



Master of Business Administration

CURRICULUM & COURSE CONTENT– SEM-I

Course Name: ORGANIZATIONAL BEHAVIOR

Course Code:

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

- CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- CO3: Analyze the complexities associated with management of the group behavior in the organization.
- CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

Module 1: Introduction

- Management and Organizational Behavior
- Individual and Cultural Differences
- Perception and Job Attitudes
- Learning and Reinforcement

Module 2: Diversity in organization and Motivation

- Diversity and Workforce
- Challenges of Diversity
- Recommendations for Managing Diversity
- Managerial Decision making
- Barriers to Effective decision making
- Improving Quality of decision making
- Work Motivation for Performance
- Process Theories for motivation
- Performance Appraisals and Reward

Module 3: Managing Team & Leadership

- Group and Intergroup Relations
- Managing Effective Work Group
- Understanding and Managing Work Team, Multicultural Team
- Managerial Communication and Corporate Reputation
- Leadership needs in 21st Century
- Approaches to Leadership

Module 4: Power, Politics, Conflict and Negotiation

- Power in Inter-personal Relationships
- Political Behavior in Organization
- Resolving Conflicts in Organization'
- Negotiation Behavior
- External and Internal Organizational Environment
- Organization Structure and Change

Module 5: HRM and Entrepreneurship

- Human Resource Management and Compliance
- Coping with work related Stress
- Overview of Entrepreneurship
- Optimal Support for Entrepreneurship

- **Reference Books:**
- J. M. Ivancevich, A. D. Szilagyi, and M. Wallace, Organizational Behavior and Performance (Glenview, Ill.: Scott,Foresman, 1977), p. 80.
- B. F. Skinner, "Operant Behavior," American Psychologist, 1963, 18, pp. 503–515.
- J. B. Watson, Behavior: An Introduction to Comparative Psychology (New York: Holt, Rinehart and Winston,1914).
- E. L. Thorndike, Animal Intelligence (New York: Macmillan, 1911), p. 244.
- F. Luthans, et. al., Organizational Behavior 13th Edition (Charlotte: Information Age Publishing, 2016).
- A. Bandura, Social Learning Theory (Englewood Cliffs, N.J.: Prentice-Hall, 1977).
- A. Filley, R. J. House, and S. Kerr, Managerial Process and Organizational Behavior (Glenview, Ill.: Scott,Foresman, 1975)

Course Name: **MANAGERIAL ECONOMICS**

Course Code:

Course Objectives: To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.

MODULE -I

- Nature and scope of Managerial Economics: nature and scope of Managerial Economics, its relationship with subjects.
- Objective of Firm,
- Fundamental Economic concepts- Opport module y cost concept,
- Incremental concept,
- Principle of the perspective,
- Discounting principle and Equimarginal principle.

MODULE -II

- Demand Analysis: Concept and importance of Demand & its determinants,
- Income & Substitution effect,
- Various elasticities of demand,
- using elasticities in managerial decisions,
- revenue concepts,
- relevance of

- demand forecasting,
- methods of demand forecasting.

MODULE -III

- Cost Concept and Production Theory: Various cost concepts & classifications,
- Cost output relationship - in
- short run and in long run, (cost curves),
- Economies of scale,
- cost control and cost reduction,
- managerial uses of production function,
- Indifferent curves.

MODULE -IV

- Pricing Decisions: Pricing methods,
- Price Discrimination,
- Price and output decisions under different market
- structures - Perfect competition,
- Monopoly and Monopolistic Competition,
- Oligopoly.

MODULE -V

- Profit & Inflation: Profit,
- Functions of profit,
- profit maximization,
- Break Even analysis,
- Inflation - Types, in terms of demand pull & cost factors,
- effects of inflation.

Reference Books

- Varsney & Maheshwari: Managerial Economics
- Mote, Paul & Gupta Managerial Economics: Concepts & Cases
- D.N. Dwivedi Managerial Economics
- D.C. Hague Managerial Economics
- Peterson & Lewis Managerial Economics
- Trivedi Managerial Economics
- D. Gopalkrishna A study of Managerial Economics
- Habib-Ur-Rehman Managerial Economics

Course Name: PRINCIPLES OF MANAGEMENT

Course Code:

Course Objectives: At the end of the semester the students would be able to-

- Explain & understand management, evolution of management thought, social and ethical responsibilities of management, span of control and various functions management in the organization.

Module 1: Introduction of Management

- Definition of Management



- Need of Management Principles
- Management Science or Art
- Management as an Art
- Management as Science
- Management as both Science and Art
- Functions of Management
- Needs of Levels of Management
- Levels of Management
- Managerial Skills
- Managerial Roles

Module 2: Evolution of Management Thought

- Early Approaches to Management
 - o Robert Owen: Human Resource Management Pioneer
 - o Charles Babbage
 - o Andrew Ure & Charles Dupin
 - o Henry Robinson Towne
- Classical Approach
- Scientific Management
 - o 4 Steps of Scientific Management
 - o Taylor's Approach to Management
 - o Limitation of Scientific Management
- Administrative Theory
 - o Fayol Outlined 14 Principles of Management
- Bureaucratic Management
 - o Mary Parker Follet: Focusing on Group Influences
 - o Elton Mayo: Focusing on Human Relations
 - o Four Parts of Hawthorne Studies / Experiments
 - o Conclusions of Hawthorne Studies / Experiments
 - o Criticism of Hawthorne Studies / Experiments
 - o Abraham Maslow: Focusing on Human Needs
 - o Douglas McGregor
 - o Chris Argyris
- Quantitative Approach
 - o Management Science o Operations Management
- Modern Approaches to Management
 - o Systems Theory o Contingency Theory

Module 3: Social and Ethical Responsibilities of Management

- Social Responsibilities of Management
- Arguments for Social Responsibilities of Business
- Arguments Against Social Responsibilities of Business
- Social Stakeholders
- Measuring Social Responsiveness
 - o Social Audits
- Managerial Ethics
 - o Factors that Influence Ethical Behavior
 - o Stages of Moral Development
 - o Ethical Guidelines for Managers
 - o Geographic Segmentation.



Module 4: Span of Control

- Meaning of Span of Control
- Importance of Span of Control
- Factors Affecting Span of Control
- Graicuna's Formula

Module 5: Managerial Decision Making

- Introduction
 - Significance of Rational Decision Making
 - Limitations of Rational Decision Making
 - Managers as Decision Makers
 - o The Rational Model
 - o Non-Rational Model
 - Decision Making Process
 - Types of Managerial Decisions
 - o Decision Making Under Certainty
 - o Decision Making Under Risk
 - o Decision Making Under Uncertainty
 - o Modern Approaches to Decision-making under Uncertainty
 - Management Information System Vs Decision Support System
 - The Systems Approach to Decision Making
 - Group Decision Making
 - o List of the advantages of Group Decision Making
 - o List of the disadvantages of Group Decision Making
 - o Forms of Group Decision Making
 - Decision Making Techniques.
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- **Reference Books:**
 - Principles of Management, By Tripathi, Reddy Tata McGraw Hill
 - Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi

Course Name: QUANTITATIVE TECHNIQUES

Course Code:

Course Objectives: Provides students with **quantitative** skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation **techniques**. Formulation and application of mathematical models in business decision making scenarios.

Module 1: Statistics

- Introducing
- Meaning,
- Definition and Characteristics of Statistics
- Statistics as a Scientific Method
- Statistics as a Science or an Art
- Importance of Statistics

- Scope of Statistics
- Limitations of Statistics

Module 2: Classification of Data

- Classification
- Types of Classification
- Formation of A Frequency Distribution
- Construction of a Discrete Frequency Distribution
- Construction of a Continuous Frequency Distribution
- Relative or Percentage Frequency Distribution
- Cumulative Frequency Distribution
- Frequency Density
- Bivariate and Multivariate Frequency Distributions

Module 3: Tabulation

- Objectives of Tabulation
- Difference between Classification and Tabulation
- Main Parts of a Table
- Type of Tables
- Methods of Tabulation

Module 4: Presentation of Data and Collection of Data

- Diagrammatic Presentation- Advantages, Limitations, General Rules for Making Diagrams, Choice of a Suitable Diagram
- Bar Diagrams
- Circular or Pie Diagrams
- Pictogram and Cartogram (Map Diagram)
- Collection of Data
- Method of Collecting Data -Drafting a Questionnaire or a Schedule
- Sources of Secondary Data -Secondary Data

Module 5: Measures of Central Tendency

- Introduction
- Average- Functions of an Average, Characteristics of a Good Average, Various Measures of Average
- Arithmetic Mean- Calculation of Simple Arithmetic Mean, Weighted Arithmetic Mean, Properties of Arithmetic Mean, Merits and Demerits of Arithmetic Mean
- Median- Determination of Median, Properties of Median, Merits, Demerits and Uses of Median
- Mode- Determination of Mode, Merits and Demerits of Mode, Relation between Mean, Median and Mode

- **Reference Books:**
- Oakshott : Essential Quantitative Methods for Business, Management and Finance
- Brandon-Jones, Slack : Quantitative Analysis in Operations Management: Prentice Hall
- Field : Discovering Statistics Using SPSS

Course Name: PRINCIPLES OF ACCOUNTING

Course Code:

Course Objectives:

- Introduces students to the world of accounting and assumes no prior knowledge of the subject area.
- It will be demonstrated how a practical understanding and interpretation of accounting reports and other accounting tools can improve decision-making and add value for company stakeholders

Module 1: Introduction to Accounting

- Introducing
- Meaning, utility
- Definition of Accounting
- Types of Accounting
- Financial Accounting v/s Management Accounting
- Accounting Principles
- Kinds of accounting Principles
- Accounting Concepts

Module 2: Primary Book (Journal)

- Introduction, Meaning
- Journalizing
- Format of Journal
- Opening entry
- Types of Journal Entry
- Advantages of Journal
- Debit & Credit

Module 3: Subsidiary Books

- Introduction, Meaning
- Needs
- Uses of Subsidiary Book
- Purchase Book
- Purchase Return Book
- Sales Book
- Sales Return Book
- Cash Book
- Petty Cash Book

Module 4: Trial Balance

- Introduction, Meaning
- Objective of Trial balance
- Advantages & disadvantages
- Purpose of Trial Balance
- Preparation of Trial Balance

- Format
- Methods of preparation
- Types of Trial Balance
- Balancing
- Meaning of balances

Module 5: Final Accounts

- Introduction, Meaning
 - Objectives and importance of Final accounts
 - Trading Account
 - Balancing of Trading account
 - Profit & Loss Account
 - Balance Sheet
 - Features of Balance Sheet
 - Diff between Trial balance and balance Sheet
 - Adjustments (4)
 - Closing stock
 - Prepaid expenses
 - Outstanding expenses
 - Depreciation
- **Reference Books:**
- 1. Batacharya S.K and Dearden J, Accounting for Management, Text and Cases:, Vikas Publishing House, New Delhi.
 - 2. Heitger L.E and Matulich S, Financial Accounting, Tata McGraw Hills.

Choose any one out of three

Course Name: **BUSINESS COMMUNICATION**

Course Code:

Course Objectives: Apply **business communication** strategies and principles to prepare **effective communication** for domestic and international **business** situations. 2. Identify ethical, legal, cultural, and global issues affecting **business communication**.

Module 1: Introduction

- Effective Business Communication
- Delivering your message
- Principles of Verbal Communication
- Language Can be an Obstacle to Communication
- Emphasis Strategies
- Improving Verbal Communication
- Understanding Your Audience
- Differences in Perception
- Effective Business Writing
- Principles of Written Communication

Module 2: Business Writing

- Writing Preparation – Checklist for business message
- Research and Investigation
- Ethics, Plagiarism, and Reliable Sources
- Organizing Principles
- Paraphrase and Summary versus Plagiarism
- Revising and Presenting Your Writing
- Proofreading and Design Evaluation
- Feedback in the Writing Process
- Qualitative and Quantitative Research
- Feedback as an Opportunity

Module 3: Business Writing in Action

- Resumes, Cover Letters
- Business Proposals
- Reports and Sales Messages
- Memorandums and Letters
- Developing Business Presentations
- Overcoming Obstacles in Your Presentation
- Nonverbal Delivery, Movement in Your Speech
- Visual Aids, Nonverbal Strategies for Success with Your Audience
- Organization and Outlines

Module 4: Presentations

- Presentations to Inform
 - Types of Presentations to Inform and uses
 - Presentation to Teach
 - Preparing Your Speech to Inform
- Presentations to Persuade
 - Principles of Persuasion
 - Making an Argument
 - Sample Persuasive Speech
 - Elevator Speech
- Business Presentations in Action
 - Telephone/VoIP Communication
 - Sound Bites and Quotables, Celebrations: Toasts and Roasts, Meetings
- Intrapersonal and Interpersonal Business Communication

Module 5: Crisis, International and Group Communication

- Negative News and Crisis Communication
- Intercultural & International Business Communication
- Group Communication, Teamwork, and Leadership
- Writing Effective Routine and Positive Messages

➤ **References :**

-
- Westerman, C. Y. K., & Westerman, D. K. (2013). What's fair? public and private delivery of project feedback. *Journal of Business Communication*, 50(2), 190-207. doi:10.1177/0021943612474991
- Bennis, W.; Goldsmith, J. (2010). *Learning to lead. A workbook on becoming a leader*. New York, New York: Basic Books.
- Jansen, F., & Janssen, D. (2010). Effects of positive politeness strategies in business letters. *Journal of Pragmatics*, 42(9), 2531-2548. doi:10.1016/j.pragma.2010.02.013
- *Effective Business Communication*. Cronen, V., & Pearce, W. B. (1982)

Course Name: GLOBAL BUSINESS ENVIRONMENT

Course Code:

Course Objectives: The objective of the course is to; enable the students in building strong foundation in concepts of international trade and business; help the students in understanding social, cultural and economic factors that lead to trade between countries

Module 1: Introduction

- Meaning, Nature and Scope of International Management
- Driving and Restraining forces of International Business
- Domestic to Transnational Business, Modes of Entry
- Globalization: Forces, Meaning
- Dimensions and Stages in Globalization
- Characteristics and role of MNCs
- International Business Environment: The Economic environment, Social and Cultural environment, Political, Legal and Regulatory environment, Natural environment, Technological environment

Module 2: International Trade Theories

- Mercantilism
- Absolute cost Theory
- Comparative cost Theory
- Factor endowment Theory
- International Product life cycle Theory
- International investment Theory:
 - Theory of Capital Movements
 - Market imperfections Theory
 - Internationalization Theory
 - Location specific Advantage Theory
 - Eclectic Theory Free Theory: Advantages and Disadvantages
- Forms of Protections:
 - Tariffs
 - Subsidies
 - Import Duties
 - Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy

Module 3: International Market and Personnel

- International Marketing: Nature and Significance;
- International Marketing orientations
- International Segmentations
- International Product Life cycle
- International HRM
- International staffing Approaches, Expatriate Management
- International Labor Relations

Module 4: Foreign Exchange

- Foreign exchange Determinations Systems
- Basic Concepts Relating to Foreign exchange
- Various types of Exchange Rate Regimes
- Factors affecting Exchange Rates
- Brief History of Indian Rupee

Module 5: International Institution

- WTO
- IMF
- IBRD
- UNCTAD
- Regional Economic Integration: Introduction
- Levels of Economic Integration
- EU
- NAFTA
- ASEAN
- SAARC
- BRICS
- **Reference Book:**
 - International Business by Daniels and Sullivan.
 - International business by Charles Hill. ...

Course Name: **BUSINESS LAW & CORPORATE GOVERNANCE**

- **Course Code:**
- **Course Objectives: To** acquire specialized knowledge in International business, law, procedure and practices.

Module 1: Corporate Governance

- Issues, need of corporate governance code. Code of Corporate Practices. Social Responsibility of Corporates. Corporate Social Reporting. Corporate Governance and the Role of Board (BOD). Corporate Governance System Worldwide, Corporate

Disclosure and Investor Protection in India The Indian Contract Act: Essentials of a valid contract, void agreements, performance of contract, breach of contract and its remedies. Quasi -Contracts

Module 2: Moral Values and Ethics

- Values - Concepts Types and Formation of Values Ethics and Behaviour
- Values of Indian Managers, Managerial Excellence through Human Values: Development of Ethics Ethical Decision Making, Business Ethics- The Changing Environment and Stakeholder Management, Relevance of Brics and Values in Business, Spiritual Values Modern Business Ethics and Dilemmas Overview of Corporate Social Responsibility (CSR) and Sustainability,

Module 3: The Sale of Goods Act:

- Contract of sale of goods condition and warranties, transfer of property, rights of an unpaid seller; the negotiable instruments act: nature and types, negotiation and assignment; holder
- - in due course, dishonour and discharge of a negotiable instrument, arbitration

Module 4: The Companies Act, 2013

- Nature and types of company's formation memorandum and articles of association, prospectus, shares and share capital, allotment of shares

Module 5: Membership

- borrowing powers; management and meetings accounts and audit, compromise arrangements and reconstruction: prevention of oppression and mismanagement, winding up:
- Consumer Protection Act and Cyber Law: RTI Act 2005 Purpose, Right to Information and Obligation of Public Authorities. Exemption from disclosure of information
- Reference Books:
- AC Fernando - Corporate Governance, 2c, Pearson
- Albuquerque - Legal Aspects of Business, Oxford university Press
- Ghosh -Business ethics and corporate governance McGawhill
- Kumar- Corporate Governance, Oxford University Press
- S. Mandal - Ethics in business and corporate governance, 2e, McGraw Hill



Master of Business Administration

CURRICULUM & COURSE CONTENT– SEM-II

Course Name: HUMAN RESOURCE MANAGEMENT

Course Code:

Course Objective: After completing this course, the student should be able to –

- To have an understanding of the basic concepts, functions and processes of human resource management.
- To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, etc.

Module I: Introduction and Scope

- Concept of HRM
- Characteristics of HRM
- Scope of HRM
- Objectives of HRM
- Importance of HRM
- Functions of HRM
- Roles of HRM
- Origin, Evolution and Development of HRM

Module II: Human Resource Planning (HRP)

- Concept of HRP
- Factors affecting HRP
- Process of HRP

Module III: Job Design and its Techniques

- Concept of Job Design
- Approaches to Job Design
- Factors affecting Job Design
- Techniques of Job Design

Module IV: Job Analysis and Description

- Job Analysis
- Significance of Job Analysis
- Process of Job Analysis
- Methods of information collection for Job Analysis
- Job Description
- Components of Job Description

- Job Specification

Module V: Human Resource Procurement

- Concept of Recruitment
- Importance of Recruitment
- Recruitment Process
- Sources of Recruitment
- Meaning of Employee Selection
- Selection Procedure
- Meaning of Employee Placement
- Meaning of Induction
- Induction in Indian companies
- Conducting Effective Induction Programme

Books for Reference:

- Human Resource Management by Dr. T. K. Jain, Dr. Preeti Chugh
- Organization Effectiveness and Change Management by V.G. Kondalkar
- O.D. Interventions and Strategies edited by S Ramanarain, T.V. Rao and Kuldeep Singh
- Human Resource Management by Gary Dessler

Course Name: STRATEGIC MANAGEMENT

Course Code:

Course Objectives: Through the courses you will learn the fundamentals to effectively lead people and teams, manage organizations as well as tools to analyze business situations and develop strategies. The Specialization covers the strategic, human resource, and organizational foundations for creating and capturing value for sustainable competitive advantage – including how to manage people and organizations, analyze the competition, and develop strategies both within a business and across a portfolio of businesses.

Module 1: Introduction to strategies

- Introduction to Strategies: Introduction,
- Fundamentals of Strategy,
- Conceptual Evolution of Strategy,
- Scope and Importance of Strategies, Purpose of Business,
- Difference between Goals and Objectives of Business,
- Strategic Intent through Vision and Mission Statements,
- Core Competencies of Business
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Module 2: Strategic Management

- Introduction, Strategic Management,
- Need, scope, key features and importance of strategic management,
- Role of Strategists in Decision Making,
- strategists at various management levels,
- Types of Strategies, Limitations of Strategic Management

Module 3: Strategy Analysis

- Introduction, Strategy Analysis and its Importance,
- Environmental Appraisal and Scanning Techniques,
- Organisational Position and Strategic Advantage Profile,
- Strategic Management Model

Module 4: Strategy Formulation and Implementation

- Strategy Formulation,
- Process in Strategy Formulation,
- Strategy Implementation and its Stages, Reasons for Strategy Failure and Methods to Overcome,
- Strategy Leadership and Strategy Implementation, Strategic Business Units (SBUs)

Module 5: Strategic Control and Evaluation

- Strategy Evaluation,
 - Strategic Control,
 - Difference Between Strategic Control and Operational Control,
 - Concept of Synergy and its Meaning, Key Stakeholder's Expectations
 - Strategic Alliances,
 - Types of Strategic Alliances and Business Decisions,
 - Problems Involved in Strategic Alliances
- **Reference Books:**
- The Art of Strategic Leadership: How Leaders at All Levels Prepare Themselves, Their Teams, and Organizations for the Future by Steven J. Stowell (Author), Stephanie S. Mead (Author)
 - Strategic Leadership by Victor C.X. Wang

Course Name: FINANCIAL MANAGEMENT

Course Code:

Course Objectives: To provide the participants a thorough grounding of Financial Accounting concepts and preparation of Financial Statements with their analysis..

Module 1: FINANCIAL MANAGEMENT – NATURE AND SCOPE

- Definition of Finance
- Concept of business finance
- Introduction To Financial Management-, Goals & objectives of financial management,
- Sources of financing - LONG TERM: shares, debentures, term loans, lease & hire purchase, retained earnings, public deposits, bonds (Types, features & utility),
- SHORT TERM: bank finance, commercial paper, trade credit & bills discounting,
- INTERNAL: Retained earnings,



Module 2: Time Value of Money & Capital Budgeting

- Concept of time value of money, Compounding & discounting;
- Capital budgeting - Nature and significance,
- techniques of capital budgeting –Pay Back Method, Accounting rate of return, Internal Rate of Return, Net Present Value and profitability index

Module 3: Ratio Analysis

- Ratio Analysis-analysis of liquidity:
- Current, Quick, Cash Ratio.
- Debt Ratio, Interest Capital ratio,
- Profitability: Inventory Turnover
- Gross Profit Ratio.

Module 4: Financial statement analysis

- Meaning of Analysis of Financial Statements
- Significance of Analysis of Financial Statements
- Objective of Analysis of Financial Statements
- Tools of Analysis of Financial Statements
- Comparative Statements
- Common Size Statement

Module 5: Working Capital Management

- Concept of working Capital,
- significance, types.
- Adequacy of working capital,
- Factors affecting working capital needs,
- Methods of forecasting working capital requirements,
- meaning & importance of accounts receivable

Reference Books:

- Financial, Cost & Management Accounting by Dr.P.Pariasamy, HH
- Financial Management by Khan & Jain, Tata Mcgraw Hill
- Financial Management by Dr. P.C.Tulsian ,S Chand.
- Financial Management by Ravi Kishore, Taxmann

Course Name: PRINCIPLES OF MARKETING

Course Code:

Course Objectives: To be able to build up a career in Sales and Marketing an individual needs to be socially adept and personable. Also, the candidate should have in-depth knowledge of the market so that you can make yourself stand out in the industry. Mentioned below are some core skill sets required for a career in Sales and Marketing.

Module I: Introduction to marketing

- Introduction to marketing
- Marketing concepts
- Marketing process
- Marketing environment
- Buyer Behavior

- Market segmentation, targeting and positioning
- Introduction to marketing mix

Module II: Product Marketing

- Product Decisions
- Concept Of A Product
- Product Mix Decisions
- Brand Decision
- New Product Development Strategies
- Product Life Cycle Strategies

Module III: Pricing

- Pricing Decisions
- Pricing Objectives and Approaches
- Pricing Policies and Constraints
- Pricing Methods

Module IV: Place (Marketing Channels)

- Nature of marketing channels
- Structure and design of marketing channels
- Retailers and Wholesalers

Module V: Advertising and Promotion

- Promotion Decision
- Promotion Mix
- Advertising Decision
- Objective And Campaign
- Ad Effectiveness
- Sales Promotion And Publicity
- Sales Force Decision

Reference Book:

- Sales and Marketing Management (Mathur Prakash)
- The Practical Guide to Sales & Marketing Management Gene Garofalo

Course Name: **PRODUCTION AND OPERATIONS MANAGEMENT**

Course Code:

Course Objectives: Gaining knowledge about **managing production** processes. How to run **operations** effectively. Better understanding of modern **production** techniques. Better understanding of quality **management**.

Module 1: *Production and Operations Management:*

- Definition, production functions,
- Functions & Responsibilities of Production management and its relations to other management functions, Automation.
- Difference between services and Manufacturing.
- Competitiveness Strategy and productivity. Computing productivity

Module 2: Product and Service Design:

- Objectives,
- legal and Environmental issues, Lifecycles, Standardization, Mass customization Delayed Differentiation.
- Modular design, Reliability, Improving reliability. Phases in product design and development.
- Design for manufacturing, concurrent Engineering, CAD, and Recycling Component Commonality.
- Service Design , Difference between product design and service design,

Module 3: Facility or Layout Planning and Analysis

- Need for location decisions,
- Nature of location decisions, s
- Factors affecting location & site decisions,
- selection of the site for the plan
- Procedures for location decisions. Factor rating method. Centre of gravity Method.
- Least cost method

Module 4: Capacity Planning

- The Defining & measuring capacity,
- determinants of effective capacity.
- Determining capacity requirements, calculating processing requirements, make or buy decisions.
- Developing capacity alternatives.
- Challenges of planning service capacity.
- CVP Analysis

Module 5: Quality Assurance and Control

- Inspection, Statistical process control,
- Control charts, acceptance sampling concept, risks,

- cost of quality control;
- ISO Quality Systems: ISO:9000, ISO:14000,
- Total Quality Control - concept, KAIZEN, six sigma concept

Reference Books:

- Production Systems : Planning, Analysis & Control : By — Riggs, J.L.(4th Edn.) John Wiley & Sons
- Modern Production/Operation management : By — Buffa, E.S. & Sarin, K.(8" Edn.) John Wiley & Sons.
- Production & Operations Management : By Panneersaivem, R.(2' 1 Edn.) PHI
- Production & Operations Management : By Chary, S.N.(TMH)

Choose any one out of three

Course Name: **SUPPLY CHAIN MANAGEMENT**

Course Code:

Course Objectives: Students will develop the skills to apply managerial methods and coordination in supply chain management industry

Module 1: 21st Century Supply Chains

- Introduction and Concepts,
- Generalized Supply Chain Model,
- Financial Sophistication,
- Logistics Value Proposition, the Work of Logistics,
- Logistical Operations,
- Logistical Operating Arrangements,
- Flexible Structure,
- Supply Chain Synchronization.

Module 2: Customer Accommodation

- Customer-focused Marketing,
- Customer Service,
- Customer Satisfaction,
- Customer Success,
- Forecasting,
- CPFR,
- Procurement and Manufacturing.

Module 3: Inventory

- Functionality and Definitions,
- Inventory Carrying Cost,
- Planning Inventory,
- Managing Uncertainty,
- Inventory Management Policies and Practices.



Module 4: Transportation and Warehousing

- Transportation Infrastructure;
- Transport Functionality,
- Principles & Participants, Regulations,
- Transport Structure, Transport Service,
- Transport Operations; Transport Economics and Pricing,
- Transportation Administration, Documentation.
- Strategic Warehousing,
- Warehouse Operations,
- Ownership Arrangements,
- Warehouse Decisions,
- Warehouse Management Systems.

Module 5: Information Technology Framework

- Comprehensive Information System Integration,
- Communication Technology,
- Rationale for ERP Implementation,
- ERP System Design,
- SC Information System Design.

- **Reference Books:**
- Rebitzer G., (2002), Integrating Life Cycle Costing and Life Cycle Assessment for Managing Costs and Environmental Impacts in Supply Chains. In: Seuring S., Goldbach M. (editors): Cost Management in Supply Chains. Heidelberg: Physica-Verlag.
- Maloni, M.J., Benton, W.C., 1997. Supply chain partnerships: opportunities for operations research. European Journal of Operational Research 101 (3), 419-429
- Christopher, M. & Rutherford, C. (2004). Creating Supply Chain Resilience Through Agile Six Sigma. Critical Eye, (June-August), pp. 24-28

Course Name: MANAGEMENT INFORMATION SYSTEM

Course Code:

Course Objectives: To provide the student with a comprehensive grounding in many facets of Information systems, an analysis of different information systems and exposure to recent development developments in the field.

Module 1: Management Information Systems

- The Need for Information Systems
- Digital Convergence and the changing Business Environment
- Information and Knowledge Economy
- Contemporary Approach to IS and Management Challenges

Module 2: Information Systems in the Enterprise

- Types of Information Systems in the Organization

- TPS, DSS, MIS and ESS. Functional Perspective of IS
- Enterprise Systems
- Strategic uses of Information Systems
- Economic Organisational and Behavioural Impacts
- IT Impact on Decision Making;
- Leveraging Technology in the Value Chain
- MIS and Core Competencies
- Strategic Information Systems (SIS).

Module 3: Electronic Commerce and the Digital Organization

- Electronic Commerce and the Digital Organisation
- Internet based Business Models
- B2B, EDI and B2C Models;
- Role of Intranets.
- **Business Networks and Telecommunications**
- Communication Technologies in Business
- Videoconferencing, Wireless Payments
- Bandwidth and Media
- Networks and their Types
- Protocols; Internet Networking Services;
- Future of Networking Technologies
- Broadband telephony, VOIP, RFID and Convergence.

Module 4: Databases and Data Warehouses

- Traditional vs Database approach
- Database Models, Relational Model, and Object-Oriented Model
- Relational Operations SQL
- Data Modelling
- Databases on the Web
- Data Warehousing.

Module 5: The Wireless Revolution

- Introduction. Business Value
- Wi-Max and EVDO; M-Commerce
- Applications in CRM ,
- Supply Chain and Healthcare.

➤ **Reference Books:**

- “Management Information Systems” by A O’Brien
- “Management Information Systems” by Laudon and Ludon
- “Management Information Systems: Managing the Digital Firm” by Kenneth C Laudon

Course Name: **SALES MANAGEMENT**

Course Code:

Course Objectives:

- At the end of the semester the students would be able to-
- - Develop a plan for organizing, staffing and training a sales force.
- - Know the distinction between the skills required for selling and sales management.
- - Identify the key factors in establishing and maintaining high morale in the sales force.
- - Develop an effective sales compensation plan.
- - Evaluate the performance of a sales person.
- - Organize sales territories to maximize selling effectiveness.
- - Evaluate sales and sales management strategies in relation to current legal and ethical standards of practice.
- - Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.

Module I: Sales Management and Organisation

- Definition of sales management
- Nature of sales management
- Key Aspects of Sales Management
- Sales Management Scope
- Importance of Sales Management
- Objectives of sales management
- Sales organisation – its purpose
- Setting up a sales organisation
- Types of sales organization

Module II: Personal selling

- Objectives and theories of personal selling
- Analysis market potential
- Sales potential and sales forecasting
- Method and evaluation
- Determining sales related marketing policies – product policies
- Distribution policies and pricing policies

Module III: Sales operations

- Sales budget
- Sales territories
- Sales Quata's
- Control of sales
- Sales meeting and sales contest
- Organising display, showrooms and exhibitions

Module IV: Salesmanship

- Sales manager – qualities and functions
- Types of salesman
- Prospecting
- Pre-approach and approach
- Selling

- Sequence
- Psychology of customers
-

Module V: Sales force management

- Recruitment and selection
- Training, formulation and conduction of sales training programme
- Motivation of sales personnel
- Compensation of sales personnel
- Evaluation and supervision of sales personnel
-

➤ **Reference Text:**

- Still, Cundiff & Govani – Sales Management & Cases
- McMurry & Arnold – How to Build A Dynamic Sales Organisation
- Pradhan, Jakate & Mali – Elements of Salesmanship And Publicity
- Anderson R – Professional Sales Management
- F L Lobo – Successful Selling

MBA International Business

CURRICULUM & COURSE CONTENT FOR INTERNATIONAL BUSINESS – SECOND YEAR

SEM– III

Course Name: INTERNATIONAL BUSINESS

Course Code:

Course Objectives:

1. To impart knowledge in concepts and tools of Operations Research
2. To understand mathematical models used in Operations Research
3. To apply these techniques constructively to make effective business decisions.

Module I: The International Business Ecosphere

- IB – Introduction
- A Global Village
- What is International Business?
- Internationalization of Business
- Advantages of Internationalization
- Factors Causing Globalization of Businesses
- IB – Country Attractiveness: Adapting to Changing Needs
- IB – Protectionism
- Liberalization Vs Deregulation
- Liberalization, Privatization, and Globalization
- Revolutionary Economic Trends

Module II: International Trade

- General Agreements on Tariffs and Trade
 - GATT – Major Principles
 - Role of GATT in Promoting International Trade
- World Trade Organization
 - Reasons behind the Formation of WTO
 - Role of WTO in Promoting International Trade
 - Role of Developing Countries
- Global Trade – Major Challenges
- IB – Modern Theories
 - The Heckscher and Ohlin Model
 - The Samuelson and Jones Model
 - The Krugman and Obsfeld Model
 - The Michael Porter Model

- Global Competitiveness
- Regional Trading Blocs
 - What are Regional Trading Blocs?
 - Regional Trading Blocs – Advantages?
 - Regional Trading Blocs – Disadvantages
- Major Trade Blocs: ASEAN; EU; MERCOSUR; NAFTA.

Module III: Strategic Approaches

- Strategic Compulsions
 - Areas of Strategic Compulsions
 - Standardization Vs Differentiation
 - Strategic Options
 - Factors that Affect Strategic Options
- Global Portfolio Management
 - Factors Affecting Global Portfolio Investment
 - Modes of Global Portfolio Management
 - Drawbacks of Global Portfolio Management
- IB – Modes of Entry :Exporting, Licensing, Franchising, Turnkey Project, Mergers & Acquisitions, Joint Venture, Wholly Owned Subsidiary
- IB – Organizational Structures:
 - Centralization vs. Decentralization
 - Use of Subsidiary Board of Directors
 - Organizational Structures
 - Mixed Matrix
- IB – Control Mechanisms :Objectives of Control; Types of Control Mechanisms; Approaches to Control Mechanisms; Constraints of Control Approaches.
- IB – Performance Issues

Module IV: Business Operations

- IB – Production Issues: Factors that Affect Production; Facility or Location; Scale of Operations; Cost of Production; Make-or-Buy Decisions.
- IB – Supply Chain Issues:
- Global Marketing Mix
- IB – Financial Aspects:
 - Foreign Investment by International Companies
 - International Investment Outcomes
 - Factors for Investment Decisions
 - Funding the International Business
 - Sources of Funds
 - Foreign Exchange Risks
 - Hedging Forex Risks – Internal Techniques
 - Hedging Forex Risks – External Techniques
- IB – HRM Issues:
 - Recruitment and Selection
 - Development & Training
 - Performance Evaluation
 - Management of Expatriates

Module V: IB - Adverse Effects

- IB – Conflict Management
- IB – Negotiations.
- IB – Ethical Issues.
- Moral Obligations

Reference Book:

- International Business Text and Cases Author: P Subba Rao
- International Business by V K Bhalla
- The International Business Environment by Anant Sundaram
- International business by Charles Hill
- International Business by Daniels and Sullivan.

Course Name: RESEARCH METHODOLOGY

Course Code:

Course Objectives:

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- understand some basic concepts of research and its methodologies
- organize and conduct research in a more appropriate manner
- write a research report and thesis
- write a research proposal

Module 1: Introduction to Research and Scientific Investigation

- Business Research
- Managers and Research
- Internal versus External Consultants/Researchers
- Knowledge About Research and Managerial Effectiveness
- The Hallmarks of Scientific Research
- Some Obstacles to Conducting Scientific Research in the management area
- The Hypothetico-Deductive method
- Other Types of Research
- Information Needs of Business
- Commonly Used Technologies in Business Research
- Literature Survey
- Managerial Implications
- Ethical Issues in the Preliminary stages of investigation

Module 2: Research Process

- The Research Process for Applied and basic research
- Preliminary Data Collection
- Theoretical Framework

- Hypotheses Development
- Hypothesis Testing with Qualitative research
- Variables
- Review of Elements of Research Design
- Experimental Designs
- Lab Experiment control
- Field Experiment
- External and Internal Validity
- Measurement of Variables
- Operational Definition and Scaling

Module 3: Statistical Methods

- Distributions
- Statistical Inference
- More Distributions
- Analysis of Variance

Module 4: Measurement, Data Collection, Sampling

- Scaling, Reliability, Validity
- Guidelines for Questionnaires
- Electronic Questionnaire and survey
- Other methods of data collection
- Ethics in Data Collection
- Normality of Distribution
- Probability and Non-probability Sampling
- Sampling in Cross – Culture Research

Module 5: Data Analysis, Report and Decision Making

- Data Analysis and Interpretation
 - Research Done in Excelsior Enterprises
 - Software for Data Analysis
 - Integral Part of Research report
 - Oral Presentation
 - Assessment of the Quality of the research done
 - Case Study
 - Scientific Research and Managerial Decision Making
 - The Consulting Team and Its Approach
 - Teams Recommendations
-
- **Reference Books:**
 - Campbell, D. T., & Stanley, J. C. (1966). Experimental and quasi-experimental designs for research. Chicago: Rand-McNally.
 - Cannell, C. F., & Kahn, R. L. (1966). The collection of data by interviewing. In L. Festinger & D. Katz (Eds.), Research methods in behavioral sciences. New York: Holt, Rinehart and Winston.
 - Carlsmith, M., Ellsworth, P. C., & Aronson, E. (1976). Methods of research in social psychology. Reading, MA: Addison-Wesley.
 - Cattell, R. B. (1966). The scree test for the number of factors. Multivariate Behavioral

- Research, 1, 245–276.
- Chein, L. (1959). An introduction to sampling. In C. Selltitz, M. Jahoda, M. Deutsch, & S.W. Cook (Eds.), Research methods in social relations. New York: Holt, Rinehart and Winston

Course Name: PROJECT MANAGEMENT

Course Code:

Course Objectives:

- To develop critical thinking and knowledge in project Management's theory and practice.
- To help students develop the competence of analyzing the feasibility of the project.
- To provide the student with analytical skills for solving problems relating to project management.

Module 1: Introduction to Projects

- Definition of Project Management
- Project Management
- Project Manager and his Responsibilities
- PM as a Profession
- Selection of a Project Manager
- Fitting Projects into Parent Organization
- Project Management Team
- Phases of Project Management
- Project Environment
- The 7S of Project Management

Module 2: The Project Life Cycle

- Concept of Project Management
- Project Life Cycle
- Project Classification Extended and Project Life Cycle

Module 3: Strategic Management and Project Selection

- Selection Process of Project
- Project Selection and Criteria
- Nature of Project Selection Models
- Types of Project Selection Models
- Analysis under Certainty

Module 4: Project Analysis and Selection

- Project Initiation and Resource Allocation
- Why is Resource Allocation needed?
- Market Analysis and Demand Analysis
- Criteria for a Good Forecasting Method
- Technical Analysis
- Material Inputs and Utilities
- Basis of Government Regulatory Framework
- Project Proposal and Project Portfolio Process

Module 5: Functions of a Project Manager

- Functions of a Project Manager
- Roles and Responsibilities of a Project Manager
- Delegation of Authority
- Building Project Team
- Project Organisation
- Matrix Organisation
- Project Team and Human Factors

➤ **Reference Books:**

- Clements/Gido, Effective Project Management, Thomson
- Clifford F. Gray and Erik W. Larson, Project Management, Tata McGraw Hill
- Dennis Lock, Project Management, Ninth Edition, Gower
- K. Nagarajan, Project Management, Third Edition, New Age International
- P.C.K. Rao, Project Management and Control, Sultan Chand & Sons
- Prasanna Chandra, Projects – Planning, Selection, Financing, Implementation, and Review, Sixth Edition, Tata McGraw Hill
- Vasant Desai, Project Management, Second Revised Edition, Himalaya Publishing House

Course Name: ENTREPRENEURSHIP ESSENTIALS

Course Code:

Course Objectives:

1. Understanding basic concepts in the area of entrepreneurship
2. Understanding the role and importance of entrepreneurship for economic development
3. Developing personal creativity and entrepreneurial initiative
4. Adopting of the key steps in the elaboration of business idea
5. Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

Module I: Conceptual Framework of Entrepreneurship

- Concept, Definition, Role
- Importance of Indian Economy
- Theories of Entrepreneurship
- Entrepreneurial Traits and Motivation
- Entrepreneurs Vs Professional Managers
- Future Challenges

Module II: Entrepreneurial Development

- Entrepreneurial Environment-Meaning
- Private Enterprise and Development
- Significance of Entrepreneurial Development Programmes,
- Meaning, Evolution and Objectives of EDP
- Institutional Efforts to develop Entrepreneurship
- Operational Problem of EDPs

Module III: Project Management

- Search for Business idea
- Concepts of Projects and Classification
- Project Identification
- Project formulation
- Project Design and Network Analysis
- Project Report
- Project Appraisal
- Factory Design and Plant Layout
- Financial Analysis-Risk and Return

Module IV: Finance and Marketing

- Sources of Development Finance,
- Project Financing Institutions- Financial Institutions, Consultancy, Organizations.
- Marketing: Methods, Channel of Marketing
- Marketing Institutions and Assistance

Module V: Small Industry

- Small Industry Setup: Considerations in Selection of Particular Form of Organizations
- Sole Proprietorship.
- Partnership
- Joint Stock Company
- Cooperative Organisations-Their Merits, Demerits, Suitability, Brief
- Procedure of Incorporation: Location of a Small Industry
- Steps of starting a small industry,
- Incentives and Subsidies,
- Exploring Export Possibilities
- Problems of Entrepreneurship

Reference Books:

- Dynamics of Entrepreneurial Development Management, Vasant Desai
- Entrepreneurial Development, S.S. Khanna
- Entrepreneurship & Small Business Management, CL Bansal
- Entrepreneurial Development in India, Sami Uddin
- Entrepreneur vs Entrepreneurship- Human Diagnosis of Development Banking, Nagendra P. Singh

Course Name: OPERATION RESEARCH

Course Code:

Course Objectives:

- 1 .To impart knowledge in concepts and tools of Operations Research
2. To understand mathematical models used in Operations Research
3. To apply these techniques constructively to make effective business decisions.

Module I: Operations Research – An Overview

- Introduction
- History
- Approach, Techniques and-Tools
- Relationship between O.R. Specialist and Manager
- Typical Applications of O.R
- Phases and Processes of O.R. Study
- Limitations of Operations Research

Module II: Review of Probability and Statistics

- Introduction
- Random Experiment and Probability
- Random Variable: Discrete v/s Continuous
- Probability Distribution and Summary Statistics
- Some Important Discrete Probability Distributions
- Some Important Continuous Probability Distributions

Module III: Linear Programming – Graphical Method

- Introduction
- Formulation of a Linear Programming Problem
- Formulation with Different Types of Constraints
- Graphical Analysis
- Graphical Solution
- Multiple, Unbounded Solution and Infeasible Problems
- Application of Linear Programming in Business and Industry.

Module IV: Linear Programming – Simplex Method

- Introduction
- Principle of Simplex Method
- Computational aspect of Simplex Method
- Simplex Method with several Decision Variables
- Two Phase and M-method
- Multiple Solution, Unbounded Solution and Infeasible Problem
- Sensitivity Analysis
- Dual Linear Programming Problem.

Module V: Transportation Problem

- Introduction
- Basic Feasible Solution of a Transportation Problem
- Modified Distribution Method
- Stepping Stone Method
- Unbalanced Transportation Problem
- Degenerate Transportation Problem
- Transshipment Problem
- Maximization in a Transportation Problem

Reference Book:

- Operations Research: An Introduction Book by Hamdy A. Taha.
- Operations Research: A Practical Introduction Book by Camille C. Price
- Operations Research Calculations Book by Dennis Blumenfeld.

Course Name: COST AND MANAGEMENT ACCOUNT

Course Code:

Course Objectives:

1. To impart basic knowledge of both financial and cost accounting.
2. To understand financial statements and reports to make decisions.

Module I: Overview of Cost Management Accounting and Introduction to cost terms

- Definition, Scope and functions of Management Accounting
- Difference between Management Accounting and Financial Accounting
- The Management Accountant: Strategic Decisions, Decision making, Planning and control, Cost-Benefit Approach
- The Chief Financial Officer and The Controller
- Costs and Cost Terminology: Direct Costs and Indirect Costs, Cost Allocation, Variable Costs and Fixed Costs, Cost Drivers, Relevant Range, Total Costs and Unit Costs, Inventoriable Costs and Period Costs, Prime Cost and Conversion Cost
- Relationship Of Types Of Costs

Module II: Cost concepts

- Introduction
- Determination of costs
- Elements of Cost
- Cost classification
- Preparation of cost sheet and tender

Module III: Overheads

- Introduction
- Allocation, Apportionment, Absorption
- Control over Factory
- Administration
- Selling and distribution overheads
- Valuation of Inventories.

Module IV: Marginal costing

- Introduction
- Distinction between absorption costing and marginal costing
- Cost volume profit (CVP) Analysis
- Break Even Analysis
- Margin of safety.

Module V: Budget and budgetary control

- Introduction
- Objectives
- Advantages and limitations
- Production budget
- Sales budget
- Cash budget
- Flexible budget

Reference Book:

- Management Accounting – My Khan & P K Jain. Tata Mcgraw hill.
- Management Accounting – A. Murthy and S. Gurusamy – By Tata Mcgraw Hill.
- Management Accounting – Paresh shaw – Oxford University Press.
- Management Accounting – NM Singhvi and Ruzbeh J. Bodhanwala PHI learning PVT Ltd.
- Management Accounting, Principles and Applications – HUGH Coombs, David Hobbs and Ellis Jenkuis – By Sage www.sagepublications.com
- Managerial Accounting – Indian Edition Ronald W.Hicton, G. Ramesh and M. Jayadev by Tata Mcgraw Hill.

Course Name: DIGITAL MARKETING

Course Code:

Course Objectives:At the end of the semester the students would be able to-

Learn all aspects of digital marketing including search engine optimization (SEO), social media marketing, search engine marketing (SEM), email marketing, analytics, content Marketing, affiliated marketing and more. Our goal oriented digital marketing training course will make you master the art of digital marketing. We will make you experience all the essential aspects of the digital marketing process and make you achieve the marketing goals.

Module I: Introduction of Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Understanding Marketing Process
- Understanding Digital Marketing Process
- Increasing Visibility,
 - What is visibility?
 - Types of visibility
 - Examples of visibility
- Visitors Engagement
 - What is engagement?
 - Why it is important Examples of engagement
- Bringing Targeted Traffic
- Inbound and outbound marketing
- Converting Traffic into Leads
 - Types of Conversion
 - Understanding Conversion Process Tools Needed

- Digital Marketing VS Traditional Marketing
 - What's the difference between digital marketing and traditional marketing, and why does it matter?
 - Benefits of Traditional Marketing
 - The Downside to Traditional Marketing
 - Benefits of Digital Marketing
 - Why Digital Marketing Wins Over traditional Marketing ?
 - Tools of Digital Marketing
 - How We Use Both Digital & Traditional Marketing

Module II:Website Planning Process

- What is Internet?
- Understanding domain names & domain extensions
- Different types of websites
 - Based on functionality
 - Based on purpose
- Planning &Conceptualizing a Website
 - Booking a domain name & web hosting
 - Adding domain name to web Server



- Adding webpages & content
- Adding Plugins Building website using CMS in Class
- Identifying objective of website
- Deciding on number of pages required
- Planning for engagement options
- Landing Pages & Optimization
- Creating blueprint of every webpage
- Best & Worst Examples

Module III: Search Engine Optimization (SEO)

- Introduction to SEO
- How Do Search engines work?
- Search Engine Algorithms
- Google Algorithm Updates
- Google Search Console
- Keyword Research Process
- Keyword Research Tools
- Competition Analysis
- On page Optimization strategies
- Content development strategy
- Title & Meta Tags
- Semantic SEO
- Rich Snippets Integration
- Speed Optimization
- Off Page Optimization
- Link Building Techniques as per latest standards
- Local SEO Strategies
- Penguin & Panda update recovery process
- Reports and SERP Management

Module IV: Search Engine Marketing (SEM)

- Introduction to Paid Marketing
- Google Ads (Google AdWords) account and billing settings
- Types of Campaigns
- PPC Campaign Setup
- AdGroups and Keywords setup
- Bidding strategies & Conversion Tracking
- AdRank, Quality Score Optimization
- Ad Formats & Ad Extensions
- Shopping Campaigns
- Dynamic search campaigns
- Display Ads Campaigns
- Remarketing campaigns
- Mobile Apps Marketing
- Video Marketing
- Google Ads (Google AdWords) tools
- MCC Account
- AdWords Editor Tool



Module V: Social Media and Email marketing

- Introduction to social media marketing
 - Facebook marketing
 - Facebook advertising
 - YouTube marketing
 - Twitter marketing
 - LinkedIn marketing
 - Pinterest marketing
 - Instagram Marketing
 - Quora Marketing

- What is Email Marketing
 - Benefits of email marketing
 - Basic terminology in email marketing
 - Email Marketing Software's
 - Building email marketing strategy
 - Building subscriber lists
 - Designing Newsletters
 - Types of Campaigns
 - Reports and analysis

Module VI: Google Analytics

- Purpose of website analytics
- Tools for website analytics
- Installing Google Analytics
- Google Tag Manager
- How to use Google Tag Manager
- Implement Conversion Tracking
- Basic terminology and KPI's
- Audience Reports
- Customer Acquisition Reports
- Behavior Reports
- Goals and Conversion Reports
- Segmentation and Filters

Module VII: Google AdSense and Affiliate Marketing

- What is adsense?
 - How to get approved for adsense?
 - Cool trick to get adsense approval by Google
 - Using your adsense account interface
 - Placing ads on your blog

- What is Affiliate Marketing
 - Types of Affiliate Marketing
 - Making Money using Affiliate Marketing

- Popular Affiliate Networks
- Freelancing Business Strategies

➤ **Reference Books:**

- Becoming A Digital Marketer: Gaining the Hard & Soft Skills for ...
- “Digital Marketing for Dummies” by Ryan Deiss and Russ Henneberry
- “Jab, Jab, Jab, Right Hook” by Gary Vaynerchuk
- Fundamentals of Digital Marketing by Puneet Singh Bhatia
- The art of social media by Guy Kawasaki and Peg Fitzpatrick
- SEO Step-by-Step – The Complete Beginner’s Guide to Getting Traffic from Google – By Caimin Jones
- Google Analytics A Complete Guide 2020 Edition by Gerardus Blokdyk



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