a note on match cuts.
6. What is 30 degree rule?
7. What is 180 degree rule?
8. Write a note on the use of sound in movies.
9. Write a note on the use colour in movies.
10. How moves are distributed?

(7x2= 14 marks)

PART C

Answer any five questions . Each question carries 5 marks

1. Explain movie production.
2. Explain censorship.
3. Explain: Narrative, avant-garde, documentary genres.
4. Write a note on the silent era.
5. Write a note on the classic Hollywood cinema.
6. Write a note on Neo-Realism.
7. Write a note on French new wave.
8. Write a note on Indian cinema?

(5x5=25 marks)

PART D

Answer any two questions. Each question carries 15 marks

1. Explain the theory of Sergei Eisenstein.
2. Explain the theory of Andre Bazin.

3. Explain auteur theory.
4. Explain the theory of Christian Metz and Laura Mulvey.

(2x15=30marks)

HUMAN RESOURCE MANAGEMENT

Max time: 3 hrs

Max marks: 75

PART A

Answer any six questions. Each question carries 1 mark.

1. What is HRM?
2. What is placement?
3. What is mentoring?
4. What is demotion?
5. What is role play?
6. What is meant by wage?

(6x1= 6 marks)

PART B

Answer any seven questions. Each question carries 2 marks.

1. What is Human Resource Planning?
2. What is retrenchment?
3. What is meant by induction?
4. What is a psycho motor skill test?
5. What is meant by EQ?
6. What is induction training?
7. What do you mean by promotion?
8. Write a note on transfer.
9. What is job evaluation?
10. Define compensation?

(7x2= 14 marks)

PART C

Answer any five questions . Each question carries 5 marks

1. Explain the qualities of a HR manager.
2. Explain HRP process
3. Describe the methods of recruitment.

4. Discuss the process of Training Need Analysis
5. Explain various selection tests.
6. What are the types of transfer?
7. Explain the objectives of performance appraisal
8. Discuss the importance of compensation

(5x5=25 marks)

PART D

Answer any two questions. Each question carries 15 marks

1. Explain the functions of HRM
2. Describe selection process
3. Briefly explain the methods of training
4. Explain 360 Degree Performance Appraisal

(2x15=30marks)

ADVERTISING MANAGEMENT

Max time: 3 hrs

Max marks: 75

PART A

Answer any six questions. Each question carries 1 mark.

1. What is advertising?
2. What is social media advertising?
3. Define Media?
4. What are the trends in advertising in India?
5. What is an advertising budget?
6. What is the meaning of creative?

(6x1= 6 marks)

PART B

Answer any seven questions. Each question carries 2 marks.

1. What are the types of advertising?
2. Explain careers in advertising.
3. What is retail advertising? Explain with examples.
4. What do you mean advertising and Publicity?
5. What is creative brief?
6. What are media objectives?
7. What are the trends in advertising industry in India?
8. What is media planning?
9. What is media strategy? Give examples.
10. Write an overview and scope of advertising industry in India.

(7x2= 14 marks)

PART C

Answer any five questions . Each question carries 5 marks

1. Explain the factors to be considered while selecting media.
2. Write a note on methods of setting advertising budget with examples.
3. Explain Unique Selling Proposition (USP) with examples.
4. Explain positioning strategies.
5. What are types of advertising appeals?
6. Write a note on comparative advertising.
7. Explain advertising as a communication process.
8. Explain special purpose advertising with suitable examples.

(5x5=25 marks)

PART D

Answer any two questions. Each question carries 15 marks

1. Explain the classification of advertising.
2. Explain Role of creativity in advertising with examples.
3. Explain the challenges faced by advertisers in India in the era of globalization.
4. Explain advertising agency with examples.

(2x15=30marks)

AD CREATIVE AND CAMPAIGN PLANNING

Max time: 3 hrs

Max marks: 75

PART A

Answer any six questions. Each question carries 1 mark.

1. What is creativity?
2. What is a campaign?
3. What is a creative brief?
4. What is ideation?
5. What is lateral thinking?
6. What is brain storming?

(6x1= 6 marks)

PART B

Answer any seven questions. Each question carries 2 marks.

1. What is creative process?
2. Explain media type in detail.
3. What is media budget? Explain with examples.
4. Differentiate between Advertising v/s Publicity.
5. What is small screen and its reach?
6. What is Creating Advertising Appeal?

7. What is an Intention of creating an advertise?
8. What is print advertising?
9. What is new media? Give examples.
10. What is an effective advertising? Give examples.

(7x2= 14 marks)

PART C

Answer any five questions . Each question carries 5 marks

1. Briefly explain about planning an effective campaign.
2. Write a note on Stages in the Creative Process with examples.
3. Explain "Making of Creative Brief" with examples.
4. Explain Emotional Impact.
5. What are the creative thinking modes like "Thinking Hats" and others?
6. Write a note on Creativity in Advertising.
7. Explain the concept of Advertising beyond Print.
8. Explain overview of campaign planning with suitable examples.

(5x5=25 marks)

PART D

Answer any two questions. Each question carries 15 marks

1. Elucidate on Situation Analysis in advertising.
2. Explain Creation and Production of Message, Message Strategy: What to Say, How to Say with examples.
3. Explain The Planning Cycle.
4. Explain the factors determining budget in advertising with examples.

(2x15=30marks)

INTRODUCTION TO PR & CORPORATE COMMUNICATION

Max time: 3 hrs

Max marks: 75

PART A

Answer any six questions. Each question carries 1 mark.

1. What is PR?
2. What is lobbying?
3. What is Ethics?
4. What is Campaign Planning?
5. What is crisis communication?
6. What is Corporate Communication

(6x1= 6 marks)

PART B

Answer any seven questions. Each question carries 2 marks.

1. What are strategic plans?
2. Explain publicity in detail.
3. What is campaign development? Explain with examples.
4. What is Ethics of public relations.

5. What is Importance of Marketing Research?
6. What is corporate philosophy?
7. What is corporate citizenship?
8. What is Ethical aspects in media relations?
9. What are the duties of the PR Practitioner? Give examples.
10. Define Strategy and its Relevance in Public Relations?

(7x2= 14 marks)

PART C

Answer any five questions . Each question carries 5 marks

1. Describe the Selection of media for corporate communication.
2. Write a note on Proactive and reactive media relations with examples.
3. Explain Optimizing technology in communication design and campaign planning with examples.
4. Explain PR consultancy advantages & disadvantages?
5. What is the importance of Marketing Research for the PR Practitioner?
6. Write a note on Ethics of public relations.
7. Explain the Skills and talents of a corporate communicator.
8. Explain evolution and history of public relations.

(5x5=25 marks)

PART D

Answer any two questions. Each question carries 15 marks

1. Elucidate Strategy and its Relevance in Public Relations.
2. Explain Duties of the PR Practitioner PR consultancy with examples.
3. Explain the PR and allied disciplines.
4. Explain the Role of PR in crisis communication.

(2x15=30marks)

INTRODUCTION EVENT MANAGEMENT

Max time: 3 hrs

Max marks: 75

PART A

Answer any six questions. Each question carries 1 mark.

1. What is an Event?
2. What is management of an event?
3. What is role of an Event Manager?
4. What are the events that can be undertaken?
5. What is Decision-making in events?
6. Checklists are they important in Event Management?

PART B

Answer any seven questions

7x2= 14 marks

1. What is Analyzing the event?
2. Explain Scope of the Event.
3. What is Developing Record-Keeping Systems? Explain with examples.
4. Explain the Establishing Policies & Procedures in Event management?
5. What is Overall Planning in event management?
6. What does Expert Resources mean?
7. What is Locating People?
8. What is Reference Checks?
9. What is Clarifying Roles in event management? Give examples.
10. What means Assigning Responsibility? Give examples.

PART C

Answer any five questions

5x6=30 marks

1. Describe the budget in event management.
2. Write a note on developing content Guidelines in event management with examples.
3. Explain Participant Tips in an event with examples.
4. How travel arrangements managed explain?
5. Write a note on Approach towards Events.
6. Explain phases of staging an Event.
7. Explain categories of logistics to be managed with suitable examples.
8. Explain the importance of Communicating in an event management with examples

PART D

Answer any two questions

2x15=30marks

1. Write a note on Layout and design of an event.
2. Explain elements of logistics system with examples.
3. Explain Roles & Responsibilities of Event Management in Different Events.
4. Explain the Scope of the Work in Event Management with example