



**Visvesvaraya Technological University, Belagavi**  
(State University of Government of Karnataka Established as per the VTU Act, 1994)



**VTU Centre for Online Education (VTU-COE)**

**VTU Centre for Online Education (VTU-COE)**



**BBA in Digital Marketing Management**

**Scheme and Syllabus**

Univ

*[Signature]*  
Dr. T. S. Srinivas  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



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**VTU Centre for Online Education (VTU-COE)**

### PROGRAM OUTCOMES

**BBA Graduate will be able**

- To apply thinking abilities for decision-making.
- To develop value-based leadership abilities.
- To lead themselves and others in achieving organisational goals.
- To identify business opportunities in a workspace.

### PROGRAM SPECIFIC OUTCOMES (PSOs):

**BBA Graduate will be**

**PSO1)** Comprehend the contemporary issues of Business Management & Administration

**PSO2)** Analyse the dynamic situations for making Business Management strategies

**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.

### PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

**BBA Graduate will be able**

1. To provide conceptual that may be applied in actual business circumstances.
2. Pursue lifelong education to reach your goals who contributes to your country's progress.
3. To enhance critical thinking and decision-making skills.

To foster a sense of unity within a group

  
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## VTU Centre for Online Education (VTU-COE)

### BBA in Digital Marketing

SEMESTER-I			
Sl. No	Code	Course Name	Credit
1	OBBD101	Management & Organizational Behaviour	4
2	OBBD102	Business Economics	4
3	OBBD103	Fundamentals of Statistics	4
4	OBBD104	Principles of Marketing	4
5	OBBD105	Business Communication	4
TOTAL CREDIT			20

SEMESTER-II			
Sl. No	Code	Course Name	Credit
1	OBBD201	Financial Accounting	4
2	OBBD202	Computer Applications in Business	4
3	OBBD203	Fundamentals of Digital Marketing	4
4	OBBD204	Human Resources Management	4
5	OBBD205	Fundamentals of Research Methodology	4
TOTAL CREDIT			20

SEMESTER III			
Sl. No	Code	Course Name	Credit
1	OBBD301	Marketing Analytics	4
2	OBBD302	Financial Management	4
3	OBBD303	Strategic Management	4
4	OBBD304	Digital Entrepreneurship	4
5	OBBD305	Consumer Behaviour in Digital Era	4
6	OBBD306	Indian Constitution	2
TOTAL CREDIT			22

*D. T. Manjunatha*  
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## VTU Centre for Online Education (VTU-COE)

SEMESTER-IV			
Sl. No	Code	Course Name	Credit
1	OBBD401	Management Information System	4
2	OBBD402	Integrated Marketing Communication	4
3	OBBD403	Brand Management in Digital Era	4
4	OBBD404	Customer Relationship Management	4
5	OBBD405	Fundamentals of IoT for Business	4
6	OBBD406	Universal Human Values	No Credits
TOTAL CREDIT			20

SEMESTER-V			
Sl. No	Code	Course Name	Credit
1	OBBD501	Website Design & Development	4
2	OBBD502	Content Marketing	4
3	OBBD503	Search Engine Optimization	4
4	OBBD504	Social Media Marketing	4
5	OBBD505	Personality Development & Employability Skills	4
TOTAL CREDIT			20

SEMESTER-VI			
Sl. No	Code	Course Name	Credit
1	OBBD601	Influencer Marketing	4
2	OBBD602	Affiliate Marketing	4
3	OBBD603	Neuro Marketing	4
4	OBBD604	Project Report	6
TOTAL CREDIT			18

TOTAL CREDITS=120

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## VTU Centre for Online Education (VTU-COE)

Management & Organisational Behaviour		Semester	I
Course Code	OBBD101	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 100 %		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>• To enable students in understanding the different aspects of management and managerial functions.</li><li>• To assist students in understanding the concepts of organizational behaviour and its applications.</li><li>• To make the students to realize the significance of management and organizational behavioural aspects in the business world.</li></ul>			
MODULE-1		6 Hours	
Management: Introduction, Definition, Characteristics of management, Levels of management, functions, Fayol's principles of Management, Management and Administration.			
MODULE-2		8 Hours	
Planning: Introduction, types, process, Decision making: Concept, process, organizing nature, authority and responsibility, centralization Vs decentralization, organizational Structure: types			
MODULE-3		8 Hours	
Staffing: Meaning, nature, Importance, elements of staffing process. Controlling - Control function in management, The basic control process, Types of control, Factors in control effectiveness.			
MODULE-4		8 Hours	
Organizational Behaviour: Introduction to Organizational Behaviour, Definition, Historical development, fundamental principles of OB, contributing disciplines, Foundation of Individual behaviour: Introduction to perception, attitude, personality.			
MODULE-5		10 Hours	
Motivation and leadership: Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy. Leadership Styles. Communications of Control, Process of Communication. Verbal & Non-Verbal, Barriers to communication, Types, Process			

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### Course Outcomes:

CO1	The students will understand the concepts of management and organization behaviour and able to identify them to real-world scenarios.	L1
CO2	The students will demonstrate their conceptual skills, understanding and application of principles and functions of management.	L2
CO3	The students can apply the concepts, theories and functions of Management and organizational behaviour to solve the business problems.	L3

### Suggested Learning Resources:

#### Books

#### Recommended Books:

#### Management:

1. Fundamentals of Management-Stephen P Robbins et all, Pearson Publications, Fifth edition, 2007.
2. Management-Concepts and Cases-V.S.P.Rao, Excel Books, 2012

#### Organizational Behaviour:

1. Organizational Behavior - Stephen P Robbins, Timothy A. Judge, Seema Sanghi Pearson Education, 12<sup>th</sup> Edition, PHI, 2009.
2. Organizational Behavior - V.S.P.Rao, Excel Books, 2009.

#### Reference Books:

1. Management, Harold Koontz, Cyril O'Donnell, Heinz Weihrich, Edition 8, illustrated, McGraw-Hill, 2000.
2. Principles and practices of Management, L M Prasad, Edition 20, Sultan chand & sons, 2020.
3. Organizational Behaviour, K Ashwathappa, 12 Edition, Himalaya publishing house, 2016.

### Web links and Video Lectures (e-Resources):

1. <https://www.youtube.com/watch?v=OOmAqWRDUDY>
2. <https://www.youtube.com/watch?v=ZcpcrtpeJW4>

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## VTU Centre for Online Education (VTU-COE)

Business Economics		Semester	I
Course Code	OBBD102	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory / Problems 80: 20		
Course objectives: <ul style="list-style-type: none"><li>To Understand Tools and theories of Business Economics</li><li>To Provide an understanding of the application of the Business Economics</li><li>To analyze Micro Economic concept in the Field of Business</li></ul>			
MODULE-1			8 Hours
Meaning, Nature, Scope, of Business Economics, Role of Business economist in decision making – Decision making process in Business Economics Objectives of the firm, alternate objectives of firm			
MODULE-2			8 Hours
Law of Demand, Exception to Law of Demand, Elasticity of Demand- price , Income and cross elasticity, Uses of elasticity of Demand for Business decision making , Measurement of elasticity of demand			
MODULE-3			8 Hours
Concept, Production function: Single variable –Law of variable proportions & Two variable function ISO-Quants & ISO Costs & Equilibrium (Least cost combination) Total, average, & marginal product. Return to scale, Technological Progress & Production function			
MODULE-4			8 Hours
Cost Analysis : Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve Break Even Analysis – Meaning, Assumptions, Determination of BEP, Limitations, Uses of BEA in Business decisions (with simple Problems).			
MODULE-5			8 Hours
Product Pricing: Perfect Competition, Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.			

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## VTU Centre for Online Education (VTU-COE)

### Course Outcomes:

- Apply principles and techniques of Business Economics in Decision-making.
- Determine the level of operations using the relationship between production, cost and profit functions
- Analyse the different market dynamics

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. Managerial Economics- HL Ahuja 6<sup>th</sup> Revised Edition, S Chand
2. Managerial Economics :D.M Mithani, HPH publications, 2016

#### Reference Books:

1. Managerial Economics- DN Dwivedi 7<sup>th</sup> Edition Vikas Publication
2. Managerial Economics Maheshwari K. L., Varshney R.L., Sultan Chand & Sons

### Web links and Video Lectures (e-Resources):

- <https://www.edx.org/learn/managerial-economics>

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## VTU Centre for Online Education (VTU-COE)

Fundamentals of Statistics		Semester	I
Course Code	OBBD103	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 60%, Problems 40%		
Course objectives:			
<ul style="list-style-type: none"><li>• To understand the various data visualization</li><li>• To understand the concept and difference between mean, median and mode</li><li>• To familiarise the students with concepts of correlation and regression</li><li>• To understand time series analysis and methods of forecasting sales in a business</li></ul>			
MODULE-1 INTRODUCTION TO STATISTICS			8 Hours
Introduction – Meaning, Functions and Uses of Statistics, Scope of Statistics, Limitations of Statistics. Organization of data- Frequency tables and Frequency Distribution. Presentation of Data- Bar Digram, Pie Digram, Line Graph, Histograms & Frequency Polygons			
MODULE-2 MEASURES OF CENTRAL TENDENCY AND DISPERSION			8 Hours
Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode. Measures of Dispersion: Absolute and Relative measures of Range, Quartile deviation, Standard Deviation in Individual, Discrete and Continuous Series – Problems			
MODULE-3 CORRELATION AND REGRESSION ANALYSIS			8 Hours
Correlation – Meaning, Types of Correlation. Karl Pearson's Coefficient of Correlation, Coefficient of determination, Spearman's Rank Correlation Coefficient. Simple Linear Regression – Lines of Regression.			
MODULE-4 TIME SERIES ANALYSIS			8 Hours
Meaning, Components, fitting a straight-line trend using Least Square Method, calculation and estimation of trend values.			
MODULE-5 INDEX NUMBERS			8 Hours
Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method (laspeyres and Paasche, Marshal - Edgeworth and Fishers Ideal Index number). Consumer Price Index number.			

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## VTU Centre for Online Education (VTU-COE)

### Course Outcomes:

- To understand the various methods of data visualization
- To apply measures of central tendency and dispersion in business problems
- To analyze the correlation, regression, time series methods applications
- To analyze the index number applications in various business situations.

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. S C Gupta (2018), Fundamentals of Statistics, 7th edition Himalaya Publications.
2. J K Sharma (2020), Business Statistics 5th edition Vikas Publishing House.

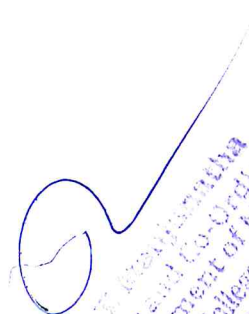
#### Reference Books:

1. Statistics for Management – Levin & Rubin
2. S P Gupta (2021), Statistical Methods 46th edition Sultan Chand Publications

### Web links and Video Lectures (e-Resources):

Students should opt Swayam NPTEL Course on Business Statistics offered by Prof. M.K.Barua, Dept. of Management studies IIT Roorkee.

- YouTube Videos are also available of the same  
<https://www.youtube.com/watch?v=VDLyk6z8uCg>

  
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## VTU Centre for Online Education (VTU-COE)

Principles of Marketing		Semester	I
Course Code	OBBD104	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 100%		
Course objectives: 1. To enhance students’ knowledge as regards to basics of marketing. 2. To develop practical insights into application of marketing concepts.			
MODULE-1: Introduction to Marketing			06 Hours
Marketing - Definition, Evolution, core concepts, Approaches to study Marketing, Marketing v/s Selling, Functions of marketing, Role of a Marketing Manager in the current scenario.			
MODULE-2: Marketing Environment			08 Hours
Marketing environment Scanning, Importance, Understanding Marketing Environment – Micro environment Factors– The company, Suppliers, Marketing Intermediaries, competitors, Public, and Customers, Macro Environment Factors -Demographic, Economic, Natural, Technological, Political, Legal, Socio-cultural environment.			
MODULE-3: Market segmentation, Targeting & Positioning (STP)			06 Hours
Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Targeting, Product positioning concept.			
MODULE-4: Marketing Mix (4 P’s of Marketing)			12 Hours
Product: Concept, classification of Products, Levels of Products, Product Life Cycle - concept, stages and its relevant marketing strategies. Price: Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing. Place: Need and importance of distribution, Factors influencing selection of distribution channel, different levels of Channels of Distribution. Promotion: Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing.			

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## VTU Centre for Online Education (VTU-COE)

MODULE-5: Recent Trends in Marketing	08 Hours
Digital Marketing - Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices - Virtual marketing, E-buying behaviour, Concepts of Influencer marketing, Short term video content, SEO, Content marketing, Blogs, etc	

**Course Outcomes:** On successful completion of the course, the student will able to demonstrate:

1. Understand the concept of marketing and functions of marketing.
2. Listing different environment factors influencing Marketing
3. Segment the market and understanding targeting and positioning strategies.
4. Describe marketing mix elements and identifying recent trends in marketing.

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. Marketing Management, Kotlar, Philip Prentice Hall, New Delhi.
2. Marketing Management -Analysis planning and Control, Ramaswamy. V S & Namakumari Prentice Hall of India, New Delhi.

#### Reference Books:

1. Marketing Management, Saxena, Rajan, Tata-McGraw Hill, New Delhi.
2. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.

#### Web links and Video Lectures (e-Resources):

- <https://youtu.be/5fdx5Laavkc>
- <https://youtu.be/Ule8n6GgE1g>

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## VTU Centre for Online Education (VTU-COE)

Business Communication		Semester	I
Course Code	OBBD105	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory: 100 %		
Course objectives: 1. To understand the concept, process and importance of communication. 2. To develop skills of effective communication - both written and oral. 3. To help students to acquaint with application of communication skills in the business world.			
MODULE-1: Fundamentals of Communication			08 Hours
Introduction - Meaning of Communication; Purpose or Objectives of Communication; Process or Stages of Communication; Principles of Effective Communication; Barriers to Effective Communication; Types of Communication (Meaning & Features) -Interpersonal, Intrapersonal, Internal, External, Upward, Downward, Lateral, One-way, Two-way, Formal & Informal, Cross Cultural Communication; Scope of Communication; Limitations of Communication.			
MODULE-2: Oral communication:			08 Hours
Oral communication: What is oral Communication - principles of successful oral communication - barriers to communication - what is conversation control - reflection and empathy: two sides of effective oral communication - effective listening - non - verbal communication			
MODULE-3: Written communication:			08 Hours
Written communication: Purpose of writing - clarity in writing - principles of effective writing - approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing - Writing - Revising - Specific writing features - coherence - electronic writing process.			
MODULE-4: Business Correspondence			08 Hours
Business letters and reports: Introduction to business letters - writing routine and persuasive letters - positive and negative messages- writing memos - what is a report purpose, kinds and objectives of reports- writing reports.			

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MODULE-5: Communication Ethics	08 Hours
<p><b>Introduction</b> - Meaning; Importance of ethical communication;</p> <p><b>Ethical perspectives</b> - Religious, Economic, Legal, Utilitarian, Universalistic, Humanistic, Dialogic, Situational perspectives.</p> <p><b>Ethical issues in business communication</b> - Honesty, Respect, Sensitivity to Cultural Differences</p> <p>Ethical dilemmas involved in business communication - Secrecy, Whistle blowing, Rumors &amp; Gossip, Lying, Ambiguity.</p>	

**Course Outcomes:** On successful completion of the course, the student will able to demonstrate:

1. The students will be aware of their communication skills and know their potential to become successful managers.
2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3. The students will be introduced to the Communication practices in business those are in vogue.
4. Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.

**Suggested Learning Resources:**

**Recommended Books:**

1. Business Communication: Concepts, Cases and Applications - P D Chaturvedi, Mukesh Chaturvedi Pearson Education, 13/e.
2. Communication Skills, Kumar, S., & Lata, P.. (2nd ed.). Oxford University Press, New Delhi.(2018)

**Reference Books:**

1. Business Communication, Raman, M., & Singh, P (2nd ed.). Oxford University Press, New Delhi. (2018).
2. Business and Professional Communication: Kelly M, Quintanilla, Shawn T and Wahl, SAGE South Asia Edition, 2017.

**Web links and Video Lectures (e-Resources):**

- <https://www.edx.org/learn/business-communications>
- [https://onlinecourses.swayam2.ac.in/imb19\\_mg14/preview](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>

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## VTU Centre for Online Education (VTU-COE)

Financial Accounting		Semester	I
Course Code	OBBD201	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory and Problems: 60 percentage and 40 percentage		
Course objectives:			
<ul style="list-style-type: none"><li>To enable the students to understand the conceptual framework of accounting, reporting and financial statements.</li><li>To enable the students in preparation of books of accounts and accounting records leading to final accounts and interpretation there-off.</li><li>To acquaint the students with interpretation of accounting information and analyses of financial statements for decision making.</li></ul>			
Module-1		8 Hours	
Meaning and objectives Need and Types of Accounting, Users of Accounting information, Single Entry System, Double Entry System (Theory only)			
Module-2		8 Hours	
Basics of Generally Accepted accounting Principles (GAAP), Indian Accounting Standards, IFRS (Theory only)			
Module-3		8 Hours	
Journal, Ledgers, Trial balance, Accounting equation, , subsidiary books including cash book with two and three column cashbook only. (Theory and Problems)			
Module-4		8 Hours	
Final Accounts of companies: Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Problems of Final Accounts with adjustments)			
Module-5		8 Hours	
Window dressing. Case Study problem on Final Accounts of Company-Appropriation accounts. (Theory and Problems).			
Course Outcomes:			
At the end of the course the student will be able to :			
Sl. No.	Description	Blooms Level	
CO1	Know what financial statements are prepared.	L1	
CO2	How books of accounts	L2	
CO3	How financial statements are prepared.	L3	

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## VTU Centre for Online Education (VTU-COE)

### Suggested Learning Resources:

#### Recommended Books:

1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e, PHI, 2014.
2. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari, 2/e, Vikas Publishing house (P) Ltd.

#### Reference Books:

1. Accounting and Finance for Non-finance Managers, Jai Kumar Batra, Sage Publications, 1e, 2018.
2. Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.

#### Web links and Video Lectures (e-Resources):

- <https://www.coursera.org/lecture/uva-darden-financial-accounting/what-is-accounting-eXQEc>
- <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>

  
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## Centre for Distance and Online Education (VTU-CDOE)

Computer Applications in Business		Semester	II
Course Code	OBBD202	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory / Theory and Problems		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>• This course introduces students to various computer applications and software tools used in the business environment.</li><li>• It covers fundamental computer skills, office productivity software, data analysis tools, and an introduction to business information systems.</li></ul>			
<b>MODULE-1</b>	<b>Introduction Computer Applications in Business</b>		
Introduction to Computers - Characteristics of a Computer - Types of Computers - Applications of computers, Importance of computer applications in the business world, Computer hardware and software basics, Operating systems and file management			
<b>MODULE-2</b>	<b>Microsoft Office Productivity software</b>		
<b>Office Productivity Software:</b> Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Creating and formatting business documents, Managing email and calendars <b>Business Communication and Collaboration Tools:</b> Email etiquette, Using collaboration tools (e.g., Microsoft Teams, Slack), Online meetings and video conferencing			
<b>MODULE-3</b>	<b>Applications of Spreadsheets in Business</b>		
<b>Applications of Spreadsheets:</b> Advanced Excel functions and formulas, Data analysis and visualization, Using Excel for financial modelling and analysis <b>Data Visualization Tools:</b> Introduction to data analytics, Data visualization tools (e.g., Tableau, Power BI), Basic data analysis techniques			
<b>MODULE-4</b>	<b>Introduction to Database Management and Business Information Systems</b>		
Database Management: Introduction to databases, Creating and querying databases (e.g., Microsoft Access), Data integrity and normalization. Business Information Systems: Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) systems, Supply Chain Management (SCM) systems			
<b>MODULE-5</b>	<b>Internet and Online Safety; Basic Troubleshooting and Maintenance</b>		
<b>Internet and Online Safety:</b> Introduction to the internet, Browsing the web: web browsers and search engines, Internet safety and security (passwords, antivirus, firewalls), Recognizing and avoiding online threats (phishing, scams) <b>Basic Troubleshooting and Maintenance:</b> Common computer issues and how to troubleshoot them, Regular computer maintenance (updates, backups, disk cleanup), When to seek professional help, Tips for keeping your computer running smoothly			



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## Centre for Distance and Online Education (VTU-CDOE)

### Course Outcomes:

- CO1: Understanding basics of Computer and its applications
- CO2: Explore the applications of MS Office tools in day-to-day business activities
- CO3: Aware the Data Base Management Systems and Business Information systems

### Suggested Learning Resources:

#### Books

##### Recommended Books:

1. Microsoft Office 365 & Office 2019" by David W. Beskeen, Carol M. Cram, and Jennifer Duffy
2. Computer Basics Absolute Beginner's Guide, Windows 11 Edition" by Michael Miller.

##### Reference Books:

1. Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon.
2. "Data Science for Business" by Foster Provost and Tom Fawcett
3. Database Systems: Design, Implementation, & Management" by Carlos Coronel and Steven Morris.

### Web links and Video Lectures (e-Resources):

[https://onlinecourses.swayam2.ac.in/nou21\\_cm02/preview](https://onlinecourses.swayam2.ac.in/nou21_cm02/preview)





# Visvesvaraya Technological University, Belagavi

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## VTU Centre for Online Education (VTU-COE)

Fundamentals of Digital Marketing		Semester	II
Course Code OBBD203	OBBD203	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 100%		
Course Learning objectives: Students shall be able to			
<ul style="list-style-type: none"><li>Understand the customer and the digital market concepts</li><li>Identify the factors driving the digital economy</li><li>Apply the knowledge of Digital marketing tools in business applications and measure the metrics and pricing</li><li>Analyse the various business models with digital marketing for organisational success</li></ul>			
MODULE-1: Introduction to digital marketing:			8 Hours
Definition, importance, how it works, difference between traditional and digital marketing, increasing visibility, visitors' engagement, bringing targeted traffic, lead generation			
MODULE-2- Digital Marketing Strategy :			8 Hours
Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, Right mix of different channels and			
MODULE-3 Introduction to Search Engine Optimisation :			8 Hours
Concepts and features, types, Google processing, SERP, E-mail Marketing, Mobile Marketing Pay-Per-Click , Pay-Per-Click			
MODULE-4 Analysis of Key word Research :			8 Hours
Keyword Research and analysis, types of keywords, localised keyword research, Competitors website keyword analysis			
MODULE-5 Digital Analytics and Conversion Optimization:			8 Hours
Evolution of Digital Analytics, information about end-to-end customer experience, analyst's influence on business, role as a change agent, AIDAS and its role; website optimization; what visitors want to see on the website;			

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## VTU Centre for Online Education (VTU-COE)

**Course Outcomes: upon the completion of this course students will be able to**

- Understanding the basic concepts of Digital marketing
- Apply of knowledge to web design and examine the effect of the web design in digital success
- Develop social media strategies to solve business problems

### **Suggested Learning Resources:**

#### **Books**

#### **Recommended Books:**

1. Fundamentals of Digital Marketing Puneet Bhatia Pearson 2/e, 2014
2. Digital Marketing, Seema Gupta, McGraw Hill Education 2017

#### **Reference Books:**

1. Digital marketing for beginners by V Venkat Krishna, e-book
2. Digital Marketing by Swaminathan T N, Karthik Kumar Cengage Learning India Pvt. Ltd 2019
3. Digital marketing by Amresh bharti, invincible publishers , editions 2022

### **Web links and Video Lectures (e-Resources):**

- <https://youtu.be/rXtaM3x7kHA>
- <https://youtu.be/nU-IIXBWIS4>
- <https://youtu.be/I7zvPoQRVYA>

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## VTU Centre for Online Education (VTU-COE)

Human Resource Management		Semester	II
Course Code	OBBD204	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 100%		
Course objectives:			
<ul style="list-style-type: none"><li>To provide the basic essential concepts and significance of Human Resource management.</li><li>To familiarise the students on various organizational HR functions.</li><li>To enable the students to explore the HR usage and application in the business.</li></ul>			
MODULE-1		6 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.			
MODULE-2		9 Hours	
HR planning: Introduction, Importance, Process of Human Resource planning, Job Analysis: Uses, Process of job analysis. Recruitment and Selection: Nature, Sources of recruitment, methods of recruitment, Selection: Definition, Process, Induction			
MODULE-3		7 Hours	
Training and Development: Introduction, Training Vs Development, methods of training, Performance Management: Introduction, benefits of Performance management, methods of appraisal.			
MODULE-4		8 Hours	
Compensation Administration: Introduction, components of pay structure in India, Incentives and benefits: Pay for performance, Incentives plan, Group incentive plans, Fringe benefits, types of fringe benefits.			
MODULE-5		10 Hours	
Industrial Relation: Meaning, the actors in industrial relations, factors affecting industrial relations, Employee Grievance and Discipline: Introduction, Grievance procedure, Discipline, Approaches to discipline, Collective bargaining: introduction, objectives.			

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## VTU Centre for Online Education (VTU-COE)

### Course Outcomes:

CO1	The students can be able to understand and relate the HR functions applied in the business world.	L1
CO2	The students can demonstrate the significance of the HRM functions.	L2
CO3	The students can identify and apply the appropriate HR measure to handle the business issues related to HRM.	L3

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. Human Resource Management, Gary Dessler, Seventh Edition, Pearson Education, 2000.
2. Personnel and Human Resource Management, VSP Rao, 2<sup>nd</sup> Edition, Excel Books, 2006

#### Reference Books:

1. Human Resource Management & Industrial relations, P.Subba Rao, Himalaya Publishing House, Mumbai, 2010
2. Human Resource Management - John M. Ivancevich, 10/e, McGraw Hill, 2010

### Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=zAy6xT8Rvag>
- [https://www.youtube.com/watch?v=w\\_wIMveGlrI&list=PLPjSqITyvDeXSqZlIgYD2XKKLGZtjrhDtI](https://www.youtube.com/watch?v=w_wIMveGlrI&list=PLPjSqITyvDeXSqZlIgYD2XKKLGZtjrhDtI)
- [https://www.youtube.com/watch?v=wOCqMEVrW3Y&list=PL\\_a1TI5CC9RHmoV-nhwnqaoFA0b0mHURU](https://www.youtube.com/watch?v=wOCqMEVrW3Y&list=PL_a1TI5CC9RHmoV-nhwnqaoFA0b0mHURU)

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## VTU Centre for Online Education (VTU-COE)

Fundamentals of Research Methodology		Semester	II
Course Code	OBBD205	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 100%		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>To develop understanding of the basic framework of research process</li><li>To develop an understanding of various research designs and techniques.</li><li>To demonstrate knowledge of research process by conducting a literature review in their research area interest</li></ul>			
MODULE-1		8 Hours	
<b>INTRODUCTION TO RESEARCH:</b> Meaning - Objectives - Types of Research - Scope of Research - Research Approaches - Research Process - Research Design - Research Methods Vs Research Methodology - Steps in Research - Problem Formulation - Statement of Research Objective - Exploratory - Descriptive - Experimental Research.			
MODULE-2		8 Hours	
<b>METHODS OF DATA COLLECTION</b> Observational and Survey Methods - Field Work Plan - Administration of surveys - Training field. Investigators - Sampling methods - Sample size.			
MODULE-3		8 Hours	
<b>TOOLS FOR COLLECTION OF DATA</b> Questionnaire Design; Attitude measurement techniques - Motivational Research Techniques - Selection of Appropriate Statistical Techniques			
MODULE-4		8 Hours	
<b>STATISTICAL METHODS:</b> Tabulation of data - Analysis of data -Testing of Hypothesis, Techniques : t-test, z-test, ANOVA, Chi-Square - Discriminant Analysis - Factor analysis, Conjoint analysis - Multidimensional Scaling - Cluster Analysis (Concepts Only).			

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## VTU Centre for Online Education (VTU-COE)

### MODULE-5

8 Hours

#### REPORT WRITING

Types of Reports, Business, Technical and Academic Report writing - Methodology Procedure - Contents - Bibliography.

#### Course Outcomes:

CO1: Understand research design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project.

CO2: Examine literature for in-depth understanding on how the identified problem could be addressed, what are the different theories, design, methods have been followed and developed a conceptual framework in the existing literature. *(With the above understanding, the conceptual model)*

CO3: Analyse the association of variables attributed in the conceptual model with theory and outcomes of the relevant published articles.

CO4: Evaluate with primary tools and other approaches that may be employed to interpret the results of the current study with proper research statistical tool for the respective problems.

#### Suggested Learning Resources:

##### Books

##### Recommended Books:

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.

##### Reference Books:

1. J.K. Sachdeva: Business Research Methodology HPH
2. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
3. Levin & Rubin: Statistics for Management, Prentice Hall of India, 2002
4. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002

#### Web links and Video Lectures (e-Resources):

- <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
- [https://onlinecourses.nptel.ac.in/noc22\\_ge08/preview](https://onlinecourses.nptel.ac.in/noc22_ge08/preview)
- <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\\_RESEARCH\\_METHODODOLOGY](https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODODOLOGY)
- <https://www.pdfdrive.com/research-methodology-books.html>





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## Centre for Distance and Online Education (VTU-CDOE)

Marketing Analytics		Semester	3
Course Code	OBBD301	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory: 100 percentage		
Course objectives:			
<ul style="list-style-type: none"><li>Understand which marketing decisions are supported by analytics.</li><li>Analyse data and develop insights from it to address strategic marketing challenges</li><li>Know how to use marketing analytics to develop predictive marketing dashboard for organization</li></ul>			
Module-1			
Introduction to Marketing Analytics: Definition, Introduction, basic marketing Models, Analytical framework for marketing models.			
Module-2			
Price and Product Analytics: Price recommendation (own and cross price elasticity). Modelling segmentation and Pricing, Market Basket Analysis, : Estimating Demand Curves and Using Solver to Optimize Price, Price bundling, nonlinear pricing, price skimming and sales, Revenue management			
Module-3			
Customer Analytics and Marketing Mix Modeling Survival Analysis, Analysing customer life time value. Predicting customer retention and profit, Choice modelling, Attribution modelling ROI analysis for marketing campaigns. Budget allocation and optimization			
Module-4			
Marketing Analytics Tools: Introduction to marketing analytics software (e.g., Google Analytics, Adobe Analytics) Hands-on exercises with marketing analytics tools Data visualization tools (e.g., Tableau, Power BI)			
Module-5			
Future Trends in Marketing Analytics: Emerging technologies (AI, IoT) in marketing The role of big data in marketing Personalization and customization trends			

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## Course Outcomes:

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

Sl. No.	Description	Blooms Level
CO1	To Define marketing analytics and explain its importance	L1
CO2	Identify the different elements of a Pricing, Product analysis are managed in the with the help of analytical tools	L2
CO3	Develop and evaluate marketing strategies based on data-driven insights.	L3

## Suggested Learning Resources:

### Recommended Books:


1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel" by Wayne L. Winston
2. Customer Analytics for Dummies by Jeff Sauro and James E. Stone

### Reference Books:

1. Big Data Marketing: Engage Your Customers More Effectively and Drive Value by Lisa Arthur
2. Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Pound stone

### Web links and Video Lectures (e-Resources):

- <https://theintactone.com/2021/09/14/kmbnmk02-marketinganalytics>
- <https://www.udemy.com/course/learn-marketing-analytics/?utm>

  
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## Centre for Distance and Online Education (VTU-CDOE)

FINANCIAL MANAGEMENT		Semester	3
Course Code	OBBD302	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	40 percent problem and 60 percent theory.		

### Course Objectives:

- To familiarize the students with basic concepts of financial management.
- To understand the concept of time value of money and its implication.
- To know the various sources of finance and to evaluate investment proposals.
- To analyse the leverage and dividend decision of an organization.
- To understand the management of working capital in an organization.

### Module -1 Introduction

8 hours

Financial Management: Introduction, definition, nature and scope. Functions and Objectives of Financial Management, Role and functions of Financial Manager (Theory Only).

### Module -2 Time Value of Money

8 hours


Time value of money: Simple interest, Compound interest, Future value of single cash flow & annuity. Present value and discounting-present value of single cash flow, annuity & perpetuity. Loan Amortization schedule (Theory & Problem).

### Module -3 Sources of Finance and Capital Budgeting

8 hours

Sources of Finance: Long term – equity, preference, debt, term loan and leases. Determinants of sources of long-term capital. Short term sources of finance: trade credit, cash credit, commercial papers, bills of exchange (Theory Only).

Capital Budgeting: Need and importance of capital budgeting and its process- Techniques of capital budgeting. Computation of Net Present Value for projects (Theory & Problem).

  
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### Module -4 Leverage Analysis and Dividend Decisions

8 hours

Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage (Theory & Problem).

Dividend decisions & policies - Factors affecting the dividend policy - types of Dividend Policy (Theory only).

### Module -5 Management of Working Capital

8 hours

Management of Working Capital: Concepts, Sources of working capital, Factors influencing working capital requirements, Estimation of working capital requirements of a firm (Theory & Problem).

#### Recommended Books:

- Financial Management: Text, Problems & Cases M.Y. Khan & P.K. Jain, TMH, 7/e, 2017
- Financial Management: Theory and Practice, Prasanna Chandra, TMH, 10/e, 2019

#### Reference Books:

- Financial Management, I.M. Pandey, Vikas Publishing, 11/e.
- Financial Management Theory & Practice, Shashi K Gupta, R K Sharma, Neeti Gupta, Kalyani Publishers, 9/e.

#### Course outcomes:

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

Sl. No.	Description	Blooms Level
CO1	The student will be able to understand the basic financial concepts.	L2
CO2	The student can apply time value of money.	L3
CO3	The student will be able to evaluate the investment decisions.	L5
CO4	The student can analyze leverage and dividend decisions.	L3
CO5	The student will be able to estimate working capital requirements.	L4

  
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## Centre for Distance and Online Education (VTU-CDOE)

Strategic Management		Semester	III
Course Code	OBBD303	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory: 100 percentage		
Course objectives:			
<ul style="list-style-type: none"><li>To enable the students to understand the conceptual framework of strategy and the significance of Strategic Management.</li><li>To enable the students to understand the importance of external and organisational environment while deciding the strategies.</li><li>To acquaint the students with various strategies available to them in choosing the appropriate strategies.</li></ul>			
Module-1			
Introduction to Strategic Management: Evolution of Strategic Management, Understanding Strategy, Strategic Decision Making, Schools of Thought on Strategy Formulation, Strategic Management Levels, Strategic Intent, Vision, Mission, Goals and Objectives.			
Module-2			
Environmental Appraisal: Concept of Environment, Environmental Sectors and Scanning, Appraising the Environment.			
Module-3			
Organisational Appraisal: Dynamics, Capability factors, Considerations in Organisational Appraisal, Methods and Techniques Used, Structuring Organisational Appraisal.			
Module-4			
Corporate Level Strategies: Corporate Strategies, Concentration, Integration, Diversification and Retrenchment Strategies			
Module-5			
Strategy Implementation: Nature and Barriers to Strategy Implementation, Interrelationships between Formulation and Implementation, Model of Strategy Implementation, Project and Procedural Implementation, Resource Allocation.			

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### Course Outcomes:

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

Sl. No.	Description	Bloom's Level
CO1	Define strategy and its importance.	L1
CO2	Compare the differences between external and internal environment.	L2
CO3	Apply different strategies in solving business problems.	L3

### Suggested Learning Resources:

#### Recommended Books:

3. Strategic Management, Azhar Kazmi and Adela Kazmi, 4/e, McGraw Hill Education India Pvt. Ltd., 2015.
4. Business Policy and Strategic Management, P. Subba Rao, Himalaya Publishing House, 2016/e.

#### Reference Books:

1. Contemporary Strategy Analysis, Robert M. Grant, 10e, Wiley & Sons, 2019.
2. Business Policy and Strategic Management, Francis Cherunilam, Himalaya Publishing House, 4/re.

#### Web links and Video Lectures (e-Resources):

- <https://ocw.mit.edu/courses/15-902-strategic-management-i-fall-2006/pages/lecture-notes/>
- <https://www.coursera.org/learn/strategic-management>

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Centre for Distance and Online Education (VTU-CDOE)

Digital Entrepreneurship		Semester	3
Course Code	OBBD304	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory / Theory and Problems		
Course objectives: <ul style="list-style-type: none"><li>To create awareness about entrepreneurship among students.</li><li>Focuses on motivating students for Entrepreneurship. The more focus is given on creativity and innovation.</li><li>To impart basic Entrepreneurial skills and understandings to run a business efficiently and effectively.</li></ul>			
MODULE-1			
Entrepreneur: Meaning of Entrepreneur: Evolution of the concept: Functions of an Entrepreneur, Types of Entrepreneur, Concept of Entrepreneurship-Evolution of Entrepreneurship: Development of Entrepreneurship; The Entrepreneurial Culture; Stages in Entrepreneurial process			
MODULE-2			
Creativity and Innovation: The role of creativity , The innovation Process , Sources of New Ideas , Methods of Generating Ideas , Creative Problem Solving , Entrepreneurial			
MODULE-3			
Business Planning Process: Meaning of business plan, Business plan process, Advantages of business planning, Marketing plan, Production/ operations plan, Organization plan, financial plan, final project report with feasibility study, preparing a model project report for starting a new venture			
MODULE-4			
Institutions Supporting Entrepreneurs, A brief overview of financial institutions in India, Central level and state level institutions, SIDBI,NABARD, IDBI,SIDCO, Indian Institute of Entrepreneurship, DIC, Single Window, Latest Industrial Policy of Government of India			

  
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## Centre for Distance and Online Education (VTU-CDOE)

### MODULE-5

**Emerging Trends in Entrepreneurship Development;** Digital Entrepreneurship, meaning, scope and opportunities. Rural Entrepreneur , Potential opportunities for Rural entrepreneurship in India Women Entrepreneurship - Need - Growth of women Entrepreneurship - Problems faced by Women Entrepreneurs - Development of women Entrepreneurship

#### Course Outcomes:

- **Demonstrate** interest and orientation towards entrepreneurship, and entrepreneurial opportunities to set up a business
- **Demonstrate** creative thinking for innovative business ideas and opportunities
- **Develop** a comprehensive business plan for successful setting up of an enterprise
- **Analyze** formal, institutional and informal support systems available for promotion of entrepreneurship

#### Suggested Learning Resources:

##### Books

##### Recommended Books:

1. The Dynamics of Entrepreneurial Development and Management, Vasant Desai Himalaya Publishing House, 2010
2. Entrepreneurial Development Small Business Enterprises- Poornima Charantimath, Person Publication

##### Reference Books:

1. Gupta S.L., Arun Mittal Entrepreneurship Development International Book House 2012
2. Entrepreneurship. Robert D, Hisrich, 10 edition, Mc graw Hill Education

#### Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=CnStAWc7iOw>
- <https://www.youtube.com/watch?v=RLQivEQUgUc>

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## Centre for Distance and Online Education (VTU-CDOE)

Consumer Behaviour in Digital Era		Semester	III
Course Code	OBBD305	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>To develop an understanding of underlying concepts and issues in Consumer behaviour in digital era</li><li>To develop the knowledge and skills that are required to understand, explain, and influence the behaviour of consumers in digital age by focusing on the way technologies and internet affect consumer decision making process.</li><li>To enable students to critically discuss consumer behaviour concepts within the context of marketing management/ digital marketing.</li></ul>			
<b>Module 1: Fundamentals of Digital Technologies</b>			<b>06 hrs</b>
Introduction, Digital Technologies, Internet Technologies, Various uses of internet in life today, Impact of internet on young people’s life – positive aspects, negative aspects.			
<b>Module 2: Understanding the emergence of Digital Native’s Behaviour</b>			<b>08 hrs</b>
Emergence of consumer Behaviour, Dynamism in consumer Behaviour, Consumer Behaviour and Technology, the meaning of emergence of Digital Natives and their behaviour, Characteristics of Digital Natives that Influence Behaviour, The future of Consumer Behaviour – Different Types of consumers, Content, Media.			
<b>Module -3 : Factors affecting Consumer Behaviour</b>			<b>10 hrs</b>
Factors influencing Consumer Behaviour- External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences- Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.			
<b>Module 4: Consumer Decision Making Process</b>			<b>06 hrs</b>
Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.			

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Centre for Distance and Online Education (VTU-CDOE)

<b>Module: 5 Consumer Motivation &amp; Perception</b>	<b>10 hrs</b>
Consumer Motivation- Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation, - Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process.	

## Course Outcomes:

At the close of the semester, students should display the following competencies:

1. Clear understanding of the consumer decision making process in a digital world.
2. Ability to identify external and internal factors affecting consumer behavior in a digital world.
3. Developing basic analytical skills, conceptual abilities and substantive knowledge in the field of consumer behavior from digital perspective.
4. Developing an understanding of peoples' consumption related behaviors and how marketing strategies can be used to influence those behaviors in a digital world.

## Suggested Learning Resources:

### Books

#### Recommended Books:

1. Consumer Behavior - A Digital Native, Varsh Jain, Jagadish Seth, Don E. Schultz, Pearson Publication
2. Consumer Behavior in Digital age, Dr.V.V.L.N. Sastry, Idea Publishing

#### Reference Books:

1. Consumer Behaviour, Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar, Pearson Publication
2. Consumer Behaviour - Text and Cases, Satish K Batra, Kazmi, Excel Books

#### Web links and Video Lectures (e-Resources):

[https://www.researchgate.net/publication/344433621\\_Consumer\\_Behavior\\_in\\_the\\_Digital\\_Age](https://www.researchgate.net/publication/344433621_Consumer_Behavior_in_the_Digital_Age)  
<http://www.vivaimr.org/pdf/Consumer%20Buying%20Behavior%20In%20Digital%20Era.pdf>

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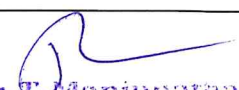


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Centre for Distance and Online Education (VTU-CDOE)

Indian Constitution		Semester	III
Course Code	OBBD306	CIE Marks	30
		SEE Marks	70
Credits	2	Total Marks	100
		Exam Hours	90 Mins
Examination nature (SEE)	Theory (MCQ 35 Questions)		
<b>Course objectives:</b> The course INDIAN CONSTITUTION (22ICO17 / 27) will enable the students, 1. To know about the basic structure of Indian Constitution. 2. To know the Fundamental Rights (FR's), DPSP's and Fundamental Duties (FD's) of our constitution. 3. To know about our Union Government, political structure & codes, procedures. 4. To know the State Executive & Elections system of India. 5. To learn the Amendments and Emergency Provisions, other important provisions given by the constitution.			
Module-1:			04 hrs
Indian Constitution: Necessity of the Constitution, Societies before and after the Constitution adoption. Introduction to the Indian constitution, Making of the Constitution, Role of the Constituent Assembly.			
Module-2:			04 hrs
Salient features of India Constitution. Preamble of Indian Constitution & Key concepts of the Preamble. Fundamental Rights (FR's) and its Restriction and limitations in different			
Module-3:			04 hrs
Directive Principles of State Policy (DPSP's) and its present relevance in Indian society. Fundamental Duties and its Scope and significance in Nation, Union Executive: Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet.			
Module-4:			04 hrs
Parliament - LS and RS, Parliamentary Committees, Important Parliamentary Terminologies. Judicial System of India, Supreme Court of India and other Courts, Judicial Reviews and Judicial Activism.			
Module-5:			04 hrs
State Executive and Governor, CM, State Cabinet, Legislature - VS & VP, Election Commission, Elections & Electoral Process. Amendment to Constitution, and Important Constitutional Amendments till today. Emergency Provisions.			

  
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### Course Outcomes:

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

- Analyse the basic structure of Indian Constitution.
- Remember their Fundamental Rights, DPSP's and Fundamental Duties (FD's) of our constitution.
- Know about our Union Government, political structure & codes, procedures.
- Understand our State Executive & Elections system of India.
- Remember the Amendments and Emergency Provisions, other important provisions given by the constitution.

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. "Constitution of India" (for Competitive Exams) - Published by Naidhruva Edutech Learning Solutions, Bengaluru. - 2022.
2. "Introduction to the Constitution of India", (Students Edition.) by Durga Das Basu (DD Basu): Prentice -Hall, 2008.

#### Reference Books:

1. "Constitution of India, Professional Ethics and Human Rights" by Shubham Singles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition - 2019.
2. "The Constitution of India" by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru

#### Web links and Video Lectures (e-Resources):

<https://www.vturesource.com/vtu-syllabus/CS/2018/3/18CPC39>

<https://rajashekaramn.in/wp-content/uploads/2023/04/21CIP39-Study-Material.pdf>

[https://www.youtube.com/playlist?list=PLjEMkR3W-5LIVGqVjpe614V\\_bNtOWrsHX](https://www.youtube.com/playlist?list=PLjEMkR3W-5LIVGqVjpe614V_bNtOWrsHX)

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.

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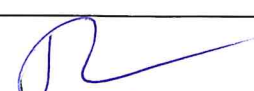


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Centre for Distance and Online Education (VTU - CDOE)

Management Information System		Semester	IV
Course Code :	OBBD401	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory		
Course objectives: <ul style="list-style-type: none"><li>To develop the understanding of information technologies and information systems.</li><li>2. To educate the students on the need for information systems in business.</li><li>3. To explore the new avenues of e-business and its impact on organisations.</li><li>4. To appraise the pervasiveness of enterprise Information systems applications.</li></ul>			
MODULE-1- Introduction to Management information System (MIS):		8 hours	
Basic Concepts of Information System, Role of data and information, Organization structures, Business Process, Role of MIS, MIS in Business-transformation of business – Recent Developments – globalization challenges and opportunities in developing information system			
MODULE-2 – Type of Information systems( IS)		8 hours	
Role and advantages of Decision Support system, definition, scope, characteristics and capabilities, Transaction Processing System, Management Information System, Expert Systems Executive Support system and Strategic Information Systems.			
MODULE-3 IT Infrastructure and E-Commerce:		8 hours	
key concepts and features, – evolution – technology drivers – Infrastructure components – hardware platform trends – software platform trends – the Internet – wireless revolution. e-commerce marketing – B2B- m-commerce services and applications.			
MODULE-4 System Analysis and Design (SAD)		8 hours	
System life cycle design, prototype approach, Input /output design, form design, system implementation, application software and system software			
MODULE-5 Database Management System (DBMS)		8 hours	
Problems with traditional file management systems – Capabilities of data base management systems (DBMS) and Relational DBMS – Capabilities of DBMS – Designing databases. integration and automation of business functions and developing business models.			

  
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**Course Outcomes:** Upon completion of this course the student will be able to:

1. Understand and examine the need for information systems in organisations.
2. Maximise the benefits of enterprise applications in the organisational ecosystem.
3. Apply the knowledge in managing databases and big data.
4. Evaluate the impact of information systems on organisations and decision making.

### Suggested Learning Resources:

#### Text Books

#### Recommended Books:

1. Kenneth C Laudon and Jane P Laudon, Management Information Systems, Pearson, 15th Edition, 2018.
2. Jawadekar, W. S., Management Information Systems, Tata McGraw Hill Edition, 5th Edition, 2013.

#### Reference Books:

1. James A. O' Brien, Management Information Systems, Tata McGraw Hill, 10<sup>th</sup> Edition, 2013.
2. Effy Oz, Management Information Systems, Cengage Learning, 6th Edition, 2008.

#### Web links and Video Lectures (e-Resources):

<https://youtu.be/jPIIMLTkfwO>

<https://youtu.be/nQ4Q3iN7TMM>

<https://youtu.be/aig1dqwmdZU>

<https://youtu.be/T7AxM7Vqvaw>

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Centre for Distance and Online Education (VTU - CDOE)

Integrated Marketing Communication		Semester	IV
Course Code	OBBD402	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	100% Theory		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>• To build a comprehensive framework for integrated marketing communications.</li><li>• To the study the advertising, publicity, personal selling, direct marketing and sales promotion.</li><li>• To enhance knowledge of emerging trends in integrated marketing communications.</li></ul>			
<b>MODULE-1</b>		<b>8 Hours</b>	
<b>An Introduction to Integrated Marketing Communication (IMC):</b> Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour			
<b>MODULE-2</b>		<b>8 Hours</b>	
<b>Understanding communication process:</b> Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model.			
<b>MODULE-3</b>		<b>8 Hours</b>	
<b>Planning for Marketing Communication (Marcom):</b> Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom- Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.			
<b>MODULE-4</b>		<b>8 Hours</b>	
<b>Developing the Integrated Marketing Communication Programme:</b> Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.			

  
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Centre for Distance and Online Education (VTU - CDOE)

## MODULE-5

8 Hours

**Digital Media & Advertising:** Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI.

### Course Outcomes:

1. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
2. Ability to create an integrated marketing communications plan which includes promotional strategies.
3. Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. Advertising and Promotions IMC Perspectives: Belch and Belch, 9/e, Tata McGraw Hill, 2012.
2. Advertising & Integrated Brand Promotion - O'Guinn, Allen, Semenik, Cengage Learning.

#### Reference Books:

1. Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007.
2. Advertising an IMC perspective, S.N.Murthy & U Bhojanna, Excel Books

### Web links and Video Lectures (e-Resources):

- <https://core.ac.uk/download/pdf/161426367.pdf>
- [https://www.researchgate.net/publication/319085740\\_Integrated\\_Marketing\\_Communications](https://www.researchgate.net/publication/319085740_Integrated_Marketing_Communications)

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Centre for Distance and Online Education (VTU - CDOE)

Brand Management in Digital Era		Semester	IV
Course Code	OBBD403	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory: 100 percentage		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>Understand the principles of brand management in the digital era</li><li>Apply these principles to develop and manage brands in the digital world</li><li>Analyze the impact of digital technologies on brand management</li></ul>			
<b>Module-1</b>		<b>8 Hours</b>	
<b>Introduction to Brand Management in the Digital Era:</b> Definition, The evolution of branding in the digital age Importance of brand equity and perception Overview of digital platforms and their impact on branding			
<b>Module-2</b>		<b>8 Hours</b>	
<b>Brand Identity and Strategy:</b> Defining brand identity and personality Crafting a brand's unique value proposition Digital branding strategies and alignment with business goals. Brand positioning, customer based Brand Equity, Internal branding, Brand Audits.			
<b>Module-3</b>		<b>8 Hours</b>	
<b>Uncovering the customer Experience:</b> Interacting with customer data, uncovering buyer personas, structuring the buyer journey, creating customer value.			
<b>Module-4</b>		<b>8 Hours</b>	
<b>E-commerce and Brand Extension:</b> Brand extension strategies in the e-commerce space Online retail and the customer journey, Building a seamless online shopping experience. International brand management in the digital era, Cross-cultural considerations.			
<b>Module-5</b>		<b>8 Hours</b>	
<b>Future Trends in Digital Branding:</b> Emerging technologies and their impact on branding Sustainability and ethical branding in the digital age Preparing for the future of digital brand management			

  
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## Course Outcomes:

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

Sl. No.	Description	Blooms Level
CO1	To Define brand management and explain its importance in the digital era.	L1
CO2	Identify the different elements of a brand and how they are developed and managed in the digital world	L2
CO3	Measure the effectiveness of brand management activities in the digital world	L3

## Suggested Learning Resources:

### Recommended Books:

1. Digital Marketing by Stephanie Diamond-John Wiley & Sons
2. Strategic Brand Management- Kevin Lane Keller, M.G. Parameswaran, Isaac Jacob- Pearson Education

### Reference Books:

1. Marketing 4.0 -Philip Kotler
2. Building Strong Brands" by David A. Aaker.

### Web links and Video Lectures (e-Resources):

- <https://www.wordstream.com/blog/ws/2015/03/16/content-marketing-challenges>
- <https://rockcontent.com/blog/what-is-digital-marketing/>

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Centre for Distance and Online Education (VTU - CDOE)

Customer Relationship Management		Semester	IV
Course Code	OBBD404	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory / Theory and Problems		
Course objectives: <ul style="list-style-type: none"><li>To study the concepts, terms, benefits of CRM, how CRM creates value for organizations and customers</li><li>To understand tools and techniques useful in implementing customer relationship management along with how to evaluate the successfulness.</li><li>To analyze CRM Metrics to manage better customer relationship</li><li>To study customer related database for CRM</li></ul>			
MODULE-1		8 Hours	
Evolution of Customer Relationship : CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.			
MODULE-2		8 Hours	
CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer			
MODULE-3		8 Hours	
Planning for CRM : Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.			
MODULE-4		8 Hours	
CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM : CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.			
MODULE-5		8 Hours	
CRM Planning and Implementation: Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics			

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## Centre for Distance and Online Education (VTU - CDOE)

### Course Outcomes:

1. Demonstrate the concepts, terms, benefits of CRM, how CRM creates value for organizations and customers
2. outline an introductory understanding about tools and techniques useful in implementing customer relationship management along with how to evaluate the successfulness.
3. Articulate CRM Metrics to manage better customer relationship
4. Evaluate customer related database for CRM

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1<sup>st</sup> edition, Springer Texts, 2014

#### Reference Books:

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.
1. Dilip Soman & Sara N-Marandi, "Managing Customer Value" 1st edition, 2014, Cambridge.
2. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.
3. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, Pearson Education.
4. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition

#### Web links and Video Lectures (e-Resources):

1. <https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf>
2. [https://www.researchgate.net/publication/290447911\\_Customer\\_Relationship\\_Management\\_Concepts\\_and\\_Technologies](https://www.researchgate.net/publication/290447911_Customer_Relationship_Management_Concepts_and_Technologies)

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Centre for Distance and Online Education (VTU - CDOE)

Fundamentals of IoT for Business		Semester	IV
Course Code	OBBD405	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory 100%		
Course objectives:			
<ul style="list-style-type: none"><li>This course provides an introduction to the Internet of Things (IoT) with a focus on its applications and implications for businesses.</li><li>Students will gain insights into IoT technologies, data analytics, security, and practical considerations for successful IoT implementation in various industries.</li></ul>			
MODULE-1 Introduction to IoT		8 Hours	
Introduction to IoT: Definition and evolution of IoT, IoT ecosystem: devices, connectivity, and platforms. IoT in everyday life and industry IoT Architecture and Components: IoT hardware components (sensors, actuators, devices), Communication protocols (MQTT, HTTP, CoAP), Cloud computing and IoT platforms			
MODULE-2 Sensors and Data Collection		8 Hours	
IoT Sensors: Types of sensors (temperature, humidity, motion, etc.), Sensor data acquisition and processing, Real-world sensor applications. Data Analytics for IoT: Data preprocessing and cleansing, Analytics tools and techniques, Predictive maintenance and anomaly detection			
MODULE-3 IoT Connectivity and Protocols		8 Hours	
Wireless Communication: IoT wireless technologies (Wi-Fi, Bluetooth, LoRa, NB-IoT), Low-power communication for IoT, Choosing the right connectivity option IoT Protocols: MQTT, CoAP, and HTTP for IoT, IoT security protocols, Case studies on protocol selection			
MODULE-4 IoT Data Management and Analysis		8 Hours	
IoT Data Storage and Management: Edge computing vs. cloud computing, IoT data storage solutions (databases, NoSQL), Data governance and compliance IoT Data Analytics: Data visualization for IoT, Machine learning and IoT, IoT analytics platforms			

  
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Centre for Distance and Online Education (VTU - CDOE)

## MODULE-5 IoT Business Strategies and Case Studies

8 Hours

IoT Business Models: IoT monetization strategies, IoT in supply chain management and logistics,

Building an IoT business case

IoT Case Studies: Real-world IoT implementations, Success stories and challenges, Future trends in IoT

### Course Outcomes:

CO1: Understanding the fundamentals of IoT for business

CO2: Understanding basics of IoT Connectivity and Protocols

CO3: Explore IoT Data Management and IoT Data Analytics

### Suggested Learning Resources:

#### Books

#### Recommended Books:

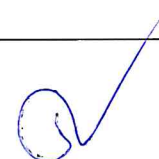
1. Building the Internet of Things: Implement New Business Models, Disrupt Competitors, Transform Your Industry" by Maciej Kranz
2. Internet of Things: Principles and Paradigms" by Rajkumar Buyya, Amir Vahid Dastjerdi

#### Reference Books:

1. IoT Analytics: Models and Tools for Handling, Analyzing, and Visualizing Data" by Charith Perera, Arkady Zaslavsky, Dimitrios Georgakopoulos
2. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things" by David Hanes, Gonzalo Salgueiro, Patrick Grossetete

### Web links and Video Lectures (e-Resources):

<https://www.udemy.com/course/fundamentals-of-iot-internet-of-things/>

  
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## VTU Centre for Distance and Online Education (VTU - CDOE)

Universal Human Values (UHV)		Semester	IV
Course Code	OBBD406	CIE Marks	30
		SEE Marks	70
Credits	No Credit (Audit Course)	Total Marks	100
		Exam Hours	90 Minutes
Examination Nature (SEE)	MCQ – 35 Questions, each question carries 2 Marks		
<b>Course objectives:</b> This course is intended to: <ul style="list-style-type: none"><li>➤ To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.</li><li>➤ To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.</li><li>➤ To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature.</li><li>➤ This course is intended to provide a much-needed orientation input in value education to the young enquiring minds.</li></ul>			
<b>Module-1</b>			
<b>Introduction to Value Education (3 hours)</b> Right Understanding, Relationship and Physical Facility (Holistic Development and the Role of Education) Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity – the Basic Human Aspirations, Happiness and Prosperity – Current Scenario, Method to Fulfil the Basic Human Aspirations			
<b>Module-2</b>			
<b>Harmony in the Human Being : (3 hours)</b> Understanding Human being as the Co-existence of the Self and the Body, Distinguishing between the Needs of the Self and the Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body, Programme to ensure self-regulation and Health			

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### VTU Centre for Distance and Online Education (VTU - CDOE)

#### Module-3

##### Harmony in the Family and Society : (3 hours)

Harmony in the Family – the Basic Unit of Human Interaction, 'Trust' – the Foundational Value in Relationship, 'Respect' – as the Right Evaluation, Other Feelings, Justice in Human-to-Human Relationship, Understanding Harmony in the Society, Vision for the Universal Human Order

#### Module-4

##### Harmony in the Nature/Existence : (3 hours)

Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

#### Module-5

##### Implications of the Holistic Understanding – a Look at Professional Ethics : (3 hours)

Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics Holistic Technologies, Production Systems and Management Models-Typical Case Studies, Strategies for Transition towards Value-based Life and Profession

##### Course outcome (Course Skill Set)

At the end of the course, students are expected to become more aware of themselves, and their surroundings (family, society, nature);

- They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind.
- They would have better critical ability.
- They would also become sensitive to their commitment towards what they have understood (human values, human relationship and human society).
- It is hoped that they would be able to apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction.

##### Expected to positively impact common graduate attributes like:

1. Ethical human conduct
2. Socially responsible behaviour
3. Holistic vision of life
4. Environmentally responsible work
5. Having Competence and Capabilities for Maintaining Health and Hygiene
6. Appreciation and aspiration for excellence (merit) and gratitude for all





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### VTU Centre for Distance and Online Education (VTU - CDOE)

#### Suggested Learning Resources:

##### Books for READING:

Text Book and Teachers Manual

- a. The Textbook A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1
- b. The Teacher's Manual for A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G

##### Reference Books

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amar kantik, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
5. Small is Beautiful - E. F Schumacher.
6. Slow is Beautiful - Cecile Andrews
7. Economy of Permanence - J C Kumarappa
8. Bharat Mein Angreji Raj - Pandit Sunderlal
9. Rediscovering India - by Dharampal
10. Hind Swaraj or Indian Home Rule - by Mohandas K. Gandhi
11. India Wins Freedom - Maulana Abdul Kalam Azad
12. Vivekananda - Romain Rolland (English)
13. Gandhi - Romain Rolland (English)
14. Susan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
15. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth - Club of Rome's report, Universe Books.
16. A Nagaraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantik.
17. P L Dhar, R R Gaur, 1990, Science and Humanism, Commonwealth Publishers.
18. A N Tripathy, 2003, Human Values, New Age International Publishers.
19. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
20. E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press
21. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
22. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
23. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

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### VTU Centre for Distance and Online Education (VTU - CDOE)

#### Web links and Video Lectures (e-Resources):

- Value Education websites,
- <https://www.uhv.org.in/uhv-ii>,
- <http://uhv.ac.in>,
- <http://www.uptu.ac.in>
- Story of Stuff,
- <http://www.storyofstuff.com>
- Al Gore, An Inconvenient Truth, Paramount Classics, USA
- Charlie Chaplin, Modern Times, United Artists, USA
- IIT Delhi, Modern Technology - the Untold Story
- Gandhi A., Right Here Right Now, Cyclewala Productions
- [https://www.youtube.com/channel/UCQxWr5QB\\_eZUnwxSwxXEkQw](https://www.youtube.com/channel/UCQxWr5QB_eZUnwxSwxXEkQw)
- [https://fdp-si.aicte-india.org/8dayUHV\\_download.php](https://fdp-si.aicte-india.org/8dayUHV_download.php)
- <https://www.youtube.com/watch?v=8ovkLRYXIjE>
- <https://www.youtube.com/watch?v=OgdNx0X923I>
- <https://www.youtube.com/watch?v=nGRcbRpvGoU>
- <https://www.youtube.com/watch?v=sDxGXOgYEKM>

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Centre for Distance and Online Education (VTU - CDOE)

Website Design & Development		Semester	V
Course Code	OBBD501	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination Nature (SEE)	Theory / Theory and Problems		
Course objectives: <ul style="list-style-type: none"><li>• This course provides a hands-on introduction to website design and development tailored for business applications.</li><li>• Students will learn essential skills and tools to create professional websites that meet the needs of modern businesses.</li></ul>			
MODULE-1 Introduction to Web Design and Development			8 hrs
Introduction to Web Design and Development: Understanding the importance of websites for businesses, Overview of web technologies and trends, Setting up development environments			
Responsive Web Design: Understanding responsive design principles, Media queries and flexible layouts, Testing and debugging responsive websites, Mobile-first design approach			
MODULE-2 HTML, CSS, JavaScripts			10 hrs
HTML (Hypertext Markup Language): Introduction to HTML structure and syntax, creating web page structure with HTML, HTML tags, attributes, and semantic elements, HTML5 features and best practices			
CSS (Cascading Style Sheets): Styling web pages with CSS, Selectors, properties, and values, Layout techniques with CSS, CSS frameworks and libraries			
JavaScript Basics: Introduction to JavaScript Variables, data types, and operators, Functions and control structures, Debugging JavaScript code			
MODULE-3 Content Management Systems and Website Security			6 hrs
Introduction to Content Management Systems (CMS): What is a CMS?, Exploring popular CMS platforms (e.g., WordPress, Joomla), Setting up a basic website using a CMS			
Website Security: Common security threats, Securing websites with HTTPS, Best practices for website security			

  
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<b>MODULE-4 Introduction to Website Design Tools</b>	<b>8 hrs</b>
<b>Introduction to Website Design Tools:</b> Overview of popular design tools (e.g., Adobe XD, Figma) Creating wireframes and mockups, Design principles and user experience (UX) considerations. Web Hosting and Domain Management: Registering a domain name, choosing a hosting provider Hosting options (shared, VPS, dedicated), Domain and hosting management	
<b>MODULE-5 Introduction to SEO and E-commerce Website Development</b>	<b>8 hrs</b>
<b>Introduction to SEO:</b> Understanding SEO fundamentals, On-page and off-page SEO techniques and Optimizing content for search engines <b>E-commerce Website Development:</b> Overview of e-commerce platforms (e.g., Shopify, WooCommerce), Building an online store, Payment gateways and security	
<b>Course Outcomes:</b>  CO1: Understand the fundamentals of web design and development CO2: Remember the web design tools and content management systems CO3: Explore basics of SEO and fundamentals of E-Commerce Website Development  <b>Suggested Learning Resources:</b>  <b>Books</b> <b>Recommended Books:</b> 1. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Robbins, O'Reilly Media 2. "Payment Gateway Guide: Understand the world of payment gateways for ecommerce and retail payment processing" by Joshua Allen.  <b>Reference Books:</b> 1. "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach 2. Web Development and Design Foundations` by Terry Ann Felke-Morris <b>Web links and Video Lectures (e-Resources):</b>  <a href="https://www.udemy.com/course/complete-web-design-course/">https://www.udemy.com/course/complete-web-design-course/</a>  <a href="https://www.youtube.com/watch?v=B-ytMSuwbF8">https://www.youtube.com/watch?v=B-ytMSuwbF8</a>	

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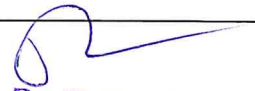


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Centre for Distance and Online Education (VTU - CDOE)

Content Marketing		Semester	V
Course Code	OBBD502	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	100% Theory		
<b>Course objectives:</b> <div>1. To familiarize students with the basic concepts, models, and framework of content marketing.</div> <div>2. To enhance students' learning on the content marketing in order to achieve business and strategic objectives.</div> <div>3. To enable students to think about application and usage of content marketing as a strategic tool.</div> <div>4. To enable students to demonstrate an ability to discuss how the external and internal elements in the organization relate to the various context of content marketing.</div>			
<b>MODULE-1</b>		<b>8 Hours</b>	
Introduction to content marketing - Meaning, importance, functions The Role of content marketing, Six principles of content marketing, applying the Behavioral Framework within the content marketing context, Content maturity model, A content marketing business model.			
<b>MODULE-2</b>		<b>8 Hours</b>	
Defining content marketing niche and strategy development -Planning your content strategy, Treating content as an asset, Building audience personas, Defining the engagement cycle, developing on-brand content, creating brand ambassadors, Enhanced branding			
<b>MODULE-3</b>		<b>8 Hours</b>	
Content marketing development and distribution - Analyzing current content assets, developing different types of content, finding good content within your organization, Creating content on your audience wants, developing an effective editorial calendar.			
<b>MODULE-4</b>		<b>8 Hours</b>	
Measuring and evaluating content marketing Impact - Content Marketing, Pyramid, Brief overview analytics and tracking, creating a content promotion plan, How to measure the success of your content marketing, Best practices in content marketing.			

  
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## Centre for Distance and Online Education (VTU - CDOE)

MODULE-5	8 Hours
Role of ethics/ diversity in content marketing - Importance of considering diversity in developing and marketing content, KPIs for content marketing, Ethical issues in the digital age, Applying principles in real world case studies.	

### Course Outcomes:

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

1. Apply the learnt concepts of content marketing for aligning the marketing systems with the strategic business objectives of organization.
2. Evaluate the context of content marketing issues, policies, and management decisions with an ability to generate feasible solutions in the space of content marketing.
3. Apply the learnt knowledge as a strategic tool to aid a better digital marketing decisions.
4. Exhibit the ability to make reasoned, ethical decisions based on professional standards and practices for achieving business excellence.

### Suggested Learning Resources:

#### Books

#### Recommended Books:

- Pulizzi, J., & Barrett, N. (2009). Get content get customers-Turn Prospects into buyers with content marketing. Newyork: Tata McGraw Hill Education Private Limited .
- Social Marketing in India 1<sup>st</sup> Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)

#### Reference Books:

- Social Media Marketing All in one for Dummies, Jan Zimmerman and Deborah Ng. 2012.
- Social Media Marketing, Craft , D. (2020), Kindle e-Book.

#### Web links and Video Lectures (e-Resources):

- <https://core.ac.uk/download/pdf/38092806.pdf>
- [https://assets-global.website-files.com/60b6c766076ff7502004dcb3/618afdaff2214369a8d25fe6\\_Content%20Marketing%20.pdf](https://assets-global.website-files.com/60b6c766076ff7502004dcb3/618afdaff2214369a8d25fe6_Content%20Marketing%20.pdf)

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Centre for Distance and Online Education (VTU - CDOE)

Search Engine Optimization		Semester	V
Course Code	OBBD503	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory		
Course objectives:			
<div><div>1. Understand the latest SEO ranking factors, mobile ranking factors and Google algorithms.</div><div>2. Define SEO Key Performance Indicators (KPIs), benchmark SEO competitiveness and conduct link quality and backlink effectiveness audits.</div><div>3. Understand consumer keyword search behaviour and perform a gap analysis.</div></div>			
MODULE-1: Introduction To SEO			08 hrs
What is Search Engine Optimization, Basics Of SEO, How SEO Works, Scope Of SEO, History of Google, SEO Techniques (On-Page and Off-Page), Difference between White Hat, Grey Hat, and Black Hat SEO, Need Of SEO, Things to Keep In Mind Before Getting Started With SEO of Website, What is Ranking, What is SERP, How does Google rank a Website?, Paid Vs Organic Result, Getting familiar with terms like crawlers, robots, and spiders, Understanding Google Updates/ Penalties.			
MODULE-2: Keyword Research			08 Hrs
Introduction To Keyword Research, Types of Keywords, Why and How to choose the right keywords? Tools for keyword research – Free and Paid, Understanding Keyword Properties, How to Find Competition? How to Add Keywords in Content?			
MODULE-3: Local SEO			08 Hrs
What is Local SEO, Setup Google Business Profile Account, Understanding Google, Business Profile Policy, Local SEO Ranking Factors, Local Business Models Details, Google Business Profile Dashboard Overview, Make Free Google Business Profile Website, How to Optimize Local SEO to Rank on the Top.			
MODULE-4: On-Page SEO Optimization			08 Hrs
What is On-Page Optimization? On-Page SEO Ranking Factors, how to publish your article in WordPress? How to improve On-Page SEO score using Rank Math? On-Page SEO Plugins List.			

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MODULE-5: Off-Page SEO Optimization	08 Hrs
What is Off-Page SEO? What are the Backlinks? What are do-follow and no-follow links? What are Domain Authority and Page Authority? What is a Link Wheel? Backlinks Hierarchy Structure, How to Get Link Juice? Social Bookmarking, Web 2.0, Article Submissions, Image/Video Submissions, Email Outreach, Social Signals, PR (Press Release)	

**Course Outcomes:** On successful completion of the course, the student will able to demonstrate:

1. Understand concepts of search engine marketing including various elements of search engine marketing plan.
2. Create effective landing pages by understanding web users' behavior

**Suggested Learning Resources:**

**Books**

**Recommended Books:**

1. Introducing SEO – Your Quick start guide to effective SEO practices, Aravind Shenoy, Anirudh prabhu – Apress.
2. Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (IBM Press) 3rd Edition, Kindle Edition by Mike Moran, Bill Hunt.

**Reference Books:**

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela, Joseph Kerschbaum.
2. A Beginners Guide to Paid Search Marketing: Search Engine Marketing for Beginners by Tarek Riman (2020)
3. Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

**Web links and Video Lectures (e-Resources):**

[https://www.westga.edu/its/assets-its/docs/seo\\_class.pdf](https://www.westga.edu/its/assets-its/docs/seo_class.pdf)

[https://www.slideshare.net/travel\\_affair/seo-project-report](https://www.slideshare.net/travel_affair/seo-project-report)

<https://www.youtube.com/watch?v=DvwS7cV9GmQ>

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Centre for Distance and Online Education (VTU - CDOE)

Social Media Marketing		Semester	V
Course Code	OBBD504	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	100% Theory		
<b>Course objectives:</b> <ul style="list-style-type: none"><li>To introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.</li></ul>			
<b>MODULE-1</b>		<b>8 Hours</b>	
Introduction - Introduction to Social Media, What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management - Touch point analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets. Blogging-types, platforms			
<b>MODULE-2</b>		<b>8 Hours</b>	
Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO’s and Don’ts of Social media.			
<b>MODULE-3</b>		<b>8 Hours</b>	
Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.			
<b>MODULE-4</b>		<b>8 Hours</b>	
Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.			
<b>MODULE-5</b>		<b>8 Hours</b>	
Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.			

  
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## Course Outcomes:

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

1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
2. Develop social media marketing goals, objectives and content.
3. Design and develop an effective Blog.
4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
5. Establish a Video Marketing Strategy and learn YouTube Advertising.
6. Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
7. Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing.

## Suggested Learning Resources:

### Books

### Recommended Books:

- Social Media Marketing for Beginners: Create Successful Campaigns, Gain more Fans and boost sales from any social network by F.R.Media, 2/e, June 2014.
- Social Media Marketing, Michael Solomon and Tracy Tuten, , Pearson,2013

### Reference Books:

- Social Media Marketing All in one for Dummies, Jan Zimmerman and Deborah Ng. 2012.
- Social Media Marketing: Tracy L. Tuten (2021).
- Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts

### Web links and Video Lectures (e-Resources):

- [https://www.lpude.in/SLMs/Master%20of%20Computer%20Applications/Sem\\_4/DEMKT505\\_DIGITAL\\_AND\\_SOCIAL\\_MEDIA\\_MARKETING.pdf](https://www.lpude.in/SLMs/Master%20of%20Computer%20Applications/Sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf)
- [http://www.gov.pe.ca/photos/original/IPEI\\_ebiz\\_smmkt.pdf](http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.pdf)
- [https://www.lpude.in/SLMs/Master%20of%20Computer%20Applications/Sem\\_4/DEMKT505\\_DIGITAL\\_AND\\_SOCIAL\\_MEDIA\\_MARKETING.pdf](https://www.lpude.in/SLMs/Master%20of%20Computer%20Applications/Sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf)

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## Centre for Distance and Online Education (VTU - CDOE)

*Personality*

Personal Development & Employability Skills			
Course Code	OBBD505	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<b>Course Learning objectives:</b> To acquaint the elementary knowledge of employability. To make students understand the corporate expectations To develop the students employable			
<b>Module-1</b>		<b>(5 Hours)</b>	
<b>Introduction to Employability:</b> 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)			
<b>Module-2</b>		<b>(5 Hours)</b>	
<b>Recent Trends in Employability:</b> Knowledge in digital era, smart logistics, supply chains, online test, interviews without interviewers, career trends in corporate functioning, pyramid model for developing			
<b>Module-3</b>		<b>(10 Hours)</b>	
<b>Self-awareness/Discovery of self:</b> 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)			
<b>Module-4</b>		<b>(10 Hours)</b>	
<b>Understand the Basic Corporate Knowledge related to Employability:</b> 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)			
<b>Module-5</b>		<b>(10 Hours)</b>	
<b>Practice for developing Employability:</b> 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).			
<b>Semester End Examination:</b> <ul style="list-style-type: none"><li>100 percent theory</li></ul>			

→ employability (Theory only)

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## 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	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	

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Centre for Distance and Online Education (VTU - CDOE)

Influencer Marketing		Semester	VI
Course Code	OBBD601	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory: 100 percentage		
Course objectives: <ul style="list-style-type: none"><li>To understand the basics of influencer marketing</li><li>To learn how to find and connect with influencers</li><li>To create effective influencer marketing campaigns</li><li>Track the results of an influencer marketing campaign and measure its ROI.</li></ul>			
Module-1			
Introduction to Influencer Marketing: Definition, Evolution, Importance of influencer marketing in the digital age, Types of influencers and their roles.			
Module-2			
Identifying Target Audiences: Understanding your target audience, How to find the right influencers for your brand, Using audience demographics and psychographics, The new rule of engagement in identifying influencer, Outsourcing influencer marketing.			
Module-3			
Content Creation and Collaboration: Developing creative content ideas, Collaborating effectively with influencers, Ensuring brand alignment in content, Know the Risks: The Dark Side of Influencer Collaboration			
Module-4			
The Main Platform for influencer marketing :Blog Influencer, Instagram Influencer ,Twitter Influencer, Facebook Influencer, Pinrest Influencer ,video Influencer, Launching the influencer marketing campaign Monitoring and managing influencer partnerships Adapting to real-time feedback			
Module-5			
Measuring Success and Challenges and Future Trends : Key performance indicators (KPIs) for influencer campaigns Analyzing campaign data and metrics Making data-driven adjustments, Common challenges in influencer marketing, Emerging trends and the future of influencer marketing Adapting to changing social media platforms			

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### Course Outcomes:

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

Sl. No.	Description	Blooms Level
CO1	To apply thinking abilities for decision-making.	L1
CO2	To identify business opportunities in a workspace	L2
CO3	To lead themselves and others in achieving organisational goals.	L3

### Suggested Learning Resources:

#### Recommended Books:

1. Influencer Marketing For Dummies Kristy Sammis, Cat Lincoln, Stefania Pomponi
2. Digital influence: unleash the power of influencer marketing to accelerate your global business. Palgrave Macmillan, Cham, Switzerland

#### Reference Books:

1. Influencer Marketing Building Brand Communities and Engagement, Joyce Costello, Sevil Yesiloglu
2. Influencer Marketing Strategy: How to Create Successful Influencer Marketing by Gordon Glenister.

#### Web links and Video Lectures (e-Resources):

- <https://www.coursera.org/learn/influencer-marketing-strategy>
- <https://influencemarketinghub.com/influence-co>

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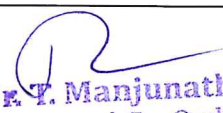


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Centre for Distance and Online Education (VTU - CDOE)

Affiliate Marketing		Semester	VI
Course Code	OBBD602	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	100% Theory		
Course objectives:			
<ul style="list-style-type: none"><li>Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals.</li><li>To help the students to understand the ways to Promote Your Own Business in an Effective Manner.</li></ul>			
MODULE-1		8 Hours	
Introduction to Affiliate Marketing: History of Affiliate Marketing, How affiliate Marketing works-Affiliate Program payment methods-Cookies, Cookie Stuffing and Affiliates-Ad sense- Email spam, search engine spam, Google slap, adware, trademark bidding-Tiered Affiliate Marketing Cross selling and up selling-Multi tier marketing and commissions. List of affiliate marketing software, Tips and tricks to improve affiliate Marketing.			
MODULE-2		8 Hours	
Enrolling in an Affiliate Marketing Program: Signing up as an Affiliate-Logging into your affiliate account-Integrating Affiliate Links into your websites-Monitoring affiliate performance and tracking sales - Setting up an affiliate website.			
MODULE-3		8 Hours	
Types of Affiliate Marketing: Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.			
MODULE-4		8 Hours	
Strategies to improve Affiliate Marketing - Affiliate Links and how to deal with them-Promoting your affiliate program-Overcoming the challenges of affiliate marketing Performing market analysis and market research-Market strategies Establishment-Affiliate Marketing and organic Search Optimization.			

  
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### MODULE-5

8 Hours

Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages Screen affiliates-Combating affiliate fraud.

#### Course Outcomes:

1. Understand the benefits of being a third-party seller.
2. Learn various audience engagement strategies.
3. Understand the methods to track the sales performance through affiliate links.
4. Understand how different ways of payments benefit an affiliate.
5. Understand the best channels of affiliate marketing.

#### Suggested Learning Resources:

##### Books

##### Recommended Books:


1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
2. Evgenii Prussakov: Affiliate Program Management: An Hour a Day (2011)

##### Reference Books:

- Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
- Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

#### Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=0-Bof0SU7ZI>
- [https://www.youtube.com/watch?v=CF3Uk2jc\\_ig](https://www.youtube.com/watch?v=CF3Uk2jc_ig)
- [https://www.iab.com/wp-content/uploads/2016/11/IAB-Affiliate-Marketing-Handbook\\_2016.pdf](https://www.iab.com/wp-content/uploads/2016/11/IAB-Affiliate-Marketing-Handbook_2016.pdf)

  
Dr. T. Manjunatha  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU - CDOE)

Neuro Marketing		Semester	VI
Course Code	OBBD603	CIE Marks	30
		SEE Marks	70
Credits	4	Total Marks	100
		Exam Hours	3
Examination nature (SEE)	Theory / Theory and Problems		
Course objectives:			
<ul style="list-style-type: none"><li>• This course explores the interdisciplinary field of neuromarketing, combining neuroscience, psychology, and marketing principles to understand consumer behavior.</li><li>• Students will learn how to apply neuroscientific insights to marketing strategies and campaigns.</li></ul>			
MODULE-1 Introduction to Neuromarketing			
Introduction to Neuromarketing: Understanding the Basics of Neuromarketing, Historical Development and Significance.			
Neuroscience Fundamentals: Brain Structure and Function, Neurotransmitters and Hormones Neuroimaging Techniques (fMRI, EEG, etc.)			
MODULE-2 Neuropsychology of Marketing			
Consumer Behavior and Decision-Making: Cognitive Processes in Decision-Making, Emotional Factors in Consumer Behavior, Factors Influencing Consumer Choices			
Neuropsychology of Marketing: Perception and Attention in Marketing, Memory and Its Role in Brand Recall, Emotion and Its Impact on Consumer Decisions			
MODULE-3 Applications & Strategies of Neuromarketing			
Applying Neuromarketing: Neuromarketing Research Methods and Tools, Case Studies of Successful Neuromarketing Campaigns, Neuromarketing in Different Industries (e.g., Retail, Advertising, Hospitality)			
Developing Neuromarketing Strategies, A/B Testing and Optimizing Marketing Campaigns, Measuring the Effectiveness of Neuromarketing Efforts			
MODULE-4 Future Trends in Neuromarketing			
Neuroeconomics: Neuroeconomics and Rational Decision-Making, Neuroeconomics in Pricing and Product Design, Prospect Theory and Loss Aversion			
Emerging Technologies in Neuromarketing, Predictive Analytics and AI in Consumer Behavior Analysis, The Future of Ethical Considerations in the Field			

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## Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU - CDOE)

### MODULE-5 Neuromarketing and Ethics

Ethical Considerations in Neuromarketing, Regulatory Frameworks and Guidelines, Responsible Use of Neuromarketing Insights.

Case Studies: Pepsi vs. Coca-Cola, Campbell's Soup Redesign, Nestlé's Nescafé Gold Blend, Neuroscience-Based Web Design

#### Course Outcomes:

CO1: Understanding of neuromarketing principles

CO2: Ability to critically analyze and apply neuroscientific insights in marketing contexts, and an awareness of the ethical considerations within the field.

CO3: Designing and evaluating neuromarketing strategies and campaigns.

#### Suggested Learning Resources:

- Neuromarketing.com
- Neurosciencemarketing.com
- MarketingWeek - Neuromarketing
- HubSpot - The Science of Neuromarketing

#### Books

##### Recommended Books:

1. Renvoisé, Patrick; Morin, Christophe (2007). Neuromarketing: Understanding the "Buy Buttons" in Your Customer's Brain. Nashville: Thomas Nelson.
2. Introduction to Neuromarketing & Consumer Neuroscience", (2015) by Dr. Thomas Z. Ramsoy

##### Reference Books:

1. Basics of Neuromarketing by Dr Harit Kumar, Variety Books Publishers Distributors
2. Digital Neuromarketing: The Psychology of Persuasion in The Digital Age", (2015) by Sam Page

##### Web links and Video Lectures (e-Resources):

<https://www.coursera.org/learn/neuromarketing>

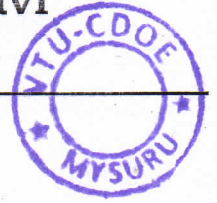
[https://www.youtube.com/watch?v=5X-cq\\_CmcEU](https://www.youtube.com/watch?v=5X-cq_CmcEU)

<https://www.youtube.com/watch?v=UEtE-el6KKs>

<https://www.youtube.com/watch?v=LpJvuPOG40M>

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**Bachelor of Business Administration in Digital Marketing**

**ASSESSMENT GUIDELINES (BOTH CIE AND SEE)**

The weightage of Continuous Internal Evaluation (CIE) is 30% and for Semester End Exam (SEE) is 70%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 50% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE and SEE taken together.

**Continuous Internal Evaluation:**

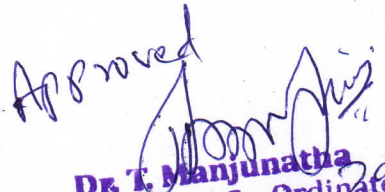
The CIE will be for 30 Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE. CIE Marks will be based on 30 objective type questions (MCQ's, Fill in the blanks, one word answer, etc.) from all the Modules. Equal weightage should be given to all the modules.

**Semester End Examination:**

The SEE question paper will be set for 70 marks & will have three sections

- **Section-A** consists of 20 objective type questions carrying 1 mark each. All questions are compulsory
- **Section-B** consists of 8 questions carrying 6 marks each. The students will have to answer 5 complete questions
- **Section-C** will be Case Study pertaining to any of the module carrying 20 marks, which is compulsory

  
**PROGRAMME CO-ORDINATOR  
MANAGEMENT**  
Visvesvaraya Technological University  
Centre for Distance and Online Education  
MYSURU-570 029

  
**Dr. T. Manjunatha**  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



## **Bachelor of Business Administration in Digital Marketing**

### **PROJECT WORKGUIDELINES**

Project Work	Semester	VI	
Course Code	OBB DPR 404	CIEMarks	30
TeachingHours/Week(L: P: SDA)	0:4:0	SEE Marks	70
Credits	08	ExamHours	03

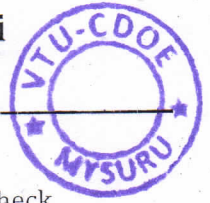
#### **Objective**

To expose the students to understand the working of the organization/company/ industry and take up an in-depth study of an issue/problem in the area of specialization.

#### **General guidelines**

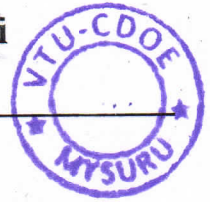
- Each candidate shall carry out the project work independently as per Scheme of Teaching and Evaluations under the guidance of one of the faculty members of the Department.
- If the project is of inter-disciplinary nature, a co-guide shall be allotted by the University from the other concerned department.
- The topic and title of the dissertation shall be chosen by the candidate in consultation with the guide and co-guide, if any, before the commencement of fourth semester.
- The subject and topic of the dissertation shall be from the major field of studies of the candidate. Modification of only the title but not the field of work may be permitted at the time of final submission of dissertation report during fourth semester.
- The Project Work and Dissertation preparation could be carried out by the students either in their work place/ institution/ any industry/ R&D labs/ business organizations.
- The candidate shall submit a soft copy of the dissertation work to the University.
- The soft copy shall contain the entire Dissertation on the project work in monolithic form as a PDF file (not separate chapters).
- The Guide, after satisfying himself/herself on the suitability of the dissertation and checking the report for completeness and shall upload the Dissertation along with the name, University Seat Number, address, mobile number of the candidate etc., as prescribed in the form available on online Dissertation evaluation portal.





- Once the Guide uploads the dissertation, the same shall be linked for plagiarism check. The allowable plagiarism index shall be less than or equal to 25%. If the check indicates a plagiarism index greater than 25%, he/she shall, resubmit the dissertation to the Registrar (Evaluation)/Regional Centre/ Head Office, VTU along with the penal fees.
- By keeping the business trend in the present scenario, university has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee. It is the total responsibility of the internal guide to monitor the freelance project.
- In case, business problem selected from a Company, no two students of an institute shall work on the same problem in the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.
- On completion of the project work, student shall prepare a report with the following format.
  - i. The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size and shall be in the A4 size 1" margin on all the sides (1.5 inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.
  - ii. The report shall have a title sheet with the title of the project, guide details and month & year of admission.
  - iii. A certificate by the guide, Programme Coordinator and the Director indicating the bonafide performance of the project by the student to be enclosed.
  - iv. An undertaking by the student to the effect that the work is independently carried out by him/her.
  - v. The certificate from the organization if applicable (if its Freelance project, certificate is not required and internal guide can issue a certificate for successful completion).





**Project Report Evaluation:**

- Internal evaluation will be done by the internal guide.
- External valuation shall be done by faculty members of PG centers of VTU and VTU affiliated institutes with minimum of 10 years experience.
- **Viva-Voce / Presentation:** A viva-voce examination shall be conducted online where a student is expected to give a presentation of his/ her work.
- Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.

**CONTENTS OF THE INTERNSHIP REPORT**

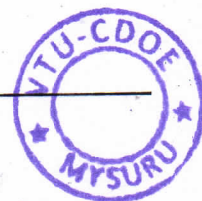
- Cover page
- Certificate from the Organization (scanned copy if applicable)
- Certificate from the Guide, Programme Coordinator (scanned copy) indicating bonafide performance of Project by the student
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

**Chapter 1: Introduction**

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitor's information, SWOT Analysis, Future growth and prospects and Financial Statement.

**Chapter 2: Conceptual background and Literature review**

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).



### Chapter 3: Research Design

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

### Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

### Chapter 5: Findings, Conclusion and Suggestions

Summary of findings, Conclusion and Suggestions / Recommendations

**Bibliography:** Books, Articles names, etc. to be mentioned as per APA style.

**Annexure:** Relevant to the project such as figures, graphs, photographs etc.

### Rubrics for Project Work (OBBDPR404)

Sl. No.	Evaluation Type	Particulars	Marks
1	CIE	Internal Assessment by the Guide- Based on the Presentations by Students	30
2	SEE	Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation	35
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	35
Total			100

### Rubrics for Project Evaluation and Viva voce Examination

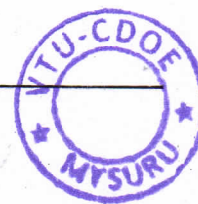
#### A. Internal Assessment by the Guide- Based on three Presentations by Students

Sl. No.	Aspects	Marks
1	Three Presentations	5
2	Introduction and Methodology	5
3	Industry and Company Profile	5
4	Theoretical background of study	5
5	Data analysis and interpretation	5
6	Summary of findings, suggestions and conclusion	5
Total		30

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**B. Report Evaluation by the Guide & External Examiner**

Sl. No.	Aspects	Marks
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	10
5	Summary of findings, suggestions and conclusion	10
Total		35

**C. Viva-Voce Examination to be conducted by the Guide and an External examiner  
from the Industry/ Institute (Joint Evaluation)**

Sl. No.	Aspects	Marks
1	Presentation and Communication Skills	5
2	Subject knowledge	5
3	Objectives of the study and Methodology	5
4	Analysis using statistical tools and statistical packages	10
5	Findings and appropriate suggestions	10
Total		35

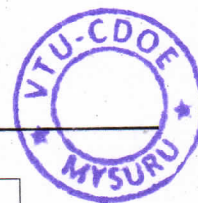
**Activity Chart to be followed during Project Work**

Activity	Remarks
Identifying the organization and Problem identification	Student individually identifies an organization or identifies problem for his/her study, according to his/her interest.
Problem statement & Research Design	His/ Her interests are discussed with project guides. Discussion with Internal Guide to decide on suitable design for the research
Synopsis Preparation	Preparation of Synopsis* & formulating the objectives
Presentation of Synopsis	The student will present the synopsis with the detailed execution plan to the Internal Guide and Programme Coordinator who will review and may: a. Approve b. Approve with modification or c. Reject for fresh synopsis

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Approval Status	The approval status is submitted to Programme Coordinator who will officially give concurrence for the execution of the Project
Understanding Structure, Culture and functions of the organization / Identifying of business problem from the Industry through the literature study	Student should understand products / services and the problems of the organization
Preparation of Research design and Research instrument for data collection	Discussion with the guide for finalization of research design and instrument in his/her domain and present the same to the guide. <b>(First Presentation)</b>
Data collection	Date collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. <b>(Second Presentation)</b>
Analysis and finalization of report	Students must use appropriate and latest statistical tools and techniques for analyzing the data. <b>(Third Presentation)</b>
Submission of Report	Final Report should be submitted to the University before one week of the commencement of theory examination.

**\*Synopsis of 3-4 pages to be submitted to the Programme Coordinator through the Guide**

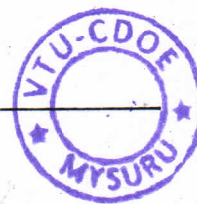
<b>Page 1</b>	Title, Contact Address of student- with details of Internal and External Guide (if applicable)
<b>Pages 2-4</b>	Short introduction with objectives and summary (300 words), Review of Articles / Literature about the topic with source of information.

#### **Formats for Project Report**

- Format of Cover Page
- Format of certificate by Company/Institution or from both
- Format of Declaration Page
- Format of Contents
- Format of List of Tables and Charts
- Format of Bibliography



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



(Title of the Project Work)

Submitted by

(Student Name)

(USN)

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

**In partial fulfillment of the requirements for the award of the degree of  
BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL MARKETING**

Under the guidance of

**INTERNAL GUIDE**

(Name & Designation)

**EXTERNAL GUIDE**

(Name & Designation)

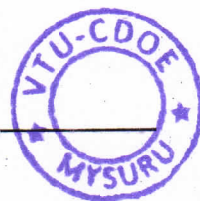
(Institute Logo)

**Department of Management**

**VTU's Centre for Distance and Online Education**

**Mysuru**

(Month & Year of submission)



**CERTIFICATE**

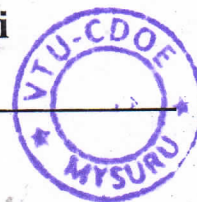
This is to certify that (Name of the Student) bearing USN (xxxx), is a bonafide student of Bachelor of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgavi. Project Report on "(Title of Report)" is prepared by him/her under the guidance of (Name of the Guide), in partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration in Digital Marketing of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of PC

Signature of Director





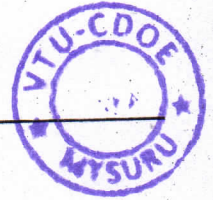
**DECLARATION**

I, (Student Name), hereby declare that the Project report entitled "(Title)" with reference to (Organization with place) prepared by me under the guidance of (Guide Name), faculty of M.B.A Department, (Institute name) and external assistance by (External Guide Name, Designation and Organization). I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Bachelor of Business Administration in Digital Marketing by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:

Signature of the Student

Date:



**Table of Contents**

Sl. No.	Contents	Page No's.
<b>Executive Summary</b>		
Chapter-1	Introduction	XXX
Chapter-2	Industry and Company profile	XXX
Chapter-3	Theoretical Background of the Study	XXX
Chapter-4	Data Analysis and interpretation	XXX
Chapter-5	Summary of Findings, suggestions and Conclusion	XXX
<b>Bibliography</b>		
<b>Annexures</b>		

**List of Tables**

Sl. No.	Particulars	Page No's.
1	Table showing ABC Analysis	XXX

**List of Figures/ Charts/ Graphs**

Sl. No.	Particulars	Page No's.
1	Graph showing ABC Analysis	XXX

*hs*  
**PROGRAMME CO-ORDINATOR**  
**MANAGEMENT**  
Visvesvaraya Technological University  
Centre for Distance and Online Education  
MYSURU-570 029

*Approved*  
**Dr. T. Manjunatha**  
Professor and Co-Ordinator  
Department of MBA  
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