



Visvesvaraya Technological University, Belagavi
Centre for Distance and Online Education (CDOE), Mysuru

Centre for Distance and Online Education
(VTU-CDOE)



Post Graduate Diploma in Marketing Analytics

Scheme and Syllabus
(All Four Semesters)



SEMESTER-I

Sl. No.	Code	Course Name	Credit
1	OPGDMA101	Principles of Management	4
2	OPGDMA102	Marketing Management	4
3	OPGDMA103	Fundamentals of Digital Marketing	4
4	OPGDMA104	Google Marketing Platform and Web Analytics	4
5	OPGDMA105	Business Communication	4
TOTAL CREDITS			20

SEMESTER-II

Sl. No.	Code	Course Name	Credit
1	OPGDMA201	Human Resources Management	4
2	OPGDMA202	Search Engine Optimization & Marketing	4
3	OPGDMA203	Financial Management	4
4	OPGDMA204	Business Research Methods	4
5	OPGDMA205	Digital Brand Strategy	4
TOTAL CREDITS			20

SEMESTER-III

Sl. No.	Code	Course Name	Credit
1	OPGDMA301	Digital Entrepreneurship	4
2	OPGDMA302	Developing Employability	4
3	OPGDMA303	Sales Management	4
4	OPGDMA304	Consumer Neuroscience	4
5	OPGDMA305	E-Commerce Marketing	4
TOTAL CREDITS			20



SEMESTER-IV

Sl. No	Code	Course Name	Credit
1	OPGDMA401	Content Marketing Strategy	4
2	OPGDMA402	Artificial Intelligence in Digital Marketing	4
3	OPGDMA403	Facebook Marketing	4
4	OPGDMA404	Project Work	8
TOTAL CREDITS			20

PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

PGD graduate will be able

1. To provide conceptual and practical knowledge that may be applied in actual business.
2. To pursue lifelong education to reach goals and be a responsible citizen.
3. To enhance critical thinking and decision-making skills.
4. To foster a sense of unity within a group and to focus on team building.

PROGRAM OUTCOMES(POs)

PGD graduate will be able

- To foster analytical abilities decision-making.
- To understand, analyse and communicate a business's goals.
- To lead themselves and team in achieving organisational goals
- To achieve professional excellence and enhance employability.

PROGRAM SPECIFIC OUTCOMES (PSOs):

PGD graduate will be able

PSO1. Comprehend the contemporary features and characteristics of Business Administration.

PSO2. Analyse and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level.

PSO3. Handle responsibility with the ethical values for all actions undertaken by them.

PSO4. Adapt and focus on achieving the organisational goal and objectives with complete zeal and commitment.



Principles of Management	Semester	I	
Course Code	OPGDMA101	CIE Marks	30
Teaching Hours/Week (L: P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">❖ To understand the Foundation of Management❖ To have exposure to Management Functions❖ To develop Managerial Skills❖ To apply Strategic Planning❖ To understand Organizational Structure and Design❖ To understand Delegation and Empowerment❖ To understand Human Resource Management❖ To apply Leadership Theories and Styles❖ To understand Motivation and Employee Engagement❖ To apply Controlling and Performance Measurement			
Module-1		8 hours	
Introduction to Management <p>Overview of Management, Definition and Significance of Management, Evolution of Management Thought, Functions of Management: POLC (Planning, Organizing, Leading, and Controlling)</p>			
Module -2		8 hours	
Management Functions <p>Planning in Management, Importance of Planning, Types of Plans: Strategic, Tactical, Operational, Organizing and Organizational Structure, Organizational Structure Types, Factors Influencing Organizational Design, Organizational Culture and its Impact</p>			
Module -3		8 hours	
Managerial Skills and Decision-Making <p>Managerial Roles and Skills, Essential Managerial Skills, Emotional Intelligence in Management, Decision-Making Process, Rational Decision-Making Models, Group Decision-Making</p>			
Module-4		8 hours	
Leading and Motivating <p>Leadership Theories and Styles, Transformational and Transactional Leadership, Leadership Challenges in the 21st Century, Motivation and Employee Engagement, Motivational Theories, Employee Engagement Strategies, Team Dynamics and Collaboration</p>			



Module-5

8 hours

Staffing and Human Resource Management

Staffing and Recruitment, Recruitment and Selection Processes, Training and Development, Performance Appraisal and Feedback, Delegation and Empowerment, Importance of Delegation, Decentralization vs. Centralization, Empowerment and Accountability

Semester End Examination:

100 percent theory: 0 percent problems

Books:

Online Textbooks:

1. "Principles of Management" by Harold Koontz and Cyril O'Donnell:
2. "Management: A Practical Introduction" by Angelo Kinicki and Brian Williams:
3. "Management: Tasks, Responsibilities, Practices" by Peter F. Drucker:
4. "Introduction to Management" by David Duffield:
5. "Principles of Management" by M. S. Gosul, Dr. V.C. Sinha, Dr. Amol Singh:

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy + Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Course outcome:

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Students will develop a solid foundation in the fundamental principles of management	L1
CO2	Students will demonstrate the ability to apply management functions in practical scenarios.	L3
CO3	Students will identify and cultivate essential managerial skills and apply these skills in various organizational contexts.	L2
CO4	Students will explore the ethical dimensions of management and understand the importance of social responsibility.	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Marketing Management			
Course Code	OPGDMA102	CIE Marks	30
Teaching Hours/Week (L: P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives: <ul style="list-style-type: none">❖ To understand Marketing Fundamentals❖ To analyse Market and Consumer Behavior❖ To understand Product and Brand Management❖ To develop Pricing Strategies❖ To understand Distribution Channel Management❖ To develop Integrated Marketing Communications❖ To understand Digital Marketing and Social Media❖ To develop Market Research and Analytics❖ To understand International Marketing❖ To understand Marketing Ethics and Social Responsibility❖ To understand Innovations in Marketing❖ To understand Strategic Marketing Planning❖ To understand Entrepreneurial Marketing❖ To understand Customer Relationship Management (CRM)❖ To understand Sales and Sales Management❖ To understand Marketing Metrics and Performance Measurement❖ To apply the Marketing Concepts in Real-world Scenarios			
Module 1			8 Hours
Introduction to Marketing Management Overview of Marketing, Definition and scope of marketing, Evolution of marketing concepts, Role of marketing in business strategy Market Analysis and Consumer Behavior Market Segmentation and Targeting, Market segmentation strategies, Target market selection, Positioning in the market			
Module 2			8 Hours
Product and Brand Management Product Development and Lifecycle, New product development process, Product lifecycle strategies, Product portfolio management, Branding Strategies , Brand development and positioning, Brand equity and management Pricing: Pricing Approaches, Pricing strategies and tactics, Value-based pricing			



Module 3	8 Hours
Distribution Channel Management Distribution Channels, Types of distribution channels, Channel intermediaries and their roles, Managing logistics and supply chain.	
Integrated Marketing Communications Advertising and Promotion, Advertising strategies and media selection, Sales promotion and public relations, Personal selling and direct marketing	
Module 4	8 Hours
Digital Marketing and Social Media Digital Marketing Strategies, Importance of digital marketing, Social media marketing	
Marketing Research and Analytics Market Research, Research methodologies, Data collection and analysis	
Module 5	8 Hours
Marketing Ethics and Social Responsibility Ethical Considerations in Marketing, Ethical issues in advertising and promotion, Corporate social responsibility in marketing	
Strategic Marketing Planning Developing Marketing Plans, Components of a marketing plan, Strategic marketing planning process	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources: Books: Online Textbooks: <ol style="list-style-type: none">1. "Principles of Marketing" by Philip Kotler and Gary Armstrong:2. "Marketing Management" by Philip Kotler and Kevin Lane Keller:3. "Marketing: An Introduction" by Gary Armstrong and Philip Kotler:4. "Contemporary Marketing" by Louis E. Boone and David L. Kurtz:5. "Essentials of Marketing" by Jim Blythe:	
Teaching Learning Process: This course will be taught using a mix of the following tools: <ol style="list-style-type: none">1. Case studies2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others4. Classroom discussions based on points 1-3 and other parts of the course contents.5. Classroom presentations by the students on teacher assigned topics	
Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.	



Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Students will demonstrate a comprehensive understanding of strategic marketing principles.	L1
CO2	Students will acquire skills in designing and implementing integrated marketing communication plans.	L2
CO3	Students will develop proficiency in marketing analytics, utilizing data to make informed decisions.	L3
CO4	Students will cultivate an awareness of ethical considerations in marketing and demonstrate the ability to make socially responsible marketing decisions.	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Fundamentals of Digital Marketing			
Course Code:	OPGDMA103	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">To familiarize students with the concept of digital marketing and its current and future evolutions.To be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.			
Module-1		8 hours	
Evolution of Digital Marketing, Key Concepts of Digital Marketing, The Opportunity of Digital Marketing, Key Advantages of Digital Marketing, Moving from Traditional to Digital Marketing.			
Module -2		8 hours	
Understanding Digital Marketing Strategies, Laws and Guidelines Basics, Strategy and Planning Overview. Integrating Traditional and Digital Marketing, Need for a comprehensive Digital Marketing Strategy.			
Module -3		8 hours	
Search Engine Marketing Basics, Email Marketing Overview, Mobile Marketing Overview. Search Engine Optimization (SEO); Concept of Pay Per Click.			
Module -4		8 hours	
Social Media Overview, Analytics Overview, Digital Marketing tools - An Overview, Marketing & Analytics essentials with Rank Watch.			
Module-5		8 Hours	
Basics of Google Marketing Platform, Introduction to Pay Per Click Advertising, Introduction to Display Advertising			
Semester End Examination: 100 percent theory: 0 percent problems			



Suggested Learning Resources:

Books

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Books	Topics Covered	Authors
Digital Marketing: Strategy, Implementation and Practice	Digital Marketing Techniques, Website Design Principles, Display Advertising, etc.	Dave Chaffey and Fiona Ellis-Chadwick
Web Analytics 2.0	Role of Web Analytics in Business, A/B Testing, E-Commerce Metrics and Key Indicators, etc.	Avinash Kaushik
Social Media Marketing and Branding	Social Media Advertising and Promotion, Social Media ROI Metrics, Influencer Marketing Strategies, etc.	Ankit Srivastava
This is Marketing	Value Creation for Customers, Brand Positioning, The Future of Marketing, etc.	Seth Godin
Digital Marketing: Opportunities and Challenges	Different Digital Marketing Channels, Regulatory and Ethical laws in Digital Marketing, etc.	Dr. RC Jain and Dr. Monika Rathi

Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Google Marketing Platform and Web Analytics			
Course Code	OPGDMA104	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">• To understand Google Marketing Platform• To develop Proficiency in Google Analytics• To apply Data Collection and Interpretation• To understand Google Ads Integration and Campaign Management• To develop Advanced Google Analytics Features• To understand Google Tag Manager Implementation• To develop Conversion Tracking and Attribution Modeling• To understand Data Visualization and Reporting• To analyse User Behavior Analysis• To understand Performance Measurement and Optimization• To understand Integration with Other Platforms• To understand Privacy and Compliance			
Module1:			8 Hours
Introduction to Google Marketing Platform Introduction to GMP components: Google Analytics, Google Ads, Google Tag Manager, Understanding the role and integration of each component			
Introduction to Web Analytics Basics of web analytics and its importance, Historical evolution and significance of data-driven decision-making			
Module 2:			8 Hours
Setting Up Google Analytics Creating Google Analytics accounts, properties, and views, Implementation of tracking code on websites, Configuration of basic settings and goals			
Proficiency in Google Analytics Navigating Google Analytics Interface Overview of Google Analytics dashboard and navigation, Understanding the main reporting sections			
Module 3:			8 Hours
Data Collection and Reporting In-depth exploration of data collection, tracking, and measurement, Interpretation of key metrics and reports			
Advanced Features of Google Analytics Custom dimensions, custom metrics, and event tracking, Implementation of enhanced			



eCommerce tracking

Conversion Tracking and Attribution Modeling

Importance of conversion tracking in marketing, Overview of attribution models and their impact on campaign evaluation

Module 4:

8 Hours

Google Ads Integration and Campaign Management

Integrating Google Analytics with Google Ads, Setting up Google Ads campaigns for effective tracking, Analyzing Google Ads performance using Google Analytics data, Campaign Optimization Strategies, Techniques for optimizing Google Ads campaigns based on analytics insights, A/B testing and continuous improvement practices, Performance Measurement and Reporting, Strategies for measuring and reporting campaign performance, Key performance indicators (KPIs) for advertising campaigns

Module 5:

8 Hours

Google Tag Manager Implementation and Advanced Topics

Introduction to Google Tag Manager (GTM), Fundamentals of GTM and its role in tag deployment, Setting up tags, triggers, and variables, Data Visualization and Reporting, Creating meaningful and visually appealing reports in Google Analytics, Storytelling through data visualization

User Behavior Analysis

Analyzing user behavior on websites using Google Analytics, Interpreting user journey data for website optimization, Integration, Privacy, and Compliance

Integration with Other Platforms

Integrating Google Analytics with CRM systems and email marketing platforms, Holistic view of marketing performance

Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

1. Books "Google Analytics Breakthrough: From Zero to Business Impact" by Feras Alhlou, Shiraz Asif, and Eric Fettman
2. "Learning Google Analytics" by Jesse Gordon
3. "Google Analytics Integrations" by Daniel Waisberg
4. "Google Analytics for Beginners" - Google Analytics Academy
5. "Google Tag Manager Fundamentals" - Google Tag Manager Help Center
6. "Google Ads Help Center" - Google Ads



Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Students will demonstrate proficiency in using the various components of Google Marketing Platform.	L1
CO2	Students will develop advanced skills in web analytics.	L3
CO3	Students will apply web analytics data to make informed and strategic marketing decisions.	L2
CO4	Students will apply Performance Measurement and Optimization	L3

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Business Communication			
Course Code	OPGDMA105	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">• To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.• To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively.• To introduce the students to some of the practices in managerial communication those are in vogue.• To prepare students to develop the art of business communication with emphasis on analysing business situations.• To train Students towards drafting business proposals.			
Module-1			8 Hours
Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution – Communication in crisis. Communication and negotiation – Communication in a cross-cultural setting.			
Module -2			8 Hours
Oral and Written Communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control –Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication – Listening as a Communication Skill, Non-verbal communication. Purpose of writing – Clarity in writing –Principles of effective writing – Approaching the writing process. Systematically: The 3X3 writing process for business communication.			
Module -3			8 Hours
Business Letters and Reports: Introduction to business letters – Types of Business Letters – Writing routine and persuasive letters – Positive and Negative messages. Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports. Writing Proposals: Structure & preparation – Writing memos Media Management: The press release – Press conference – Media interviews. Group Communication: Meetings – Planning meetings – objectives –participants – timing – venue of meetings. Meeting Documentation: Notice, Agenda, and Resolution & Minutes.			



Module - 4	8 Hours
Presentation skills: What is a presentation – Elements of presentation –Designing & Delivering Business Presentations – Advanced Visual Support for managers.	
Case Methods of learning: Understanding the case method of learning.	
Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.	
Module-5	8 Hours
Employment communication: Introduction – Composing Application Messages - Writing CVs – Group discussions – Interview skills, Impact of Technological Advancement on Business Communication– Technology-enabled Communication-Communication networks– Intranet–Internet–E-mails–SMS– teleconferencing – videoconferencing.	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources:	
Books:	
<ol style="list-style-type: none">1. Business Communication: Concepts, Cases and Applications- Chaturvedi P. D, & Mukesh Chaturvedi, 4/e, Pearson Education, 2020.2. Communicating in Business: Ober and Newman, Cengage learning, 8th Edition, 2018.3. Business Communication: Process and Product, Mary Ellen Guffey, 3/e, Cengage Learning, 2002.4. Business and Professional Communication: Kelly M, Quintanilla, Shawn T and Wahl, SAGE South Asia Edition, 2017.5. Business Communication: Lesikar, Flatley, Rentz & Pande, 12/e, TMH, 2014.6. Communicating in Business: Williams, Krizan, Logan and Merrier, Cengage Learning, 8/e, 2017.7. Contemporary Business Communication - Scot Ober-Biztantra, 5/e, 2015.	
Web links and Video Lectures (e-Resources):	
<ul style="list-style-type: none">• https://www.youtube.com/watch?v=yml9dx9nUco• https://www.edx.org/learn/business-communications• https://onlinecourses.swayam2.ac.in/imb19_mg14/preview• https://www.careers360.com/courses-certifications/swayam-communication-courses-brp-org• https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-.pdf• http://www.mim.ac.mw/books/Business%20Communication.pdf• https://www.researchgate.net/publication/347508593_A_Practical_Book_of_Business_Communicati_on_A_Practical_Book_of_Business_Communication_Published_by• https://2012books.lardbucket.org/pdfs/communication-for-business-success-canadian-edition.pdf• https://sagepub.libguides.com/c.php?g=964634&p=6968892• https://nptel.ac.in/courses/110105052	
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Course outcomes

At the end of the course the student will be able to :

Sl. No.	Description	Blooms Level
CO1	The students will be aware of their communication skills and know their potential to become successful managers.	L1
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.	L3
CO3	The students will be introduced to the managerial communication practices in business those are in vogue.	L2
CO4	Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations.	L4

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3



Human Resources Management			
Course Code	OPGDMA201	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives			
<ol style="list-style-type: none">1. To impart the fundamental concepts of Human Resource management and provide the significance of HRM.2. To prepare the students to apply the knowledge of HRM to solve organizational problems.3. To Enable the students analyze the organizational situation and prepare the HRM strategies for organizational development.4. To demonstrate the knowledge in analyzing the organization's real time problems.			
Module-1		8 Hours	
Human Resource Management: Introduction, Meaning, Nature, Importance, Scope of HRM, Evolution of HRM Systems approach to HRM, Traditional HR Vs Strategic HRM, Functions of HRM, principals of HRM. Role of HR manager, Latest Trends in HRM			
Module -2		8 Hours	
HR planning: Introduction, Importance, Process of Human Resource planning, Tools for demand forecasting, Factors affecting HRP, Job Analysis: Uses, Process of job analysis. Recruitment and Selection: Nature, Sources of recruitment, methods of recruitment, Factors affecting recruitment, Selection: Definition, Process, Induction.			
Module -3		8 Hours	
Training and Development: Introduction, Training Vs Development, methods of training, methods of management development. Performance Management: Introduction, objectives and benefits of Performance management, Performance counseling. Performance appraisal: meaning, objectives, methods of appraisal, Barriers to performance.			
Module -4		8 Hours	
Compensation Administration: Introduction, components of pay structure in India, Factors influencing compensation level, Compensation determination process. Incentives and benefits: Pay for performance, Incentives plan, Group incentive plans, Organization wide incentive plan, Fringe benefits, types of fringe benefits.			
Module-5		8 Hours	
Employee Grievance and Discipline: Introduction, Grievance procedure, Discipline, Approaches to discipline, Misconduct or Indiscipline, Disciplinary action. Collective Bargaining: Concepts, Features, objectives, Bargainable issue, Types of Bargaining, the process of collective bargaining, Suggestion for effective implementation of collective Bargaining.			



Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

Books:

1. Human Resource Management , VSP Rao, 3/e, Excel Books, 2010
2. Human Resource Management, K. Aswathappa , 6/e, McGraw Hill Education, 2010
3. Personnel and Human Resource Management, P SubbaRao, 5/e, Himalaya Publishing House, 2015
4. Human Resources Management authored by T.P Renuka Murthy by HPH, 2015 edition.

Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=zAy6xT8Rvag>
- https://www.youtube.com/watch?v=w_wIMveGlrI&list=PLPjSqITyvDeXSqZlGyD2XKKLgZtjrhDtl
- https://www.youtube.com/watch?v=wOCqMEVrW3Y&list=PL_a1TI5CC9RHmoV-nhwnqaoFA0b0mHURU
- https://www.youtube.com/watch?v=VU_7AaOZCLI

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concepts and principles of Human Resource Management and apply in preparing the strategies for the organization.	L1
CO2	Apply the appropriate techniques and methods in the process of employment, performance management and grievance handling in the organization.	L3
CO3	Analyse the various employee related issues and offer appropriate suggestions	L4
CO4	Acquire the knowledge on the essential functions of human resource management.	L2

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3		2		2	3	2		2
CO2	3		3		3	2	2		2
CO3	3		3		3	2	3	1	
CO4	3		1		1		2	3	2



Search Engine Optimization and Marketing			
Course Code	OPGDMA202	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">• This course aims to familiarize students with the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM)• It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.			
Module-1			8 hours
Search Engine Optimization (SEO) Basics, Search Results and Positioning, Content Updates and Layout, Benefits of Search Position, Meta Tags, Stakeholders in Search, Site Maps, Mechanics of Search			
Module -2			8 hours
SEO Webmaster Tools, On-page/Off-page Optimization, Ranking, Customer Insights, Inbound Links and Link Building, Keyword Research, Laws & Guidelines			
Module -3			8 hours
Introduction to Search Engine Marketing, Difference between SEM & SEO, Audience Targeting, In-Market and Remarketing Audiences			
Module -4			8 hours
Targeting in the Consumer funnel, Text Ads and Ad Extensions, Drafting an Effective Ad Copy, Customizing your Ads, Impression share			
Module-5			8 Hours
Ad Ranks, Daily Budgeting, The Bidding Process, Types of Bidding, Attribution Model			
Semester End Examination: 100 percent theory: 0 percent problems			



Suggested Learning Resources:

Books

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Books	Topics Covered	Authors
Digital Marketing: Strategy, Implementation and Practice	Digital Marketing Techniques, Website Design Principles, Display Advertising, etc.	Dave Chaffey and Fiona Ellis-Chadwick
Web Analytics 2.0	Role of Web Analytics in Business, A/B Testing, E-Commerce Metrics and Key Indicators, etc.	Avinash Kaushik
Social Media Marketing and Branding	Social Media Advertising and Promotion, Social Media ROI Metrics, Influencer Marketing Strategies, etc.	Ankit Srivastava
This is Marketing	Value Creation for Customers, Brand Positioning, The Future of Marketing, etc.	Seth Godin
Digital Marketing: Opportunities and Challenges	Different Digital Marketing Channels, Regulatory and Ethical laws in Digital Marketing, etc.	Dr. RC Jain and Dr. Monika Rathi

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing strategies	L2
CO3	Understand how to create and run digital media based campaigns	L3
CO4	Identify and utilize various tools such as social media etc and Search Engine Marketing (SEM)	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4	3		1		1		2	3	2



Financial Management			
Course Code :	OPGDMA203	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives: <ol style="list-style-type: none">1. To familiarize the students with basic concepts of financial management and financial system.2. To understand concept of time value of money and its implication.3. To evaluate the investment proposals.4. To understand the management of working capital in an organization.5. To analyze capital structure and dividend decision.			
Module-1 Introduction			08 Hours
Meaning and objectives of Financial Management, changing role of finance managers. Interface of Financial Management with other functional areas. Indian Financial System: Financial markets, Financial Instruments, Financial institutions and financial services. (Theory)			
Module -2 Time Value of Money			08 Hours
Meaning of Time value of money –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problems)			
Module -3 Sources of Financing and Cost of Capital			08 Hours
Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only). Cost of Capital: Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) (Theory & Problem).			
Module -4 Capital Budgeting			08 Hours
Capital budgeting process, Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return.(Theory & Problem).			
Module-5 Capital structure and Dividend Decisions			08 Hours
Capital structure policy, Leverages, EBIT and EPS analysis. ROI & ROE analysis. Dividend policy – Factors affecting the dividend policy - Dividend Policies- Stable Dividend, Stable Payout. Working Capital - Factors influencing working capital requirements - Current asset policy and current asset finance policy, Determination of operating cycle and cash, cycle on Excel- Estimation of working capital requirements of a firm.			



Semester End Examination:

40% Theory: 60% Problems

Suggested Learning Resources:

Books:

1. Financial Management, Khan M. Y. & Jain P. K, TMH, 7th Edition
2. Financial Management, Prasanna Chandra, TMH, 9th Edition
3. Financial Management, I M Pandey, Vikas Publishing House, 11th Edition

Web links and Video Lectures (e-Resources):

1. <https://www.mastermindsindia.com/>
2. <https://www.mygreatlearning.com/>
3. <https://www.youtube.com/watch?v=qrs3taWpuD8>
4. https://www.youtube.com/watch?v=TgF2XvjquUU&list=PLLy_2iUCG87CX_Y2B6fPex1SOIqxzzD5Wj

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to

Sl. No.	Description	Blooms Level
CO1	Understand the basic financial concepts	L1
CO2	Apply time value of money	L2
CO3	Estimate the Cost of Capital and Analyze the capital structure and dividend decisions	L3
CO4	Evaluate the investment decisions and Estimate working capital requirements	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		1
CO3				3		3		2	3
CO4	2			2		1		2	



Business Research Methods			
Course Code	OPGDMA204	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none">1. To understand the basic components of research design2. To Gain an insight into the applications of research methods3. To equip students with various research analytical tools used in businessresearch4. To develop analytical skills of business research and to prepare scientific business reports			
Module-1 Introduction to Research, Research Problem and Research Hypothesis 8 Hours			
Research: Meaning of Research; Types of Research - Exploratory Research, Conclusive Research; The Process of Research; Research Applications in Social and Business Sciences; Features of a Good Research Study.			
Research Problem and Formulation of Research Hypotheses: Defining the Research Problem; Management Decision Problem Vs Management Research Problem; Problem Identification Process; Components of the Research Problem; Formulating the Research Hypothesis - Types of Research Hypothesis; Writing a Research Proposal - Contents of a Research Proposal and Types of Research Proposals.			
Module -2 Research Design and Sampling 8 Hours			
Research Design: Meaning of Research Designs; Classification of Research Designs: Exploratory Research Designs, Descriptive Research Designs, Cross-Sectional Studies and Longitudinal Studies; Experimental Designs.			
Sampling: Sampling Concepts - Sample Vs Census, Sampling Vs Non-Sampling Error; Sampling Design - Probability and Non Probability Sampling Design; Determination of Sample Size - Sample Size for Estimating Population Mean, Determination of Sample Size for Estimating the Population Proportion.			



Module - 3 - Measurement, Scaling, Questionnaire Design and Data Collection Methods
- 8 Hours

Attitude Measurement and Scaling: Types of Measurement Scales; Attitude; Classification of Scales: Single Item Vs Multiple Item Scale, Comparative Vs Non- Comparative Scales.

Questionnaire Design: Questionnaire Method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method.

Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and Sources; Primary Data, Collection: Observation Method, Focus Group Discussion, Personal Interview Method.

Module-4 Data Processing, Data Analysis and Testing of Hypothesis **8 Hours**

Data Processing: Data Editing - Field Editing, Centralized in House Editing; Coding - Coding Closed Ended Structured Questions, Coding Open Ended Structured Questions; Classification and Tabulation of Data. Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminate analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling - Conjoint Analysis - Application of statistical software for data analysis. (Theory Only)

Testing of Hypotheses: Concepts in Testing of Hypothesis - Steps in Testing of Hypothesis, Test Statistic for Testing Hypothesis about Population Mean; Tests Concerning Means - the Case of Single Population; Tests for Difference between Two Population Means; Tests Concerning Population Proportion - the Case of Single Population; Tests for Difference between Two Population Proportions. (Theory Only)

Module-5 Research Report Writing and Ethics in Research **8 Hours**

Research Report Writing: Types of Research Reports - Brief Reports and Detailed Reports; Report Writing: Structure of the Research Report, Preliminary Section, Main Report, Interpretations of Results and Suggested Recommendations; Report Writing: Formulation Rules for Writing the Report: Guidelines for Presenting Tabular Data, Guidelines for Visual Representations.

Ethics in Research: Meaning of Research Ethics; Clients Ethical Code; Researchers Ethical Code; Ethical Codes Related to Respondents; Responsibility of Ethics in Research - Uses of Library and Internet in Research.



Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

Books

- *Research Methodology: Concepts and Cases:* Dr. Deepak Chawla & Dr Neena Sondhi, Vikas Publishing/2e/2016
- *Business Research Methods:* Donald R. Cooper & Pamela s Schindler, TMH/9e/2007
- *Research Methodology:* C R Kothari, Viswa Prakasam Publication, 2014.
- *Business Research Methods :* S. N. Murthy & U. Bhojanna, Excel Books, 3e,2016

Web links and Video Lectures (e-Resources):

<https://ccsuniversity.ac.in/bridge->

[library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf](https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf)

https://cac.annauniv.edu/aidetails/afpg_2021_fu/Management/M.B.A.pdf

<https://mis.alagappauniversity.ac.in/siteAdmin/dde->

[admin/uploads/4/](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/)

[PG_M.Com_Commerce%20\(English\)_Research%20Methodology_6223.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/PG_M.Com_Commerce%20(English)_Research%20Methodology_6223.pdf)

<https://www.digimat.in/nptel/courses/video/121106007/L01.html>

<https://www.coursera.org/learn/research-methods>

https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESE

[ARCH_METHODODOLOGY](https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODODOLOGY)

<https://www.pdfdrive.com/research-methodology-books.html>



Course Outcomes:

Sl. No.	Description	Blooms Level
CO1	Learners will understand and appreciate business research Methods	L1
CO2	Students will be able to explore various research designs and sampling design and techniques	L3
CO3	Students will be able to apply various scaling measurements, Questionnaire design and data collection methods	L2
CO4	Students will process, analyze, and interpret the data	L4
CO5	Students will be able to write the research report and do the Presentation	L5

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3
CO5	2		3		2			3	



Digital Brand Strategy			
Course Code :	OPGDMA205	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">• This subject provides a holistic view of how product and brand management principles intersect with the digital marketing landscape.• It equips students with the knowledge and skills needed to navigate the dynamic and competitive world of digital marketing while effectively managing products and building strong brands.			
Module-1			8 hours
Product Positioning: Understanding product positioning in the digital landscape, Leveraging digital channels for effective product communication, Brand Strategy in the Digital Age: Crafting and implementing digital-centric brand strategies. Integrating online and offline brand experiences, Digital Brand Building: Utilizing digital platforms for brand building and awareness. Social media branding and community engagement, E-commerce Integration:			
Module -2			8 hours
Integrating digital marketing with e-commerce strategies. Optimizing product listings for online visibility, Consumer Behavior Analysis: Analyzing digital consumer behavior. Incorporating insights into product and brand strategies, Digital Marketing Channels:			
Module -3			8 hours
Exploring how different digital channels contribute to product and brand promotion. Developing channel-specific strategies, Content Marketing for Products and Brands: Creating compelling digital content to promote products and build brand equity. Incorporating storytelling and narrative in digital campaigns, Data-Driven Decision Making:			
Module -4			8 hours
Using data analytics for product and brand performance analysis. Implementing insights into strategy refinement, Innovation in Digital Marketing: Exploring innovative approaches to digital marketing for product launches and brand campaigns. Keeping abreast of technological advancements, Cross-functional Collaboration:			



Module-5	8 Hours
Collaborating with other business functions for successful product and brand management.	
Integrating digital marketing into overall business strategies, Global Perspectives: Understanding global digital marketing trends and practices. Developing strategies for international markets.	
Semester End Examination: 100 percent theory: 0 percent problems	
Here are some recommended reference books for the subject " Fundamentals of Product and Brand Management " within the context of an MBA in Digital Marketing:	
"Building Strong Brands" by David A. Aaker This classic by Aaker provides a comprehensive framework for building and managing strong brands, with insights into brand strategy and execution.	
"Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger Berger's book explores the factors that make ideas and products contagious in the digital age, offering practical insights for brand managers.	
"Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy" by Martin Lindstrom Lindstrom delves into the psychology of branding and marketing, revealing the tactics used by companies to influence consumer behavior.	
"This Is Marketing: You Can't Be Seen Until You Learn to See" by Seth Godin Seth Godin's book provides a modern perspective on marketing and brand building, emphasizing the importance of empathy and connection with the audience.	
"The Brand Gap: How to Bridge the Distance Between Business Strategy and Design" by Marty Neumeier Neumeier's book explores the relationship between business strategy and design in building a compelling brand, offering practical insights for brand managers.	
"Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success" by Sean Ellis and Morgan Brown While primarily focused on growth hacking, this book provides valuable insights into leveraging digital channels for rapid growth, relevant for product and brand managers.	



"Brand Relevance: Making Competitors Irrelevant" by David A. Aaker

Another insightful book by Aaker, focusing on the importance of brand relevance in a competitive market and strategies to achieve it.

"The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business" by Mark W. Schaefer

Schaefer's book explores the role of content in digital marketing and how it can be used to build and sustain a brand in the digital era.

"Positioning: The Battle for Your Mind" by Al Ries and Jack Trout

A classic in marketing literature, this book explores the concept of positioning and how it can be used to create a strong brand presence in the minds of consumers.

"Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant" by W. Chan Kim and Renée Mauborgne

While not directly focused on branding, this book provides strategic insights into creating new market spaces, which can be relevant for innovative brand management.

These books cover a range of topics related to product and brand management, offering both foundational principles and contemporary insights that align with the dynamic nature of digital marketing.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and Product Positioning:	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge for Brand Strategy in the Digital Age:	L3
CO3	Understand how to create and run digital media-based campaigns Digital Brand Building:	L2
CO4	Identify and utilize E-commerce Integration: various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Digital Entrepreneurship			
Course Code:	OPGDMA301	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives This course aims to provide students with a solid foundation in digital entrepreneurship, equipping them with the knowledge and skills needed to navigate the dynamic and competitive digital business landscape.			
Module-1		8 hours	
Understanding Digital Entrepreneurship Ecosystem: Develop a comprehensive understanding of the digital entrepreneurship landscape, including key players, trends, and opportunities.			
Digital Transformation and Innovation: Explore how digital technologies drive innovation and transformation in entrepreneurial ventures, fostering creativity and adaptability.			
Evaluating Digital Business Models: Analyze various digital business models, including e-commerce, SaaS, and digital platforms, to identify their strengths, weaknesses, and suitability for different contexts.			
Module -2		8 hours	
Entrepreneurial Mindset and Skills: Cultivate an entrepreneurial mindset, emphasizing skills such as risk-taking, problem-solving, and agility in the digital context.			
Identifying and Evaluating Opportunities: Learn methods for identifying and assessing digital business opportunities, considering market trends, customer needs, and competitive landscapes.			
Digital Marketing for Startups: Understand the role of digital marketing in the growth and success of startups, including effective strategies for brand building, customer acquisition, and retention.			
Module -3		8 hours	
Lean Startup Methodology: Introduce the principles of the lean startup methodology, emphasizing iterative development, customer feedback, and rapid prototyping in digital ventures.			
Digital Entrepreneurship Funding and Finance: Explore funding options and financial strategies specific to digital entrepreneurship, including crowd funding, venture capital, and bootstrapping.			
Legal and Ethical Considerations: Address legal and ethical considerations in digital entrepreneurship, covering topics such as intellectual property, data privacy, and ethical business practices.			



Module -4	8 hours
Developing a Digital Business Plan: Guide students in the development of a comprehensive digital business plan, incorporating market analysis, financial projections, and digital marketing strategies.	
Building and Scaling Digital Ventures: Examine the challenges and strategies involved in scaling digital ventures, considering factors like team dynamics, operational scalability, and market expansion.	
Case Studies and Industry Insights: Analyze real-world case studies of successful digital entrepreneurs and gain insights from guest lectures by industry experts in the field of digital entrepreneurship.	
Module-5	8 Hours
Pitching and Presenting Digital Business Ideas: Enhance communication skills by preparing and presenting digital business ideas, focusing on effective pitching to potential investors and stakeholders.	
Continuous Learning and Adaptation: Foster a mindset of continuous learning, encouraging students to stay updated on emerging technologies, market trends, and best practices in digital entrepreneurship.	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources: MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books: Recommended reference materials for the subject "Fundamentals of Digital Entrepreneurship" in an MBA in Digital Marketing program: <ol style="list-style-type: none">1. Book: "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries This book introduces the lean startup methodology, emphasizing the importance of validated learning, iterative development, and rapid experimentation.2. Book: "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters Peter Thiel, co-founder of PayPal, provides insights on innovation and building successful startups, challenging conventional thinking in entrepreneurship.3. Book: "Platform Revolution: How Networked Markets Are Transforming the Economy – And How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary Explores the dynamics of platform-based businesses and how they drive innovation and value creation in the digital era.4. Book: "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen Christensen's classic work explores the	



challenges established companies face in adapting to disruptive innovations and the opportunities for startups.

5. Book: "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant" by W. Chan Kim and Renée Mauborgne
Discusses strategies for creating new market spaces and emphasizes the importance of innovation in entrepreneurship.
6. Online Course: "How to Start a Startup" (Stanford University, Y Combinator)
A comprehensive series of lectures featuring insights from successful entrepreneurs and industry experts, covering various aspects of starting and scaling a startup.
7. Online Resource: Harvard Business Review - Entrepreneurship Section
Access articles and case studies on entrepreneurship from Harvard Business Review, offering in-depth analysis and practical insights.
8. Website: Entrepreneur.com
An online platform offering a wealth of articles, guides, and resources on entrepreneurship, including digital entrepreneurship topics
9. Podcast: "How I Built This" by NPR
Features interviews with entrepreneurs and innovators, providing valuable insights into the challenges and successes of building and scaling businesses.
10. Case Studies: Harvard Business School - Entrepreneurship Cases
Explore case studies from Harvard Business School that focus on digital entrepreneurship, offering real-world scenarios and strategic decision-making challenges.
11. Book: "Platform Scale: How an emerging business model helps startups build large empires with minimum investment" by Sangeet Paul Choudary
Focuses on the concept of platform businesses and how startups can leverage this model for rapid growth and scalability.
12. Book: "The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know" by Alejandro Cremades
Offers practical advice on the fundraising process for startups, including strategies for approaching investors and negotiating deals.

These reference materials cover a range of topics related to digital entrepreneurship, providing both theoretical foundations and practical insights from experienced entrepreneurs and industry experts.

Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company,



EY, KPMG and Deloitte among others

4. Classroom discussions based on points 1-3 and other parts of the course contents.

5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Developing Employability			
Course Code	OPGDMA302	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Learning objectives: <ul style="list-style-type: none">• To acquaint the elementary knowledge of employability.• To make students understand the corporate expectations.• To develop the students employable.			
Module-1			(5 Hours)
Introduction to Employability: The purpose of higher education, Concept of employability, importance of employability, requirement for employability-self-awareness, cognitive competency, interpersonal cum social skills, developing employability with professional knowledge and skills, behavioural competencies (Theory only)			
Module-2			(5 Hours)
Recent Trends in Employability: Knowledge in digital era, smart logistics, supply chains, online test, interviews without interviewers, career trends in corporate functioning, pyramid model for developing employability (Theory only)			
Module-3			(10 Hours)
Self-awareness/Discovery of self: Basic personality-Big five, Personal Values. Personality type and Cognitive style. Personal style. Interpersonal style, Learning style, Emotional sensitivity and Career Anchors- On each topic a suitable model should be discussed along with self-assessment (Theory only)			
Module-4			(10 Hours)
Understand the Basic Corporate Knowledge related to Employability: Habits, team work, creativity and design thinking, time management, Behavioral Competency Framework, professional knowledge and skills, and Psychological Capital- On each topic a suitable model should be discussed along with self-assessment.(Theory only)			
Module-5			(10 Hours)
Practice for developing Employability: 5As for effective learning, Personal Goal setting, Maturity Continuum, Lateral Thinking, Language, Reasoning, Aptitude and General Knowledge, professional profile writing, Communication Skills with emphasis on presentation-. On each topic a suitable model should be discussed along with self-assessment (Theory only).			
Semester End Examination: <ul style="list-style-type: none">• 100 percent theory			



Suggested Learning Resources:

Books

1. Developing Employability, V M Ramalingam and R L Nandeshwar , 2024.
2. Organisational Behaviour, Fred Luthans, 12/e, McGraw Hill International, 2011
3. Organisational Behaviour, Steven L. McShane& Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015
4. Principles and Practices of Management and Organisational Behaviour, Chandrani Singh and Aditi Khatri, Sage Publications, 2016

Web links and Video Lectures (e-Resources):

- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to :

Sl. No.	Description	Blooms Level
CO1	Understand the suitable concepts/models for developing the employability	L1
CO2	Assessment of self with the help of instruments and exercises.	L2
CO3	Practice the components of the employability	L3

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Sales Management			
Course Code :	OPGDMA303	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives This course aims Learning Outcomes: <ul style="list-style-type: none">❖ To understand Strategic Sales Planning❖ To understand Customer Relationship Management (CRM)❖ To understand Sales Funnel Optimization❖ To understand Sales Team Leadership To understand Data-Driven Sales Decision Making			
Module-1		8 hours	
Introduction to Sales Management: Overview of sales management principles and its role in the digital marketing ecosystem.			
Strategic Sales Planning: Developing and implementing sales strategies aligned with marketing goals.			
Module -2		8 hours	
CRM Integration: Leveraging digital tools for effective CRM and customer journey management.			
Digital Sales Channels: Exploration of digital platforms for sales, including e-commerce and online marketplaces.			
Module -3		6 hours	
Sales Team Dynamics: Building and leading high-performance sales teams in the digital age.			
Sales Analytics: Using data analytics to measure and optimize sales performance.			
Module -4		10 hours	
Sales Forecasting: Techniques for accurate sales forecasting in a digital marketing context.			
Module-5		8 Hours	
<ul style="list-style-type: none">❖ Digital Negotiation Skills:<ul style="list-style-type: none">• Strategies for negotiating and closing digital sales deals.			



Semester End Examination:

100 percent theory: 0 percent problems

Reference Materials:

Book: "**The Challenger Sale: Taking Control of the Customer Conversation**" by Matthew Dixon and Brent Adamson Offers insights into effective sales strategies, emphasizing the importance of challenging the status quo.

Book: "**Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com**" by Aaron Ross and Marylou Tyler
Focuses on building predictable revenue streams through effective sales practices.

Online Course:

"**Sales Training Courses on LinkedIn Learning**" Access a variety of sales management courses on LinkedIn Learning for practical insights and skills development.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4



Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Consumer Neuroscience			
Course Code :	OPGDMA304	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives : students should be able to: <ul style="list-style-type: none">❖ Understand the Foundations of Consumer Neuroscience❖ Apply Neuroscience Concepts to Marketing:❖ Analyze Neuroscientific Research in Marketing:❖ Implement Neuromarketing Techniques:❖ Interpret Neurological Metrics:❖ Design Ethical Neuromarketing Campaigns:❖ Effectively Communicate Neuromarketing Insights			
Module-1			8 hours
Introduction to Consumer Neuroscience Overview of consumer neuroscience and its relevance in digital marketing, Historical development and key milestones in neuromarketing			
Neurological Basis of Consumer Behavior Understanding the brain structures and processes influencing consumer decision-making Neural mechanisms behind emotions, perception, and memory in the context of marketing			
Module -2			8 hours
Neuromarketing Research Methods Introduction to neuroimaging techniques (fMRI, EEG, eye-tracking) and their application in marketing research, Critique and analysis of published neuromarketing studies			
Neuromarketing Applications in Digital Marketing Applying neuroscience principles to website design, user experience (UX), and digital content creation, Case studies of successful neuromarketing campaigns in the digital space			
Module -3			6 hours
Neurological Metrics and Analytics Measurement and interpretation of neurological metrics in marketing analytics, Integration of neuromarketing data with traditional marketing metrics			
Ethical Considerations in Neuromarketing Discussion on ethical challenges and considerations in neuromarketing, Designing ethical and responsible neuromarketing campaigns			



Module -4	10 hours
Neurocommunication and Stakeholder Collaboration Effective communication of neuromarketing insights to various stakeholders, Collaboration with marketing teams, designers, and other professionals in implementing neuromarketing strategies	
Module-5	8 Hours
Future Trends in Consumer Neuroscience Exploration of emerging trends and technologies in consumer neuroscience, Predictions for the future of neuromarketing in the digital era	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources:Books MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books: Book: " Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain " by Patrick Renvoise and Christophe Morin Provides an accessible introduction to neuromarketing concepts and practical applications. Book: " Buyology: Truth and Lies About Why We Buy " by Martin Lindstrom Lindstrom explores the neurological aspects of consumer behavior and decision-making, offering insights from his neuromarketing research. Journal Article: " Neural correlates of behavioral preference for culturally familiar drinks " by Read Montague et al. (Nature Neuroscience) A scholarly article providing an example of neuroscientific research in the context of consumer preferences. Website: Neuromarketing Science & Business Association (NMSBA) Access resources, articles, and case studies on neuromarketing through the NMSBA, a global association dedicated to advancing the field. Book: " Neuro Design: Neuromarketing Insights to Boost Engagement and Profitability " by Darren Bridger Explores the application of neuroscience in design and marketing, providing practical insights for marketers. Journal Article: " The Neural Basis of Decision Making in the Ultimatum Game " by Alan G. Sanfey et al. (Science)	



A scholarly article exploring the neural basis of decision-making, relevant to understanding consumer choices.

Online Course: "**Neuromarketing 101**" by NeuroMarketing Business

A comprehensive online course covering the fundamentals of neuromarketing, suitable for both beginners and professionals.

Book: "**Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**" by Roger Dooley Offers practical tips and strategies for applying neuromarketing principles in marketing and advertising. These materials provide a well-rounded understanding of consumer neuroscience, from foundational concepts to practical applications in digital marketing.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



E-Commerce Marketing			
Course Code :	OPGDMA305	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives Upon completing the "Fundamentals of E-Commerce Marketing" course, students should be able to: <ul style="list-style-type: none">• Understand E-Commerce Landscape• Optimize E-Commerce Websites• Implement Digital Advertising for E-Commerce• Utilize E-Commerce Analytics• Develop Customer Retention Strategies			
Module-1			8 hours
Introduction to E-Commerce Marketing <ul style="list-style-type: none">• Overview of the e-commerce landscape• Evolution and significance of e-commerce marketing• Key players and trends in the e-commerce industry			
Module-2			8 hours
Optimizing E-Commerce Websites <ul style="list-style-type: none">• Importance of website optimization for e-commerce• Strategies for enhancing user experience and reducing friction• Conversion rate optimization techniques			
Module -3			8 hours
Digital Advertising for E-Commerce <ul style="list-style-type: none">• Overview of digital advertising in the e-commerce context• Platforms and ad formats suitable for e-commerce campaigns• Budgeting, targeting, and optimizing ad campaigns			
Module -4			8 hours
E-Commerce Analytics <ul style="list-style-type: none">• Introduction to e-commerce analytics tools• Key performance indicators (KPIs) for e-commerce measurement• Data interpretation and decision-making based on analytics			
Module-5			8 hours
Customer Retention Strategies <ul style="list-style-type: none">• Importance of customer retention in e-commerce• Loyalty programs, personalized marketing, and customer engagement• Measuring and improving customer lifetime value (CLV)			



Semester End Examination:

100 percent theory: 0 percent problems

Reference Materials:

1. Book: "E-commerce Marketing: How to Drive Traffic that Buys to Your Website" by Susan Newman
 - A comprehensive guide covering various aspects of e-commerce marketing strategies and tactics.
2. Online Course: "E-commerce Marketing on Google" on Skillshare
 - A practical course covering e-commerce marketing strategies on the Google platform.
3. Blog: Shopify Blog - E-commerce Marketing
 - Access articles and resources on the Shopify blog dedicated to e-commerce marketing.
4. Industry Reports and Whitepapers:
 - Explore reports from reputable sources such as eMarketer, Statista, and industry whitepapers to stay updated on e-commerce trends and statistics.
5. E-commerce Analytics Platforms Documentation:
 - Refer to documentation and resources provided by popular e-commerce analytics platforms like Google Analytics, Shopify Analytics, or other relevant tools.

6. Case Studies:
 - Analyze e-commerce marketing case studies from successful businesses to understand real-world applications of strategies.
7. Webinars and Expert Talks:
 - Attend webinars or listen to expert talks on e-commerce marketing, featuring industry professionals sharing insights and best practices.

This comprehensive approach to the "Fundamentals of E-Commerce Marketing" ensures that students not only grasp theoretical concepts but also acquire practical skills and knowledge applicable to the evolving landscape of e-commerce.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Content Marketing Strategy			
Course Code :	OPGDMA401	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives			
1. This course aims to Developing Content Strategies: Learn how to develop effective content strategies aligned with business goals.			
2. Audience Persona Creation: Develop audience personas to tailor content that resonates with target audiences.			
3. Content Creation and Curation: Understand the art of creating and curating compelling and shareable content.			
4. Distribution and Amplification: Learn strategies for content distribution and amplification across various channels.			
5. Measuring Content Performance: Gain skills in measuring and analyzing the performance of content marketing initiatives.			
Module-1			6 hours
Introduction to Content Marketing Overview of content marketing, Principles and Role in digital marketing.			
Module -2			8 hours
Content Strategy Development Creating comprehensive content strategies, Aligned with business objectives.			
Module -3			10 hours
3.1 Audience Persona Creation Understanding target audiences and Creating detailed audience personas.			
3.2 Content Creation and Curation Techniques for creating and curating engaging and shareable content.			
Module -4			8 hours
Distribution and Amplification Strategies for distributing, amplifying content across digital channels.			
Module-5			8 Hours
Measuring Content Performance Implementing analytics tools to measure and analyze content performance.			



Reference Materials:

1. Book: "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach
 - A foundational book on content strategy providing practical insights and methodologies.
2. Online Course: "Content Marketing Strategy" on LinkedIn Learning
 - A comprehensive course covering various aspects of content marketing strategy.
3. Blog: Content Marketing Institute
 - A valuable resource for articles, case studies, and best practices in content marketing.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Artificial Intelligence in Digital Marketing			
Course Code :	OPGDMA402	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">❖ To understand AI Fundamentals❖ To understand Integration of AI in Digital Marketing Strategy❖ To have exposure to AI-Powered Customer Segmentation❖ To develop Predictive Analytics for Marketing❖ To explore Chatbots and Conversational AI❖ To learn AI in Content Creation and Personalization❖ To have exposure to Optimizing Digital Advertising with AI❖ To apply AI-Driven SEO Strategies❖ To analyse Consumer Sentiment with AI❖ To apply Ethical Considerations in AI-Driven Marketing❖ To have exposure on hands-On Experience with AI Tools.❖ To Industry Applications and Case Studies:❖ Emerging Trends in AI and Future of Digital Marketing:			
Module1:			(8 hours)
Introduction to Artificial Intelligence in Digital Marketing Overview of AI in Digital Marketing Introduction to artificial intelligence and its relevance in digital marketing, Historical context and evolution of AI in marketing Fundamentals of AI Basic concepts: machine learning, natural language processing, neural networks, Understanding AI algorithms and models Applications of AI in Marketing Use cases of AI in digital marketing, Case studies of successful AI implementations in marketing campaigns			
Module - 2			(8 hours)
AI Integration in Marketing Strategy (8 hours) Integrating AI in Digital Marketing Strategy Aligning AI with overall marketing objectives, Developing a strategy for AI integration in marketing campaigns AI-Powered Customer Segmentation Leveraging AI for customer segmentation, Targeted marketing and personalization with AI			



Module - 3	(8 hours)
AI in Content and Campaign Optimization (8 hours)	
AI in Content Creation and Personalization	
AI-driven content creation tools, Personalization strategies using AI	
AI for Predictive Analytics in Marketing	
Predicting customer behavior with machine learning models, Implementing predictive analytics in marketing decision-making	
Module - 4	(8 hours)
AI in Advertising and SEO	
AI-Driven Digital Advertising	
Programmatic advertising and real-time bidding with AI , Optimizing digital ad campaigns using AI algorithms	
AI for SEO Strategies	
Enhancing search engine optimization with AI, Using AI tools for keyword optimization and content planning	
Module - 5	(8 hours)
Conversational AI and Customer Interaction	
Chatbots and Conversational AI	
Implementing chatbots for customer engagement, Designing conversational experiences with AI	
Analyzing Consumer Sentiment with AI	
Sentiment analysis using AI, Incorporating sentiment insights into marketing strategies	
Emerging Trends in AI and Future of Digital Marketing (2 hours)	
Exploring the latest trends in AI and their impact on digital marketing	
Discussion on the future trajectory of AI in marketing	
Semester End Examination:	
100 percent theory: 0 percent problems	



Reference Materials:

1. Book: "Artificial Intelligence for Marketing: Practical Applications" by Jim Sterne
2. "AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales" by A.K. Pradeep
3. "AI in Marketing, Sales and Service: How Marketers without a Data Science Degree can use AI, Big Data and Bots" by Peter Gentsch
4. "Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan
5. "AI in Practice: A Hands-On Guide for Data Professionals" by Bernard Marr
6. "Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell
7. "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary
8. "SEO 2022 Learn Search Engine Optimization With Smart Internet Marketing Strategies" by Adam Clarke
9. "Artificial Intelligence in Digital Marketing: Practical Applications for Real-World Use" by Kevin Nichols and Nancy Harhut
10. "Machine Learning For Dummies" by John Paul Mueller and Luca Massaron

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Students will demonstrate a solid understanding of fundamental concepts of artificial intelligence.	L1
CO2	Students will be able to integrate artificial intelligence into digital marketing strategies.	L2
CO3	Students will gain hands-on experience in using AI tools and technologies relevant to digital marketing.	L3
CO4	Students will explore and understand the ethical considerations associated with the use of artificial intelligence in digital marketing.	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



Facebook Marketing			
Course Code :	OPGDMA403	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<p>Course Objectives:</p> <p>Understanding Facebook Marketing:</p> <ul style="list-style-type: none"> ❖ To create engaging content for Facebook's diverse user base. ❖ To optimize of business pages for visibility and engagement. ❖ To develop proficiency in managing Facebook advertising campaigns. ❖ To develop Strategies for engaging communities on Facebook. ❖ To develop insights to measure advertising performance. 			
Module-1			8 hours
<p>Introduction to Facebook marketing : Overview of facebook marketing and its unique challenges and opportunities.</p> <p>Facebook Business Models: Understanding different facebook business models and their implications for marketing.</p> <p>Facebook : Creating engaging content</p>			
Module -2			8 hours
<p>Brand Consistency in FB Marketing: Strategies for maintaining brand consistency across diverse FB and other platforms.</p> <p>Facebook page optimization Local Marketing Empowerment: Empowering FB with tools and strategies for local marketing success.</p>			
Module -3			6 hours
<p>Digital Marketing for FB: Leveraging digital channels for effective FB marketing.</p> <p>Facebook advertising</p>			
Module -4			10 hours
<p>Support in FB: Methods for providing marketing support and training to FB, Community building thru FB</p>			
Module-5			8 Hours
<p>Metrics and Analytics in FB Marketing: Measurement and analysis of key performance indicators (KPIs) for FB marketing success. Analytics and insights</p>			
<p>Semester End Examination:</p> <p>100 percent theory: 0 percent problems</p>			
<p>Reference Materials:</p> <ul style="list-style-type: none"> • Book: "Facebook Marketing All-in-One For Dummies" by Andrea Vahl, John Haydon, and Jan Zimmerman • Facebook Blueprint Courses 			



Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2

General Considerations:

- Platform-Specific Expertise: Each elective provides in-depth knowledge and practical skills specific to the respective social media platform.
- Real-World Application: Emphasis on hands-on activities, case studies, and real-world projects to apply learned concepts.
- Analytics Integration: Use of analytics tools to measure and optimize performance, ensuring a data-driven approach.
- Industry-Relevant Content: Integration of industry trends and best practices for a current and practical learning experience.
- Final Thoughts: These electives offer a focused exploration of major social media platforms, providing students with valuable skills for effective digital marketing strategies in the social landscape. The combination allows students to specialize in social media marketing, a critical aspect of today's digital business environment.