# Centre for Distance and Online Education

# (VTU-CDOE)

## Master of Business Administration in Digital Marketing

### Scheme and Syllabus

(All Four Semesters)

## PROGRAM OUTCOMES (POs)

**MBA in Digital Marketing Graduate will be able to:**

- Apply knowledge of analysis, design, implement, and maintain business administration systems to meet the needs of industry.
- Able to identify, formulate problem definition for real world problems, analyse the literature and develop solutions.
- Able to assimilate and use state of the art of business administration, tools and techniques necessary for administration and management practices.
- Able to apply standards to manage projects and develop soft skills, and practice professional ethics in all environments.
- Able to communicate effectively in both verbal and written form.
- Able to function effectively as an individual, and as a member or leader in diverse teams, and in a multidisciplinary environment.
- Able to engage in self-learning for continual development as a administrating and management professional and analyse the impact of administration and management on individuals, organizations, research community and the society at large.

## PROGRAM SPECIFIC OUTCOMES (PSOs):

**MBA in Digital Marketing Graduate will be able to:**

PSO 1: Strategic Digital Marketing Proficiency

PSO 2: Data-Driven Decision-Making

PSO 3: Technological Proficiency

PSO 4: Ethical and Socially Responsible Marketing

PSO 5: Innovation and Entrepreneurship in Digital Marketing

PSO 6: Cross-Channel Marketing Integration

PSO 7: Customer-Centric Marketing

PSO 8: Global Digital Marketing Competence

PSO 9: Leadership and Team Management in Digital Marketing

## ❖ PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

**MBA in Digital Marketing Graduate will be able**

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

## MBA in Digital Marketing - PROGRAM OVERVIEW:

MBA in Digital Marketing program is structured - covering a comprehensive range of topics. The progression from introductory subjects to more specialized areas provides students with a strong foundation and the opportunity to delve deeper into specific aspects of digital marketing.

**Here's a brief overview and some thoughts on each semester:**

**Program Outcome for MBA in Digital Marketing:**

Upon successful completion of the MBA in Digital Marketing program, students should be able to:

**Semester-I:**

**Principles of Management (OMBD101):**

- Understand fundamental principles of management.
- Develop leadership and decision-making skills.

**Marketing Management (OMBD102):**

- Gain a comprehensive understanding of marketing concepts.
- Apply marketing strategies to real-world scenarios.

**Fundamentals of Digital Marketing (OMBD103):**

- Acquire a solid foundation in digital marketing principles.
- Demonstrate proficiency in using digital marketing tools and platforms.

**Google Marketing Platform and Web Analytics (OMBD104):**

- Master the use of Google Marketing Platform and analytics tools.
- Analyze data to make informed marketing decisions.

**Digital Entrepreneurship (OMBD105):**

- Develop entrepreneurial skills in the digital space.
- Formulate and execute digital business plans.

**Semester-II:**

**Human Resources Management (OMBD201):**

- Understand human resource management principles.
- Apply HR strategies in a digital marketing context.

**Search Engine Optimization & Marketing (OMBD202):**

- Implement effective SEO and SEM strategies.
- Optimize digital content for search engines.

**Financial Management (OMBD203):**

- Apply financial management principles in digital marketing projects.
- Understand the financial aspects of online campaigns.

**Business Research Methods (OMBD204):**

- Conduct and analyze business research in the digital marketing domain.
- Use research findings to inform marketing strategies.

**Digital Brand Strategy (OMBD205):**

- Develop and implement effective digital brand strategies.
- Evaluate and enhance the online brand presence.

**Semester-III:**

**Employability & Professional Skills (OMBD301):**

- Enhance employability skills in the digital marketing field.
- Develop professionalism and communication skills.

**Consumer Neuroscience (OMBD302):**

- Understand consumer behavior using neuroscience principles.
- Apply insights to design effective digital marketing campaigns.

**Universal Human Values (OMBD303):**

- Appreciate and apply universal human values in professional settings.

**Elective Courses (OMBD304X, OMBD305X, OMBD306X):**

- Gain in-depth knowledge in chosen elective areas (Sales Management, Affiliate Marketing, Franchise Marketing, Influencer Marketing, Content Marketing Strategy, Customer Relationship Management, LinkedIn Marketing, Twitter Marketing, Facebook Marketing).

**Semester-IV:**

**E-Commerce Marketing (OMBD401):**

- Understand the principles of e-commerce marketing.
- Develop and execute e-commerce marketing strategies.

**Artificial Intelligence in Digital Marketing (OMBD402):**

- Apply artificial intelligence in optimizing digital marketing efforts.
- Understand the impact of AI on marketing analytics.

**Elective Course (OMBD403X):**

- Choose an elective course to specialize further (Data Visualization, Website Development and Design, Email Marketing).

**Project Work (OMBD405):**

- Apply knowledge and skills acquired throughout the program in a practical project setting.
- Demonstrate the ability to plan, execute, and analyze a digital marketing project.

## Overall Program Outcomes:

Upon completion of the MBA in Digital Marketing program, graduates should be able to:

- Analyze, plan, and implement effective digital marketing strategies.
- Apply managerial and leadership skills in the context of digital business environments.
- Utilize emerging technologies, including AI and data analytics, for marketing optimization.
- Demonstrate expertise in various areas of digital marketing, including SEO, SEM, social media, and e-commerce.
- Adapt to evolving trends and technologies in the dynamic field of digital marketing.

## Detailed Scheme

### SEMESTER-I

| Sl. No | Code | Course Name | Credit |
|---|---|---|---|
| 1 | OMBD101 | Principles of Management | 4 |
| 2 | OMBD102 | Marketing Management | 4 |
| 3 | OMBD103 | Fundamentals of Digital Marketing | 4 |
| 4 | OMBD104 | Google Marketing Platform and Web Analytics | 4 |
| 5 | OMBD105 | Digital Entrepreneurship | 4 |
| **TOTAL CREDITS** | | | **20** |

### SEMESTER-II

| Sl. No | Code | Course Name | Credit |
|---|---|---|---|
| 1 | OMBD201 | Human Resources Management | 4 |
| 2 | OMBD202 | Search Engine Optimization & Marketing | 4 |
| 3 | OMBD203 | Financial Management | 4 |
| 4 | OMBD204 | Business Research Methods | 4 |
| 5 | OMBD205 | Digital Brand Strategy | 4 |
| **TOTAL CREDITS** | | | **20** |

### SEMESTER-III

| Sl. No | Code | Course Name | Credit |
|---|---|---|---|
| 1 | OMBD301 | Employability & Professional Skills | 4 |
| 2 | OMBD302 | Consumer Neuroscience | 4 |
| 3 | OMBD303 | Universal Human values | No Credits |
| 3 | OMBD304X | **Elective – I** | 4 |
| 4 | OMBD305X | **Elective – II** | 4 |
| 5 | OMBD306X | **Elective – III** | 4 |
| **TOTAL CREDITS** | | | **20** |

| Elective – I | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD304A | Sales Management |
| 2 | OMBD304B | Affiliate Marketing |
| 3 | OMBD304C | Franchise Marketing |

| Elective – II | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD305A | Influencer Marketing |
| 2 | OMBD305B | Content Marketing Strategy |
| 3 | OMBD305C | Customer Relationship Management |

| Elective – III | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD306A | LinkedIn Marketing |
| 2 | OMBD306B | Twitter Marketing |
| 3 | OMBD306C | Facebook Marketing |

## SEMESTER-IV

| Sl. No. | Code | Course Name | Credit |
|---|---|---|---|
| 1 | OMBD401 | E-Commerce Marketing | 4 |
| 2 | OMBD402 | Artificial Intelligence in Digital Marketing | 4 |
| 3 | OMBD403X | **Elective – IV** | 4 |
| 4 | OMBD404 | Project Work | 8 |
| **TOTAL CREDITS** | | | **20** |

| Elective – IV | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD403A | Data Visualization |
| 2 | OMBD403B | Website Development and Design |
| 3 | OMBD403C | Email Marketing |

| Principles of Management | Semester | I | |
|---|---|---|---|
| Course Code | OMBD101 | CIE Marks | 30 |
| Teaching Hours/Week (L: P: SDA) | 4:0:0 | SEE Marks | 70 |
| Credits | 04 | Exam Hours | 03 |

**Course Objectives**

- **Understanding the Foundations of Management:**
  Define the concept of management and its significance in organizational success.
  Trace the historical development of management thought and identify key contributors.
- **Exposure to Management Functions:**
  Explore the four primary functions of management: planning, organizing, leading, and controlling (POLC).
  Analyze how each function contributes to organizational effectiveness.
- **Development of Managerial Skills:**
  Identify and develop essential managerial skills, including decision-making, communication, leadership, and problem-solving.
  Evaluate the role of emotional intelligence in effective management.
- **Application of Strategic Planning:**
  Understand the importance of strategic planning in achieving organizational goals.
  Develop skills in conducting SWOT analysis and formulating strategic plans.
- **Organizational Structure and Design:**
  Examine various types of organizational structures and their impact on organizational behavior.
  Understand the factors influencing organizational design decisions.
- **Delegation and Empowerment:**
  Recognize the significance of delegation and decentralization in organizational effectiveness. Explore strategies for empowering employees and enhancing accountability.
- **Human Resource Management:**
  Comprehend the role of human resource management in staffing, training, and developing an organization's workforce.
  Analyze contemporary issues in human resource management.
- **Leadership Theories and Styles:**
  Explore different leadership theories and their application in various

organizational contexts.

Develop an understanding of different leadership styles and their impact on employee motivation and performance.

- **Motivation and Employee Engagement:**

  Understand major motivational theories and their relevance to employee performance.

  Identify strategies to enhance employee engagement and team collaboration.

- **Effective Communication:**

  Recognize the importance of effective communication in managerial roles.

  Develop communication skills for conveying information, resolving conflicts, and fostering a positive organizational culture.

- **Controlling and Performance Measurement:**

  Understand the role of control mechanisms in managing organizational performance.

  Develop skills in using key performance indicators (KPIs) and other metrics for performance evaluation.

- **Ethics and Social Responsibility:**

  Analyze ethical dilemmas in management and explore strategies for ethical decision-making.

  Understand the concept of corporate social responsibility and its impact on organizational sustainability.

- **Critical Thinking and Problem-Solving:**

  Develop critical thinking skills for analyzing complex management issues.

  Apply problem-solving techniques to real-world managerial challenges.

- **Integration of Technology in Management:**

  Explore the role of technology in modern management practices.

  Understand how digital tools and data analytics contribute to decision-making and organizational efficiency.

- **Preparation for Leadership Roles:**

  Equip students with the knowledge and skills required for leadership roles in diverse organizational settings.

| **Module-1** | **8 hours** |
|---|---|

**Introduction to Management**

Overview of Management, Definition and Significance of Management, Evolution of Management Thought, Functions of Management: POLC (Planning, Organizing, Leading, and Controlling)

| Module -2 | 8 hours |
|---|---|
| **Management Functions**<br>Planning in Management, Importance of Planning, Types of Plans: Strategic, Tactical, Operational, SWOT Analysis and Goal Setting, Organizing and Organizational Structure, Organizational Structure Types, Factors Influencing Organizational Design, Organizational Culture and its Impact | |
| **Module -3** | **8 hours** |
| **Managerial Skills and Decision-Making**<br>Managerial Roles and Skills, Mintzberg's Managerial Roles, Essential Managerial Skills, Emotional Intelligence in Management, Decision-Making Process, Rational Decision-Making Models, Bounded Rationality and Decision-Making in Uncertain Environments, Group Decision-Making and Consensus Building | |
| **Module-4** | **8 hours** |
| **Leading and Motivating**<br>Leadership Theories and Styles, Trait, Behavioral and Situational Leadership Theories, Transformational and Transactional Leadership, Leadership Challenges in the 21st Century, Motivation and Employee Engagement, Motivational Theories, Employee Engagement Strategies, Team Dynamics and Collaboration | |
| **Module-5** | **8 hours** |
| **Staffing and Human Resource Management**<br>Staffing and Recruitment, Recruitment and Selection Processes, Training and Development, Performance Appraisal and Feedback, Delegation and Empowerment, Importance of Delegation, Decentralization vs. Centralization, Empowerment and Accountability | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |
| **Books:**<br>**Online Textbooks:**<br>1. "Principles of Management" by Harold Koontz and Cyril O'Donnell:<br>2. "Management: A Practical Introduction" by Angelo Kinicki and Brian Williams:<br>3. "Management: Tasks, Responsibilities, Practices" by Peter F. Drucker:<br>4. "Introduction to Management" by David Duffield:<br>5. "Principles of Management" by M. S. Gosul, Dr. V.C. Sinha, Dr. Amol Singh: | |

**Teaching Learning Process:**

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

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

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

**Course outcome:**

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

| Sl. No. | Description | Blooms Level |
|---|---|---|
| CO1 | Outcome 1: Foundational Understanding of Management Principles, Description: Students will develop a solid foundation in the fundamental principles of management, including planning, organizing, leading, and controlling (POLC). They will be able to articulate the core concepts and historical evolution of management thought. | L1 |
| CO2 | Outcome 2: Application of Management Functions<br>Description: Students will demonstrate the ability to apply management functions in practical scenarios. They will analyze and evaluate real-world examples to understand how planning, organizing, leading, and controlling contribute to effective organizational management. | L3 |
| CO3 | Outcome 3: Development of Managerial Skills<br>Description: Students will identify and cultivate essential managerial skills, including decision-making, communication, leadership, and problem-solving. They will understand the role of emotional intelligence in effective management and apply these skills in various organizational contexts. | L2 |

| | | |
|---|---|---|
| CO4 | Outcome 4: Integration of Ethical and Social Responsibility Considerations<br>Description: Students will explore the ethical dimensions of management and understand the importance of social responsibility. They will be able to analyze ethical dilemmas in managerial decision-making and apply ethical principles to promote sustainable and socially responsible business practices. | L4 |

**Mapping of COs and Pos**

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

| Marketing Management | | | |
|---|---|---|---|
| **Course Code** | **OMBD102** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L: P: SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives:**

- **Understanding Marketing Fundamentals:**
  - Define the core concepts and principles of marketing.
  - Explore the role of marketing in creating customer value and satisfaction.
- **Market Analysis and Consumer Behavior:**
  - Analyze market trends, segments, and competitive dynamics.
  - Understand consumer behavior and its implications for marketing strategies.
- **Product and Brand Management:**
  - Examine the product development process and lifecycle.
  - Develop skills in brand positioning, differentiation, and management.
- **Pricing Strategies:**
  - Explore various pricing strategies and their impact on market positioning.
  - Understand the factors influencing pricing decisions.
- **Distribution Channel Management:**
  - Evaluate different distribution channels and their role in reaching target markets.
  - Understand logistics and supply chain management for effective distribution.
- **Integrated Marketing Communications:**
  - Explore the elements of promotional mix: advertising, sales promotion, public relations, and personal selling.
  - Develop integrated marketing communication plans.
- **Digital Marketing and Social Media:**
  - Understand the role of digital marketing in the contemporary business landscape.
  - Develop strategies for utilizing social media platforms in marketing.
- **Market Research and Analytics:**
  - Learn the importance of market research in decision-making.
  - Develop skills in using data analytics for marketing insights.
- **International Marketing:**
  - Understand the challenges and opportunities of marketing in a global context.
  - Explore strategies for entering and succeeding in international markets.

- **Marketing Ethics and Social Responsibility:**
  Discuss ethical considerations in marketing practices.
  Explore the role of marketing in promoting social responsibility.
- **Innovations in Marketing:**
  Stay updated on emerging trends and innovations in marketing.
  Understand the impact of technology on marketing strategies.
- **Strategic Marketing Planning:**
  Develop skills in creating comprehensive marketing plans.
  Understand the role of marketing in overall business strategy.
- **Entrepreneurial Marketing:**
  Explore marketing strategies tailored for entrepreneurial ventures.
  Understand the marketing challenges and opportunities in startups.
- **Customer Relationship Management (CRM):**
  Learn the importance of building and maintaining strong customer relationships.
  Explore CRM tools and strategies for customer retention.
- **Sales and Sales Management:**
  Understand the sales process and effective sales management.
  Develop skills in sales forecasting and territory management.
- **Marketing Metrics and Performance Measurement:**
  Learn to measure marketing effectiveness through key performance indicators.
  Understand the importance of ROI in marketing campaigns.
- **Application of Marketing Concepts in Real-world Scenarios:**
  Apply marketing concepts to real-world case studies and projects.
  Develop practical skills for solving marketing challenges.

| **Module 1:** | **8 Hours** |
|---|---|
| **Introduction to Marketing Management**<br>Overview of Marketing, Definition and scope of marketing, Evolution of marketing concepts, Role of marketing in business strategy<br>**Market Analysis and Consumer Behavior** Market Segmentation and Targeting, Market segmentation strategies, Target market selection, Positioning in the market | |
| **Module 2** | **8 Hours** |
| **Product and Brand Management**<br>Product Development and Lifecycle, New product development process, Product lifecycle strategies, Product portfolio management, **Branding Strategies,** Brand development and positioning, Brand equity and management<br>**Pricing:** Pricing Approaches, Pricing strategies and tactics, Psychological pricing, Value-based pricing | |

| Module 3 | 8 Hours |
|---|---|
| **Distribution Channel Management**<br>Distribution Channels, Types of distribution channels, Channel intermediaries and their roles, Managing logistics and supply chain.<br>**Integrated Marketing Communications**<br>Advertising and Promotion, Advertising strategies and media selection, Sales promotion and public relations, Personal selling and direct marketing | |
| **Module 4** | **8 Hours** |
| **Digital Marketing and Social Media**<br>Digital Marketing Strategies, Importance of digital marketing, Social media marketing<br>**Marketing Research and Analytics**<br>Market Research, Research methodologies, Data collection and analysis | |
| **Module 5** | **8 Hours** |
| **Marketing Ethics and Social Responsibility**<br>Ethical Considerations in Marketing, Ethical issues in advertising and promotion, Corporate social responsibility in marketing<br>**Strategic Marketing Planning**<br>Developing Marketing Plans, Components of a marketing plan, Strategic marketing planning process | |

**Semester End Examination:**
100 percent theory: 0 percent problems

**Suggested Learning Resources:**
**Books: Online Textbooks:**

1. **"Principles of Marketing" by Philip Kotler and Gary Armstrong:**
2. **"Marketing Management" by Philip Kotler and Kevin Lane Keller:**
3. **"Marketing: An Introduction" by Gary Armstrong and Philip Kotler:**
4. **"Contemporary Marketing" by Louis E. Boone and David L. Kurtz:**
5. **"Essentials of Marketing" by Jim Blythe:**

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

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

**Course outcome**

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

| Sl. No. | Description | Blooms Level |
|---|---|---|
| CO1 | Outcome 1: Strategic Marketing Proficiency<br>Description: Students will demonstrate a comprehensive understanding of strategic marketing principles, including market segmentation, targeting, and positioning. They will be able to develop effective marketing strategies aligned with organizational goals and market dynamics. | L1 |
| CO2 | Outcome 2: Integrated Marketing Communication Skills<br>Description: Students will acquire skills in designing and implementing integrated marketing communication plans. They will demonstrate the ability to utilize various promotional tools, such as advertising, sales promotion, public relations, and digital marketing, to effectively communicate with target audiences. | L2 |
| CO3 | Outcome 3: Analytical and Data-Driven Decision-Making<br>Description: Students will develop proficiency in marketing analytics, utilizing data to make informed decisions. They will be able to analyze market trends, consumer behavior, and key performance indicators, translating data insights into actionable marketing strategies for improved business performance. | L3 |
| CO4 | Outcome 4: Ethical and Socially Responsible Marketing Practices<br>Description: Students will cultivate an awareness of ethical considerations in marketing and demonstrate the ability to make socially responsible marketing decisions. They will understand the impact of marketing practices on diverse stakeholders and engage in critical discussions about the ethical dimensions of marketing strategies. | L4 |

**Mapping of COs and POs**

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

| Fundamentals of Digital Marketing | | | |
|---|---|---|---|
| **Course Code:** | **OMBD103** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P: SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

- This course aims to familiarize students with the concept of digital marketing and its current and future evolutions.
- It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

**Digital Marketing:** Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Reasons for Growth. Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click

| **Module-1** | **8 hours** |
|---|---|
| Evolution of Digital Marketing, Key Concepts of Digital Marketing, The Opportunity of Digital Marketing, Key Advantages of Digital Marketing | |
| **Module -2** | **8 hours** |
| Understanding Digital Marketing Strategies, Laws and Guidelines Basics, Strategy and Planning Overview | |
| **Module -3** | **8 hours** |
| Search Engine Marketing Basics, Email Marketing Overview, Mobile Marketing Overview | |
| **Module -4** | **8 hours** |
| Social Media Overview, Analytics Overview, Digital Marketing tools - An Overview, Marketing & Analytics essentials with Rank Watch. | |
| **Module-5** | **8 Hours** |
| Basics of Google Marketing Platform, Introduction to Pay Per Click Advertising, Introduction to Display Advertising | |

**Semester End Examination:**

100 percent theory: 0 percent problems

**Suggested Learning Resources:**

**Books**

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

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

**Teaching Learning Process:** 00000

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| Google Marketing Platform and Web Analytics | | | |
|---|---|---|---|
| **Course Code:** | **OMBD104** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P: SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

- **Understanding Google Marketing Platform (GMP):**
  Define the components and functionalities of the Google Marketing Platform. Explore how GMP integrates various tools such as Google Analytics, Google Ads, and Google Tag Manager.
- **Proficiency in Google Analytics:**
  Develop a deep understanding of Google Analytics features and capabilities. Learn to set up and configure Google Analytics accounts, properties, and views.
- **Data Collection and Interpretation:**
  Explore the process of data collection, tracking, and measurement within Google Analytics. Understand how to interpret key metrics and reports to derive actionable insights for marketing strategies.
- **Google Ads Integration and Campaign Management:**
  Integrate Google Analytics with Google Ads for comprehensive campaign tracking. Learn to set up, optimize, and measure the effectiveness of Google Ads campaigns using Google Analytics data.
- **Advanced Google Analytics Features:**
  Explore advanced features of Google Analytics, including custom dimensions, custom metrics, and event tracking. Understand the implementation of enhanced e-Commerce tracking for online businesses.
- **Google Tag Manager Implementation:**
  Learn the fundamentals of Google Tag Manager (GTM) and its role in streamlining tag deployment. Gain practical skills in setting up tags, triggers, and variables for effective data tracking.
- **Conversion Tracking and Attribution Modeling:**
  Understand the importance of conversion tracking and how it contributes to marketing success. Explore different attribution models and their impact on evaluating marketing channels.
- **Data Visualization and Reporting:**
  Develop skills in creating meaningful and visually appealing reports using Google Analytics.
  Understand the art of storytelling through data visualization for effective communication.

- **User Behavior Analysis:**
  Analyze user behavior on websites using Google Analytics data.
  Interpret user journey data to optimize website usability and enhance the overall user experience.
- **Performance Measurement and Optimization:**
  Learn strategies for measuring marketing campaign performance and return on investment (ROI).
  Explore techniques for optimizing marketing efforts based on analytics insights.
- **Integration with Other Platforms:**
  Understand how to integrate Google Analytics with other marketing platforms and tools for a holistic view of marketing performance.
  Explore integration possibilities with Customer Relationship Management (CRM) systems and email marketing platforms.
- **Privacy and Compliance:**
  Gain awareness of privacy considerations and compliance requirements related to web analytics.
  Understand the impact of regulations such as GDPR on data collection and user privacy.

| **Google Marketing Platform (GMP)** | **40 hours** |
|---|---|
| **Module 1:** | **8 Hours** |

**Introduction to Google Marketing Platform (GMP) and Web Analytics Basics**
**Overview of Google Marketing Platform (GMP)**
Introduction to GMP components: Google Analytics, Google Ads, Google Tag Manager, Understanding the role and integration of each component
**Introduction to Web Analytics**
Basics of web analytics and its importance, Historical evolution and significance of data-driven decision-making

| **Module 2:** | **8 Hours** |
|---|---|

**Setting Up Google Analytics**
Creating Google Analytics accounts, properties, and views, Implementation of tracking code on websites, Configuration of basic settings and goals
**Proficiency in Google Analytics**
**Navigating Google Analytics Interface**
Overview of Google Analytics dashboard and navigation, Understanding the main reporting sections

| **Module 3:** | **8 Hours** |
|---|---|
| **Data Collection and Reporting**<br>In-depth exploration of data collection, tracking, and measurement, Interpretation of key metrics and reports<br>**Advanced Features of Google Analytics**<br>Custom dimensions, custom metrics, and event tracking, Implementation of enhanced eCommerce tracking<br>**Conversion Tracking and Attribution Modeling**<br>Importance of conversion tracking in marketing, Overview of attribution models and their impact on campaign evaluation | |
| **Module 4:** | **8 Hours** |
| **Google Ads Integration and Campaign Management**<br>Integrating Google Analytics with Google Ads, Setting up Google Ads campaigns for effective tracking, Analyzing Google Ads performance using Google Analytics data, Campaign Optimization Strategies, Techniques for optimizing Google Ads campaigns based on analytics insights, A/B testing and continuous improvement practices, Performance Measurement and Reporting, Strategies for measuring and reporting campaign performance, Key performance indicators (KPIs) for advertising campaigns | |
| **Module 5:** | **8 Hours** |
| **Google Tag Manager Implementation and Advanced Topics**<br>Introduction to Google Tag Manager (GTM), Fundamentals of GTM and its role in tag deployment, Setting up tags, triggers, and variables, Data Visualization and Reporting, Creating meaningful and visually appealing reports in Google Analytics, Storytelling through data visualization<br>**User Behavior Analysis**<br>Analyzing user behavior on websites using Google Analytics, Interpreting user journey data for website optimization, Integration, Privacy, and Compliance<br>**Integration with Other Platforms**<br>Integrating Google Analytics with CRM systems and email marketing platforms, Holistic view of marketing performance | |

**Semester End Examination:**
100 percent theory: 0 percent problems

**Suggested Learning Resources:**

1. Books "Google Analytics Breakthrough: From Zero to Business Impact" by Feras Alhlou, Shiraz Asif, and Eric Fettman
2. "Learning Google Analytics" by Jesse Gordon

3. "Google Analytics Integrations" by Daniel Waisberg
4. "Google Analytics for Beginners" - Google Analytics Academy
5. "Google Tag Manager Fundamentals" - Google Tag Manager Help Center
6. "Google Ads Help Center" - Google Ads

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | Outcome 1: Proficient Utilization of Google Marketing Platform (GMP) Tools<br>Description: Students will demonstrate proficiency in using the various components of Google Marketing Platform, including Google Analytics, Google Ads, and Google Tag Manager. They will be able to navigate these tools, set up accounts, and integrate them for comprehensive marketing insights. | L1 |
| CO2 | Outcome 2: Advanced Web Analytics Competence<br>Description: Students will develop advanced skills in web analytics, including data collection, interpretation, and reporting using Google Analytics. They will be able to analyze website performance, user behavior, and key performance indicators to inform strategic decision-making. | L3 |

| | | |
|---|---|---|
| CO3 | Outcome 3: Strategic Marketing Decision-Making<br>Description: Students will apply web analytics data to make informed and strategic marketing decisions. They will understand how to optimize marketing campaigns, allocate resources effectively, and measure the impact of marketing efforts on organizational goals. | L2 |
| CO4 | Outcome 4: Implementation of Data-Driven Marketing Strategies<br>Description: Students will be capable of designing and implementing data-driven marketing strategies. They will utilize insights gained from Google Marketing Platform and web analytics to develop targeted campaigns, optimize user experiences, and enhance overall digital marketing performance. | L4 |

**Mapping of COs and POs**

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

| Digital Entrepreneurship | | | |
|---|---|---|---|
| **Course Code:** | **OMBD105** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P: SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

This course aims to provide students with a solid foundation in digital entrepreneurship, equipping them with the knowledge and skills needed to navigate the dynamic and competitive digital business landscape.

**Module-1** **8 hours**

**Understanding Digital Entrepreneurship Ecosystem:**

Develop a comprehensive understanding of the digital entrepreneurship landscape, including key players, trends, and opportunities.

**Digital Transformation and Innovation:**

Explore how digital technologies drive innovation and transformation in entrepreneurial ventures, fostering creativity and adaptability.

**Evaluating Digital Business Models:**

Analyze various digital business models, including e-commerce, SaaS, and digital platforms, to identify their strengths, weaknesses, and suitability for different contexts.

**Module -2** **8 hours**

**Entrepreneurial Mindset and Skills:**

Cultivate an entrepreneurial mindset, emphasizing skills such as risk-taking, problem-solving, and agility in the digital context.

**Identifying and Evaluating Opportunities:**

Learn methods for identifying and assessing digital business opportunities, considering market trends, customer needs, and competitive landscapes.

**Digital Marketing for Startups:**

Understand the role of digital marketing in the growth and success of startups, including effective strategies for brand building, customer acquisition, and retention.

| Module -3 | 8 hours |
|---|---|
| **Lean Startup Methodology:**<br>Introduce the principles of the lean startup methodology, emphasizing iterative development, customer feedback, and rapid prototyping in digital ventures.<br>**Digital Entrepreneurship Funding and Finance:**<br>Explore funding options and financial strategies specific to digital entrepreneurship, including crowdfunding, venture capital, and bootstrapping.<br>**Legal and Ethical Considerations:**<br>Address legal and ethical considerations in digital entrepreneurship, covering topics such as intellectual property, data privacy, and ethical business practices. | |
| **Module -4** | **8 hours** |
| **Developing a Digital Business Plan:**<br>Guide students in the development of a comprehensive digital business plan, incorporating market analysis, financial projections, and digital marketing strategies.<br>**Building and Scaling Digital Ventures:**<br>Examine the challenges and strategies involved in scaling digital ventures, considering factors like team dynamics, operational scalability, and market expansion.<br>**Case Studies and Industry Insights:**<br>Analyze real-world case studies of successful digital entrepreneurs and gain insights from guest lectures by industry experts in the field of digital entrepreneurship. | |
| **Module-5** | **8 Hours** |
| **Pitching and Presenting Digital Business Ideas:**<br>Enhance communication skills by preparing and presenting digital business ideas, focusing on effective pitching to potential investors and stakeholders.<br>**Continuous Learning and Adaptation:**<br>Foster a mindset of continuous learning, encouraging students to stay updated on emerging technologies, market trends, and best practices in digital entrepreneurship. | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |

**Suggested Learning Resources:**

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

Recommended reference materials for the subject "Fundamentals of Digital Entrepreneurship" in an MBA in Digital Marketing program:

1. Book: "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
   This book introduces the lean startup methodology, emphasizing the importance of validated learning, iterative development, and rapid experimentation.
2. Book: "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters Peter Thiel, co-founder of PayPal, provides insights on innovation and building successful startups, challenging conventional thinking in entrepreneurship.
3. Book: "Platform Revolution: How Networked Markets Are Transforming the Economy—And How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary Explores the dynamics of platform-based businesses and how they drive innovation and value creation in the digital era.
5. Book: "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
   Christensen's classic work explores the challenges established companies face in adapting to disruptive innovations and the opportunities for startups.
6. Book: "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant" by W. Chan Kim and Renée Mauborgne
   Discusses strategies for creating new market spaces and emphasizes the importance of innovation in entrepreneurship.
7. Online Course: "How to Start a Startup" (Stanford University, Y Combinator)
   A comprehensive series of lectures featuring insights from successful entrepreneurs and industry experts, covering various aspects of starting and scaling a startup.
8. Online Resource: Harvard Business Review - Entrepreneurship Section
   Access articles and case studies on entrepreneurship from Harvard Business Review, offering in-depth analysis and practical insights.
9. Website: Entrepreneur.com
   An online platform offering a wealth of articles, guides, and resources on entrepreneurship, including digital entrepreneurship topics.

10. Podcast: "How I Built This" by NPR
Features interviews with entrepreneurs and innovators, providing valuable insights into the challenges and successes of building and scaling businesses.
11. Case Studies: Harvard Business School - Entrepreneurship Cases
Explore case studies from Harvard Business School that focus on digital entrepreneurship, offering real-world scenarios and strategic decision-making challenges.
12. Book: "Platform Scale: How an emerging business model helps startups build large empires with minimum investment" by Sangeet Paul Choudary
Focuses on the concept of platform businesses and how startups can leverage this model for rapid growth and scalability.
13. Book: "The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know" by Alejandro Cremades
Offers practical advice on the fundraising process for startups, including strategies for approaching investors and negotiating deals.

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

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| Human Resources Management | | | |
|---|---|---|---|
| **Course Code** | **OMBD201** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P: SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

1. To impart the fundamental concepts of Human Resource management and provide the significance of HRM.
2. To prepare the students to apply the knowledge of HRM to solve organizational problems.
3. To enable the students analyze the organizational situation and prepare the HRM strategies for organizational development.
4. To demonstrate the knowledge in analyzing the organization's real time problems.

**Module-1** **8 Hours**

Human Resource Management: Introduction, Meaning, Nature, Importance, Scope of HRM, Evolution of HRM Systems approach to HRM, Traditional HR Vs Strategic HRM, Functions of HRM, principals of HRM. Role of HR manager, Latest Trends in HRM

**Module -2** **8 Hours**

HR planning: Introduction, Importance, Process of Human Resource planning, Tools for demand forecasting, Factors affecting HRP, Job Analysis: Uses, Process of job analysis.

Recruitment and Selection: Nature, Sources of recruitment, methods of recruitment, Factors affecting recruitment, Selection: Definition, Process, Induction.

| **Module -3** | **8 Hours** |
|---|---|
| Training and Development: Introduction, Training Vs Development, methods of training, methods of management development.<br>Performance Management: Introduction, objectives and benefits of Performance management, Performance counseling. Performance appraisal: meaning, objectives,methods of appraisal, Barriers to performance. | |
| **Module -4** | **8 Hours** |
| Compensation Administration: Introduction, components of pay structure in India, Factors influencing compensation level, Compensation determination process.<br>Incentives and benefits: Pay for performance, Incentives plan, Group incentive plans, Organization wide incentive plan, Fringe benefits, types of fringe benefits. | |
| **Module-5** | **8 Hours** |
| Employee Grievance and Disciple: Introduction, Grievance procedure, Discipline, Approaches to discipline, Misconduct or Indiscipline, Disciplinary action.<br>Collective Bargaining: Concepts, Features, objectives, Bargainable issue, Types of Bargaining, the process of collective bargaining, Suggestion for effective implementation of collective Bargaining. | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |
| **Suggested Learning Resources:**<br>**Books:**<br>1. Human Resource Management , VSP Rao, 3/e, Excel Books, 2010<br>2. Human Resource Management, K. Aswathappa , 6/e, McGraw Hill Education, 2010<br>3. Personnel and Human Resource Management, P Subba Rao, 5/e, HimalayaPublishing House, 2015<br>4. Human Resources Management authored by T.P Renuka Murthy by HPH, 2015 edition. | |

| Web links and Video Lectures (e-Resources): |
|---|
| • https://www.youtube.com/watch?v=zAy6xT8Rvag<br>• https://www.youtube.com/watch?v=w_wIMveGlrI&list=PLPjSqITyvDeXSq ZIgYD2XKKLGZtjrhDtl<br>• https://www.youtube.com/watch?v=wOCqMEVrW3Y&list=PL_a1TI5CC9R HmoV-nhwnqaoFA0b0mHURU<br>• https://www.youtube.com/watch?v=VU_7AaOZCLI |

**Course Outcomes:**

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

**Mapping of COS and POs**

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

| Search Engine Optimization (SEO) and Search Engine Marketing (SEM) | | | |
|---|---|---|---|
| **Course Code :** | **OMBD202** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

- This course aims to familiarize students with the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

**Digital Marketing:** Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click

| **Module-1** | **8 hours** |
|---|---|
| SEO Basics, Search Results and Positioning, Content Updates and Layout, Benefits of Search Position, Meta Tags, Stakeholders in Search, Site Maps, Mechanics of Search | |
| **Module -2** | **8 hours** |
| SEO Webmaster Tools, On-page/Off-page Optimization, Ranking, Customer Insights, Inbound Links and Link Building, Keyword Research, Laws & Guidelines | |
| **Module -3** | **8 hours** |
| Introduction to Search Engine Marketing, Difference between SEM & SEO, Audience Targeting, In-Market and Remarketing Audiences | |
| **Module -4** | **8 hours** |
| Targeting in the Consumer funnel, Text Ads and Ad Extensions, Drafting an Effective Ad Copy, Customizing your Ads, Impression share | |
| **Module-5** | **8 Hours** |
| Ad Ranks, Daily Budgeting, The Bidding Process, Types of Bidding, Attribution Model | |

**Semester End Examination:**

100 percent theory: 0 percent problems

**Suggested Learning Resources:**

**Books**

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

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

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM) | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing stratergies | L2 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L3 |
| CO4 | 4. Identify and utilize various tools such as social media etc and Search Engine Marketing (SEM) | L4 |

**Mapping of COs and POs**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---|---|---|---|---|---|---|---|---|---|
| **CO1** | 1 | | | | 2 | 3 | | | |
| **CO2** | | 2 | 2 | | | | 2 | | |
| **CO3** | | | | 3 | | 3 | | 2 | |

| Financial Management | | | |
|---|---|---|---|
| **Course Code :** | **OMBD203** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives:**

1. To familiarize the students with basic concepts of financial management andfinancial system.
2. To understand concept of time value of money and its implication.
3. To evaluate the investment proposals.
4. To understand the management of working capital in an organization.
5. To analyze capital structure and dividend decision.

**Module-1 Introduction** **08 Hours**

Meaning and objectives of Financial Management, changing role of finance managers. Interface of Financial Management with other functional areas. Indian Financial System: Financial markets, Financial Instruments, Financial institutions and financialservices. (Theory)

**Module -2 Time Value of Money** **08 Hours**

Meaning of Time value of money –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problems)

**Module -3 Sources of Financing and Cost of Capital** **08 Hours**

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only). Cost of Capital: Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC). (Theory & Problem).

**Module -4 Capital Budgeting** **08 Hours**

Capital budgeting process, Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return.(Theory & Problem).

| **Module-5 Capital structure and Dividend Decisions** | **08 Hours** |
|---|---|
| Capital structure policy, Leverages, EBIT and EPS analysis. ROI & ROE analysis. Dividend policy – Factors affecting the dividend policy - Dividend Policies- Stable Dividend, Stable Payout.<br>Working Capital - Factors influencing working capital requirements - Current asset policy and current asset finance policy, Determination of operating cycle and cash,cycle on Excel- Estimation of working capital requirements of a firm. | |
| **Semester End Examination:**<br>40%Theory: 60%Problems | |

**Course outcome**

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

1. Understand the basic financial concepts
2. Apply time value of money
3. Estimate the Cost of Capital and Analyze the capital structure and dividend decisions
4. Evaluate the investment decisions and Estimate working capital requirements

**Suggested Learning Resources:**

**Books:**

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

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

1. https://www.mastermindsindia.com/
2. https://www.mygreatlearning.com/
3. https://www.youtube.com/watch?v=qrs3taWpuD8
4. https://www.youtube.com/watch?v=TgF2XvjquUU&list=PLLy_2iUCG87CX Y2B6fPex1SOIqxzzD5Wj

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

**Mapping of COs and POs**

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

| Business Research Methods | | | |
|---|---|---|---|
| **Course Code** | OMBD204 | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

1. To understand the basic components of research design
2. To Gain an insight into the applications of research methods
3. To equip students with various research analytical tools used in businessresearch
4. To develop analytical skills of business research and to prepare scientific business reports

**Module-1 Introduction to Research, Research Problem and Research Hypothesis** **8 Hours**

**Research**: Meaning of Research; Types of Research - Exploratory Research, Conclusive Research; The Process of Research; Research Applications in Social and Business Sciences; Features of a Good Research Study.

**Research Problem and Formulation of Research Hypotheses**: Defining the Research Problem; Management Decision Problem Vs Management Research Problem; Problem Identification Process; Components of the Research Problem; Formulating the Research Hypothesis - Types of Research Hypothesis; Writing a Research Proposal - Contents of a Research Proposal and Types of Research Proposals.

**Module -2 Research Design and Sampling** **8 Hours**

**Research Design:** Meaning of Research Designs; Classification of Research Designs: Exploratory Research Designs, Descriptive Research Designs, Cross-Sectional Studies and Longitudinal Studies; Experimental Designs.

**Sampling:** Sampling Concepts - Sample Vs Census, Sampling Vs Non-Sampling Error; Sampling Design - Probability and Non Probability Sampling Design; Determination of Sample Size - Sample Size for Estimating Population Mean, Determination of Sample Size for Estimating the Population Proportion.

| **Module - 3 - Measurement, Scaling, Questionnaire Design and Data Collection Methods - 8 Hours** |
|---|
| **Attitude Measurement and Scaling:** Types of Measurement Scales; Attitude; Classification of Scales: Single Item Vs Multiple Item Scale, Comparative Vs Non- Comparative Scales.<br>**Questionnaire Design:** Questionnaire Method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method.<br>**Primary and Secondary Data:** Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and Sources; Primary Data, Collection: Observation Method, Focus Group Discussion, Personal Interview Method. |
| **Module-4 Data Processing, Data Analysis and Testing of Hypothesis 8 Hours** |
| **Data Processing:** Data Editing - Field Editing, Centralized in House Editing; Coding - Coding Closed Ended Structured Questions, Coding Open Ended Structured Questions; Classification and Tabulation of Data. Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminate analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis. (Theory Only)<br>**Testing of Hypotheses:** Concepts in Testing of Hypothesis - Steps in Testing of Hypothesis, Test Statistic for Testing Hypothesis about Population Mean; Tests Concerning Means - the Case of Single Population; Tests for Difference between Two Population Means; Tests Concerning Population Proportion - the Case of Single Population; Tests for Difference between Two Population Proportions. (Theory Only) |
| **Module-5 Research Report Writing and Ethics in Research 8 Hours** |
| **Research Report Writing:** Types of Research Reports - Brief Reports and Detailed Reports; Report Writing: Structure of the Research Report, Preliminary Section, Main Report, Interpretations of Results and Suggested Recommendations; Report Writing: Formulation Rules for Writing the Report: Guidelines for Presenting Tabular Data, Guidelines for Visual Representations.<br>**Ethics in Research:** Meaning of Research Ethics; Clients Ethical Code; ResearchersEthical Code; Ethical Codes Related to Respondents; Responsibility of Ethics in Research - Uses of Library and Internet in Research. |

**Semester End Examination:**
100 percent theory: 0 percent problems

**Suggested Learning Resources:**

**Books**

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

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

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

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

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

https://www.digimat.in/nptel/courses/video/121106007/L01.html
https://www.coursera.org/learn/research-methods
https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODOLOGY

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

**Course Outcomes:**

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

**Mapping of COs and POs**

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

| Digital Brand Strategy | | | |
|---|---|---|---|
| **Course Code :** | OMBD205 | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

- This subject provides a holistic view of how product and brand management principles intersect with the digital marketing landscape.
- It equips students with the knowledge and skills needed to navigate the dynamic and competitive world of digital marketing while effectively managing products and building strong brands.

**Module-1** **8 hours**

**Product Positioning:**
Understanding product positioning in the digital landscape, Leveraging digital channels for effective product communication, Brand Strategy in the Digital Age:
**Crafting and implementing digital-centric brand strategies.**
Integrating online and offline brand experiences, Digital Brand Building:
**Utilizing digital platforms for brand building and awareness.**
Social media branding and community engagement, E-commerce Integration:

**Module -2** **8 hours**

**Integrating digital marketing with e-commerce strategies.**
Optimizing product listings for online visibility, Consumer Behavior Analysis:
**Analyzing digital consumer behavior.**
Incorporating insights into product and brand strategies, Digital Marketing Channels:

**Module -3** **8 hours**

**Exploring how different digital channels contribute to product and brand promotion.**
Developing channel-specific strategies, Content Marketing for Products and Brands:
**Creating compelling digital content to promote products and build brand equity.**
Incorporating storytelling and narrative in digital campaigns, Data-Driven Decision Making:

**Module -4** **8 hours**

**Using data analytics for product and brand performance analysis.**
Implementing insights into strategy refinement, Innovation in Digital Marketing:
**Exploring innovative approaches to digital marketing for product launches and brand campaigns.**
Keeping abreast of technological advancements, Cross-functional Collaboration:

| **Module-5** | **8 Hours** |
|---|---|

**Collaborating with other business functions for successful product and brand management.**

Integrating digital marketing into overall business strategies, Global Perspectives:

**Understanding global digital marketing trends and practices.**

Developing strategies for international markets.

**Semester End Examination:**

100 percent theory: 0 percent problems

Here are some recommended reference books for the subject **"Fundamentals of Product and Brand Management"** within the context of an MBA in Digital Marketing:

**"Building Strong Brands"** by David A. Aaker

This classic by Aaker provides a comprehensive framework for building and managing strong brands, with insights into brand strategy and execution.

**"Contagious: How to Build Word of Mouth in the Digital Age"** by Jonah Berger

Berger's book explores the factors that make ideas and products contagious in the digital age, offering practical insights for brand managers.

**"Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy"** by Martin Lindstrom

Lindstrom delves into the psychology of branding and marketing, revealing the tactics used by companies to influence consumer behavior.

**"This Is Marketing: You Can't Be Seen Until You Learn to See"** by Seth Godin

Seth Godin's book provides a modern perspective on marketing and brand building, emphasizing the importance of empathy and connection with the audience.

**"The Brand Gap: How to Bridge the Distance Between Business Strategy and Design"** by Marty Neumeier

Neumeier's book explores the relationship between business strategy and design in building a compelling brand, offering practical insights for brand managers.

**"Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success"** by Sean Ellis and Morgan Brown

While primarily focused on growth hacking, this book provides valuable insights into leveraging digital channels for rapid growth, relevant for product and brand managers.

**"Brand Relevance: Making Competitors Irrelevant"** by David A. Aaker
Another insightful book by Aaker, focusing on the importance of brand relevance in a competitive market and strategies to achieve it.
**"The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business"** by Mark W. Schaefer
Schaefer's book explores the role of content in digital marketing and how it can be used to build and sustain a brand in the digital era.
**"Positioning: The Battle for Your Mind"** by Al Ries and Jack Trout
A classic in marketing literature, this book explores the concept of positioning and how it can be used to create a strong brand presence in the minds of consumers.

**"Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant"** by W. Chan Kim and Renée Mauborgne
While not directly focused on branding, this book provides strategic insights into creating new market spaces, which can be relevant for innovative brand management.
These books cover a range of topics related to product and brand management, offering both foundational principles and contemporary insights that align with the dynamic nature of digital marketing.

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

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

**Course outcome**

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

| Sl. No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and Product Positioning: | L 1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge for Brand Strategy in the Digital Age: | L 3 |
| CO3 | 3. Understand how to create and run digital media-based campaigns Digital Brand Building: | L 2 |
| CO4 | 4. Identify and utilize E-commerce Integration: various tools such as social media etc | L 4 |

**Mapping of COs and POs**

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

| Employability & Professional Skills | | | |
|---|---|---|---|
| Course Code | **OMBA301** | CIE Marks | **30** |
| Teaching Hours/Week (L:P:SDA) | **4:0:0** | SEE Marks | **70** |
| Credits | **04** | Exam Hours | **03** |

**Course Learning objectives:**

- To acquaint the elementary knowledge of employability.
- To make students understand the corporate expectations.
- To develop the students employable.

**Module-1** **(5 Hours)**

**Introduction to Employability**: The purpose of higher education, Concept of employability, importance of employability, requirement for employability-self-awareness, cognitive competency, interpersonal cum social skills, developing employability with professional knowledge and skills, behavioural competencies (Theory only)

**Module-2** **(5 Hours)**

**Recent Trends in Employability:** Knowledge in digital era, smart logistics, supply chains, online test, interviews without interviewers, career trends in corporate functioning, pyramid model for developing employability (Theory only)

**Module-3** **(10 Hours)**

**Self-awareness/Discovery of self:** Basic personality-Big five, Personal Values. Personality type and Cognitive style. Personal style. Interpersonal style, Learning style, Emotional sensitivity and Career Anchors- On each topic a suitable model should be discussed along with self-assessment (Theory only)

**Module-4** **(10 Hours)**

**Understand the Basic Corporate Knowledge related to Employability:** Habits, team work, creativity and design thinking, time management, Behavioral Competency Framework, professional knowledge and skills, and Psychological Capital- On each topic a suitable model should be discussed along with self-assessment.(Theory only)

**Module-5** **(10 Hours)**

**Practice for developing Employability:** 5As for effective learning, Personal Goal setting, Maturity Continuum, Lateral Thinking, Language, Reasoning, Aptitude and General Knowledge, professional profile writing, Communication Skills with emphasis on presentation-. On each topic a suitable model should be discussed along with self-assessment (Theory only).

**Semester End Examination:**

- 100 percent theory

**Suggested Learning Resources:**

**Books**

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

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

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

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

**Course outcome**

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

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

**Mapping of COS and Pos**

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

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

| Consumer Neuroscience | | | |
|---|---|---|---|
| **Course Code :** | OMBD302 | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives :** Upon completion of the "Consumer Neuroscience" subject, students should be able to:

- **Understand the Foundations of Consumer Neuroscience:**
  Demonstrate a solid understanding of the principles and foundations of consumer neuroscience, including the interplay between psychology and consumer behavior.
- **Apply Neuroscience Concepts to Marketing:**
  Apply neuroscience concepts to digital marketing strategies, incorporating an understanding of how the brain processes and responds to marketing stimuli.
- **Analyze Neuroscientific Research in Marketing:**
  Critically evaluate and analyze neuroscientific research studies related to consumer behavior and decision-making in the context of digital marketing.
- **Implement Neuromarketing Techniques:**
  Implement neuromarketing techniques in designing and optimizing digital marketing campaigns to enhance user engagement and conversion.
- **Interpret Neurological Metrics:**
  Interpret and make informed decisions based on neurological metrics and data collected through neuroimaging technologies in the context of digital marketing analytics.
- **Design Ethical Neuromarketing Campaigns:**
  Develop an awareness of ethical considerations in neuromarketing and design campaigns that prioritize consumer well-being and privacy.
- **Effectively Communicate Neuromarketing Insights:**
  Communicate neuromarketing insights and findings effectively to both technical and non-technical stakeholders, fostering collaboration and informed decision-making.

| Module-1 | 8 hours |
|---|---|
| **Introduction to Consumer Neuroscience**<br>Overview of consumer neuroscience and its relevance in digital marketing, Historical development and key milestones in neuromarketing<br>**Neurological Basis of Consumer Behavior**<br>Understanding the brain structures and processes influencing consumer decision-making Neural mechanisms behind emotions, perception, and memory in the context of marketing | |
| **Module -2** | **8 hours** |
| **Neuromarketing Research Methods**<br>Introduction to neuroimaging techniques (fMRI, EEG, eye-tracking) and their application in marketing research, Critique and analysis of published neuromarketing studies<br>**Neuromarketing Applications in Digital Marketing**<br>Applying neuroscience principles to website design, user experience (UX), and digital content creation, Case studies of successful neuromarketing campaigns in the digital space | |
| **Module -3** | **6 hours** |
| **Neurological Metrics and Analytics**<br>Measurement and interpretation of neurological metrics in marketing analytics, Integration of neuromarketing data with traditional marketing metrics<br>**Ethical Considerations in Neuromarketing**<br>Discussion on ethical challenges and considerations in neuromarketing, Designing ethical and responsible neuromarketing campaigns | |
| **Module -4** | **10 hours** |
| **Neurocommunication and Stakeholder Collaboration**<br>Effective communication of neuromarketing insights to various stakeholders, Collaboration with marketing teams, designers, and other professionals in implementing neuromarketing strategies | |
| **Module-5** | **8 Hours** |
| **Future Trends in Consumer Neuroscience**<br>Exploration of emerging trends and technologies in consumer neuroscience, Predictions for the future of neuromarketing in the digital era | |

**Semester End Examination:**
100 percent theory: 0 percent problems

**Suggested Learning Resources:**

**Books**

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

Book: **"Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain"** by Patrick Renvoise and Christophe Morin

Provides an accessible introduction to neuromarketing concepts and practical applications.

Book: **"Buyology: Truth and Lies About Why We Buy"** by Martin Lindstrom

Lindstrom explores the neurological aspects of consumer behavior and decision-making, offering insights from his neuromarketing research.

Journal Article: **"Neural correlates of behavioral preference for culturally familiar drinks"** by Read Montague et al. (Nature Neuroscience)

A scholarly article providing an example of neuroscientific research in the context of consumer preferences.

Website: Neuromarketing Science & Business Association (NMSBA)

Access resources, articles, and case studies on neuromarketing through the NMSBA, a global association dedicated to advancing the field.

Book: **"Neuro Design: Neuromarketing Insights to Boost Engagement and Profitability"** by Darren Bridger

Explores the application of neuroscience in design and marketing, providing practical insights for marketers.

Journal Article: **"The Neural Basis of Decision Making in the Ultimatum Game"** by Alan G. Sanfey et al. (Science)

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

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

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

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

**Course outcome**

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

| Sl. No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and Pos**

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

| Universal Human Values (UHV) | | Semester | III |
|---|---|---|---|
| Course Code | OMBD303 | 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 | | |

**Course objectives:**

This course is intended to:

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- 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.
- 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.
- This course is intended to provide a much-needed orientation input in value education to the young enquiring minds.

**Module-1**

**Introduction to Value Education** **(3 hours)**

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

**Module-2**

**Harmony in the Human Being** **(3 hours)**

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

**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** **(3 hours)**

**Implications of the Holistic Understanding – a Look at Professional Ethics**

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

**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 kantak, 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. Sussan 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 Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak.
17. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
18. A N Tripathy, 2003, Human Values, New Age International Publishers.
19. SubhasPalekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) KrishiTantraShodh, 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.

**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://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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**ELECTIVE 3. 4:**

| Elective – I | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD304A | Sales Management |
| 2 | OMBD304B | Affiliate Marketing |
| 3 | OMBD304C | Franchise Marketing |

### 3.4.1 Sales Management

| | | | |
|---|---|---|---|
| **Course Code :** | OMBD304A | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

This course aims Learning Outcomes:

- **Strategic Sales Planning:**
  Develop strategic sales plans aligned with overall marketing and business objectives.
- **Customer Relationship Management (CRM):**
  Implement CRM strategies to enhance customer engagement, retention, and satisfaction.
- **Sales Funnel Optimization:**
  Optimize the sales funnel, from lead generation to conversion, incorporating digital marketing channels.
- **Sales Team Leadership:**
  Lead and manage sales teams effectively, fostering collaboration and achieving sales target.
- **Data-Driven Sales Decision Making:**
  Utilize data analytics for informed sales decision-making and performance measurement.

**Module-1** **8 hours**

| |
|---|
| **Introduction to Sales Management:**<br>Overview of sales management principles and its role in the digital marketing ecosystem.<br>**Strategic Sales Planning:**<br>Developing and implementing sales strategies aligned with marketing goals. |

| **Module -2** | **8 hours** |
|---|---|
| **CRM Integration:** Leveraging digital tools for effective CRM and customer journey management.<br>**Digital Sales Channels:** Exploration of digital platforms for sales, including e-commerce and online marketplaces. | |
| **Module -3** | **6 hours** |
| **Sales Team Dynamics:** Building and leading high-performance sales teams in the digital age.<br>**Sales Analytics:** Using data analytics to measure and optimize sales performance. | |
| **Module -4** | **10 hours** |
| **Sales Forecasting:**<br>Techniques for accurate sales forecasting in a digital marketing context. | |

| Module-5 | 8 Hours |
|---|---|
| ❖ **Digital Negotiation Skills:**<br>• Strategies for negotiating and closing digital sales deals. | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |
| **Reference Materials:**<br>Book: "**The Challenger Sale: Taking Control of the Customer Conversation**" by Matthew Dixon and Brent Adamson Offers insights into effective sales strategies, emphasizing the importance of challenging the status quo.<br>Book: "**Predictable Revenue: Turn Your Business Into a Sales Machine with the $100 Million Best Practices of Salesforce.com**" by Aaron Ross and Marylou Tyler<br>Focuses on building predictable revenue streams through effective sales practices.<br>Online Course:<br>**"Sales Training Courses on LinkedIn Learning"** Access a variety of sales management courses on LinkedIn Learning for practical insights and skills development. | |

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |

| | | |
|---|---|---|
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| 3.4.2 Affiliate Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD304B** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

- Understanding Affiliate Marketing Models: Grasp the various affiliate marketing models and their applications.
- Effective Partner Management: Develop skills in managing and optimizing relationships with affiliate partners.
- Performance Tracking and Analytics: Utilize performance tracking tools and analytics to measure and enhance affiliate marketing outcomes.
- Creative Affiliate Campaigns: Design and execute creative affiliate marketing campaigns for maximum impact.
- Compliance and Ethics: Understand legal and ethical considerations in affiliate marketing, ensuring compliance.

**Module-1** **8 hours**

**Introduction to Affiliate Marketing:** Overview of affiliate marketing and its role in digital marketing strategies.

**Affiliate Marketing Models:** Exploring various affiliate marketing models, including pay-per-click, pay-per-sale, and pay-per-lead.

**Module-2** **8 hours**

**Affiliate Partner Selection:** Criteria for selecting and managing effective affiliate partners.

**Affiliate Campaign Planning:** Planning and executing successful affiliate marketing campaigns.

**Module- 3** **6 hours**

**Performance Tracking and Analytics:**

Tools and techniques for tracking and analyzing affiliate marketing performance.

| Module -4 | 10 hours |
|---|---|
| **Creative Content for Affiliates:** Developing compelling content for affiliates to enhance marketing efforts | |
| **Module-5** | **8 Hours** |
| **Legal and Ethical Considerations**: Understanding and adhering to legal and ethical standards in affiliate marketing | |

**Reference Materials:**

Book: "Affiliate Program Management: An Hour a Day" by Evgenii Prussakov
A comprehensive guide to managing affiliate programs effectively.
Website: Affiliate Marketing on Ahrefs Blog
Access articles and resources on Ahrefs' blog dedicated to affiliate marketing strategies.
Online Course: "Affiliate Marketing for Beginners" on Udemy
A beginner-friendly course offering practical insights into affiliate marketing.

**Teaching Learning Process:**

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

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

**Course outcome**

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

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

**Mapping of COs and POs**

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

| Franchise Marketing | | | |
|---|---|---|---|
| **Course Code** | **OMBD304C** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives:**

- ❖ Balancing Centralized and Local Marketing:
  Understand the dynamics of centralized and local marketing efforts in franchise systems.
- ❖ Brand Consistency Across Locations:
  Develop strategies for maintaining brand consistency in diverse franchise locations.
- ❖ Franchisee Support:
  Explore methods for supporting franchisees in their marketing efforts.
- ❖ Localized Digital Marketing Strategies:
  Design and implement digital marketing strategies tailored to local markets within a franchise system.
- ❖ Measuring Franchise Marketing Success:
  Utilize metrics and analytics to measure the success of franchise marketing initiatives.

**Module-1** **8 hours**

**Introduction to Franchise Marketing:** Overview of franchise marketing and its unique challenges and opportunities.

**Franchise Business Models**: Understanding different franchise business models and their implications for marketing.•

**Module-2** **8 hours**

**Brand Consistency in Franchise Marketing:** Strategies for maintaining brand consistency across diverse franchise locations.

**Local Marketing Empowerment:** Empowering franchisees with tools and strategies for local marketing success.

**Module- 3** **6 hours**

**Digital Marketing for Franchises:** Leveraging digital channels for effective franchise marketing.

**Module -4** **10 hours**

**Supporting Franchisees:** Methods for providing marketing support and training to franchisees.

| **Module -5** | **8 hours** |
|---|---|
| **Metrics and Analytics in Franchise Marketing:** Measurement and analysis of key performance indicators (KPIs) for franchise marketing success. | |
| Semester End Examination:<br>100 percent theory: 0 percent problems | |

**Reference Materials:**

1. Book: "Franchise Management for Dummies" by Michael H. Seid and Dave Thomas
   Provides insights into various aspects of franchise management, including marketing.
2. Website: International Franchise Association (IFA)
   Access resources and insights on franchise marketing from the official website of the International Franchise Association.
3. Online Course: "Franchise Marketing Fundamentals" on Lynda.com (LinkedIn Learning)
   A course providing fundamentals of franchise marketing, covering both traditional and digital strategies.

These materials offer a mix of theoretical knowledge and practical insights to help students gain a comprehensive understanding of Sales Management, Affiliate Marketing, and Franchise Marketing in the context of an MBA in Digital Marketing.

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

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

**Mapping of COs and POs**

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

**ELECTIVE 3.5:**

| Elective – II | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD305A | Influencer Marketing |
| 2 | OMBD305B | Content Marketing Strategy |
| 3 | OMBD305C | Customer Relationship Management |

| Influencer Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD305A** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

1. Identifying Influencers:
   Develop skills in identifying influencers relevant to the brand and target audience.
2. Effective Collaboration:
   Learn how to establish and maintain successful collaborations with influencers.
3. Authentic Content Creation:
   Understand the principles of creating authentic and engaging content with influencers.
4. Measuring Influencer ROI:
   Gain expertise in measuring the return on investment (ROI) of influencer marketing campaigns.
5. Compliance and Ethics:
   Understand legal and ethical considerations in influencer marketing to ensure compliance.

| **Module-1** | **4 hours** |
|---|---|
| Introduction to Influencer Marketing, Overview of influencer marketing, Evolution and Role in the digital marketing landscape. | |
| **Module -2** | **8 hours** |
| Identifying and Evaluating Influencers, Methods for identifying influencers, Evaluating their relevance and Negotiating partnerships. | |
| **Module -3** | **8 hours** |

| |
|---|
| Collaboration Strategies, Strategies for effective collaboration, Including contract Negotiation and Communication. |
| **Module -4** **10 hours** |
| Content Creation and Storytelling, Principles of creating compelling and authentic content with influencers. |
| **Module-5** **10 Hours** |
| Measuring and Analyzing Influencer Campaigns, Techniques for measuring the success of influencer campaigns, including analytics tools.<br>Legal and Ethical Considerations, Overview of legal and ethical considerations in influencer marketing, including disclosure and compliance. |

**Semester End Examination:**
**100 percent theory: 0 percent problems**

**Reference Materials:**

1. Book: "Influencer Marketing For Dummies" by Kristy Sammis, Cat Lincoln, and Stefania Pomponi
   - A comprehensive guide for beginners covering key aspects of influencer marketing.
2. Online Course: "Influencer Marketing Strategy" on Coursera
   - Provides insights into developing and implementing influencer marketing strategies.
3. Blog: Influencer Marketing Hub
   - A valuable resource for articles, case studies, and industry insights on influencer marketing.

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|

| | | |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| Content Marketing Strategy | | | |
|---|---|---|---|
| **Course Code :** | **OMBD305B** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

1. This course aims to Developing Content Strategies:
   Learn how to develop effective content strategies aligned with business goals.
2. Audience Persona Creation:
   Develop audience personas to tailor content that resonates with target audiences.
3. Content Creation and Curation:
   Understand the art of creating and curating compelling and shareable content.
4. Distribution and Amplification:
   Learn strategies for content distribution and amplification across various channels.
5. Measuring Content Performance:
   Gain skills in measuring and analyzing the performance of content marketing initiatives.

**Module-1** **6 hours**

**Introduction to Content Marketing**

Overview of content marketing, Principles and Role in digital marketing.

**Module -2** **8 hours**

**Content Strategy Development**

Creating comprehensive content strategies, Aligned with business objectives.

**Module -3** **10 hours**

**3.1 Audience Persona Creation**

Understanding target audiences and Creating detailed audience personas.

**3.2 Content Creation and Curation**

Techniques for creating and curating engaging and shareable content.

**Module -4** **8 hours**

**Distribution and Amplification**

Strategies for distributing, amplifying content across digital channels.

**Module-5** **8 Hours**

**Measuring Content Performance**

Implementing analytics tools to measure and analyze content performance.

**Reference Materials:**

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

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| Customer Relationship Management | | | |
|---|---|---|---|
| **Course Code :** | **OMBD305C** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives:**

1. Introduction to CRM: Definition and evolution of CRM
2. Importance of customer-centric strategies in business CRM Technologies and Tools:
3. Overview of CRM software and technology solutions Evaluation and selection of CRM tools for organizational needs
4. Customer Data Management: Collection, storage, and utilization of customer data
5. Data privacy and compliance considerations Customer Segmentation and Targeting:
6. Strategies for segmenting customer bases Targeted marketing and communication approaches
7. Customer Lifecycle Management: Understanding and managing the customer lifecycle Implementing strategies for customer acquisition, retention, and win-back
8. Customer Experience (CX) Management: Importance of customer experience in CRM Designing and delivering exceptional customer experiences
9. Multichannel Integration: Integrating CRM across various channels (online, offline, social media) Omnichannel strategies for consistent customer interactions
10. CRM Analytics and Reporting: Utilizing analytics for customer insights Measuring and reporting on CRM performance metrics
11. Employee Training and Change Management: Training staff for effective CRM implementation Change management strategies for CRM adoption
12. Social CRM and Emerging Trends: Leveraging social media in CRM strategie Exploring emerging trends in CRM technology and practices
13. CRM in B2B and B2C Environments: Tailoring CRM strategies for business-to-business (B2B) and business-to-consumer (B2C) markets Case studies and best practices
14. Ethical Considerations in CRM: Ethical challenges in CRM practices Maintaining customer trust and transparency

15. Assessment and Learning Activities:
16. Case studies and real-world applications of CRM principles
17. Group projects involving the development of CRM strategies for different industries
18. CRM software simulations and practical exercises
19. Research assignments on emerging trends in CRM

| **Module-1** | **8 Hours** |
|---|---|
| **Introduction to CRM**<br>**Overview of CRM :** Definition and evolution of CRM Significance in contemporary business practices<br>**CRM Strategies :** Customer-centric approaches Differentiation from traditional marketing<br>**CRM Technologies and Tools :** Introduction to CRM software and technology solutions Evaluation and selection of CRM tools for organizational needs | |
| **Module-2** | **8 Hours** |
| **Customer Data Management**<br>**Data Collection and Utilization:** Collection and storage of customer data, Data privacy and compliance considerations<br>**Customer Segmentation and Targeting:** Strategies for segmenting customer bases Targeted marketing and communication approaches | |
| **Module-3** | **8 Hours** |
| **Customer Lifecycle Management**<br>**Understanding the Customer Lifecycle :** Analysis of key stages in the customer lifecycle, Strategies for customer acquisition, retention, and win-back<br>**Customer Experience (CX) Management :** Significance of customer experience in CRM, Designing and delivering exceptional customer experiences | |
| **Module-4** | **8 Hours** |
| **Multichannel Integration and CRM Analytics**<br>**Multichannel Integration :** Integrating CRM across various channels, Omnichannel strategies for consistent customer interactions<br>**CRM Analytics and Reporting:** Utilizing analytics for customer insights Measuring and reporting on CRM performance metrics | |
| **Module-5** | **8 Hours** |
| **CRM in Practice**<br>**Employee Training and Change Management :**Training staff for effective CRM implementation, Change management strategies for CRM adoption<br>**Social CRM and Emerging Trends :** Leveraging social media in CRM strategies Exploring emerging trends in CRM technology and practices<br>**Case Studies and Applications :** Analyzing real-world case studies in CRM, Application of CRM knowledge in practical scenarios | |

**Semester End Examination:**

100 percent theory: 0 percent problems

**Reference Materials:**

1. "Customer Relationship Management: Concepts and Technologies" by Francis Buttle
2. "Customer Relationship Management: A Strategic Perspective" by Adrian Payne and Pennie Frow
3. "Customer Relationship Management: Concepts and Technologies" by Ajith Kumar
4. "CRM at the Speed of Light: Capturing and Keeping Customers in Internet Real Time" by Paul Greenberg
5. "Customer Relationship Management: The Foundation of Contemporary Marketing Strategy" by Roger Baran and Robert Galka
6. "Measuring Customer Experience and Satisfaction" by Philipp Klaus
7. "Customer Relationship Management: A Databased Approach" by V. Kumar and Werner Reinartz
8. "Customer Relationship Management: Getting It Right!" by V. Kumar and Werner Reinartz

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| 3.6 Elective – III | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD306A | LinkedIn Marketing |
| 2 | OMBD306B | Twitter Marketing |
| 3 | OMBD306C | Facebook Marketing |

| **Understanding LinkedIn Marketing** | | | |
|---|---|---|---|
| **Course Code :** | **OMBD306A** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

This course aims Understanding LinkedIn Marketing:

- Key Focus:
- Strategic utilization of LinkedIn for professional networking, brand building, and B2B marketing.
- Learning Outcomes:

1. Profile optimization for individuals and businesses.
2. Effective content creation and publishing strategies.
3. Expertise in LinkedIn Ads management.
4. Networking strategies for building professional connections.
5. Utilization of analytics to measure campaign performance.

| **Module-1** | **8 hours** |
|---|---|
| Profile optimization, Strategic Sales Planning, Developing and implementing sales strategies, Aligned with marketing goals. | |
| **Module -2** | **8 hours** |
| Content marketing on LinkedIn – complete sets | |
| **Module -3** | **6 hours** |
| LinkedIn advertising, Sales Analytics, Using data analytics to measure and optimize sales performance. | |
| **Module -4** | **10 hours** |
| Linkedin - Networking and Engagement strategies – complete set | |
| **Module-5** | **8 Hours** |
| Digital Negotiation Skills: Linkedin- Analytics and Measurement | |

**Semester End Examination:**

100 percent theory: 0 percent problems

**Reference Materials:**

- Book: "LinkedIn Marketing: An Hour a Day" by Viveka von Rosen
- LinkedIn Learning Courses: "LinkedIn Marketing: Social Selling for Business"

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---|---|---|---|---|---|---|---|---|---|

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **CO1** | 1 | | | | 2 | 3 | | | |
| **CO2** | | 2 | 2 | | | | 2 | | |
| **CO3** | | | | 3 | | 3 | | 2 | |
| **CO4** | | 2 | | 2 | | | 1 | | 2 |

| Understanding Twitter Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD306B** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

This course aims to Understanding Twitter Marketing:

- **Key Focus:**
- Leveraging Twitter for real-time engagement, brand promotion, and effective communication.
- **Learning Outcomes:**

1. Crafting effective tweets and utilizing multimedia content.
2. Building and maintaining a strong Twitter presence.
3. Expertise in Twitter Ads management.
4. Tactics for real-time engagement, including hashtag campaigns.
5. Use of analytics to measure tweet and campaign impact.

| **Module-1** | **8 hours** |
|---|---|
| Effective tweeting strategies Affiliate Marketing Models: Exploring various affiliate marketing models, including pay-per-click, pay-per-sale, and pay-per-lead. | |
| **Module-2** | **8 hours** |
| Building Twitter presence Planning successful twitter marketing campaigns and executing successful twitter marketing campaigns. | |
| **Module-3** | **8 hours** |
| Twitter advertising, Performance Tracking and Analytics: Tools and techniques for tracking Twitter advertising marketing performance. Tools and techniques for analyzing Twitter advertising marketing performance. | |
| **Module -4** | **8 hours** |
| Twitter: Real-time engagement tactics Creative Content for Twitter: Developing compelling content for Twitter to enhance marketing efforts. | |
| **Module-5** | **8 Hours** |
| Legal and Ethical Considerations: Understanding and adhering to legal and ethical standards in twitter marketing. Analytics and measurement of Twitter marketing campaign | |

**Reference Materials:**

1. Book: "The Art of Twitter: A Twitter Guide with 114 Powerful Tips for Artists, Authors, Musicians, Writers, and Other Creative Professionals" by Daniel Parsons
2. Online Course: "Twitter Flight School" •

**Teaching Learning Process:**

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media-based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

## Mapping of COs and POs

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

| Understanding Facebook Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD306C** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**:

Understanding Facebook Marketing:

- Key Focus:
- Mastery of Facebook for content distribution, community building, and targeted advertising.
- Learning Outcomes:

1. Creating engaging content for Facebook's diverse user base.
2. Optimization of business pages for visibility and engagement.
3. Proficiency in creating and managing Facebook advertising campaigns.
4. Strategies for building and engaging communities on Facebook.
5. Use of analytics and insights to measure content and advertising performance.

| **Module-1** | **8 hours** |
|---|---|
| Introduction to Facebook marketing : Overview of facebook marketing and its unique challenges and opportunities.<br>Facebook Business Models: Understanding different facebook business models and their implications for marketing.<br>Facebook : Creating engaging content | |
| **Module -2** | **8 hours** |
| Brand Consistency in FB Marketing: Strategies for maintaining brand consistency across diverse FB and other platforms.<br>Facebook page optimization Local Marketing Empowerment: Empowering FB with tools and strategies for local marketing success. | |
| **Module -3** | **6 hours** |
| Digital Marketing for FB: Leveraging digital channels for effective FB marketing. Facebook advertising | |
| **Module -4** | **10 hours** |
| Support in FB: Methods for providing marketing support and training to FB, Community building thru FB | |

| **Module-5** | **8 Hours** |
|---|---|
| Metrics and Analytics in FB Marketing: Measurement and analysis of key performance indicators (KPIs) for FB marketing success. Analytics and insights | |

**Semester End Examination:**
100 percent theory: 0 percent problems

**Reference Materials:**

- Book: "Facebook Marketing All-in-One For Dummies" by Andrea Vahl, John Haydon, and Jan Zimmerman
- Facebook Blueprint Courses

**Teaching Learning Process:**

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

**General Considerations:**

**Platform-Specific Expertise:** Each elective provides in-depth knowledge and practical skills specific to the respective social media platform.

**Real-World Application:** Emphasis on hands-on activities, case studies, and real-world projects to apply learned concepts.

**Analytics Integration:** Use of analytics tools to measure and optimize performance, ensuring a data-driven approach.

**Industry-Relevant Content:** Integration of industry trends and best practices for a current and practical learning experience.

**Final Thoughts:** These electives offer a focused exploration of major social media platforms, providing students with valuable skills for effective digital marketing strategies in the social landscape. The combination allows students to specialize in social media marketing, a critical aspect of today's digital business environment.

| E-Commerce Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD401** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

Upon completing the "Fundamentals of E-Commerce Marketing" course, students should be able to:

- Understand E-Commerce Landscape
  Gain insights into the dynamics, trends, and challenges of the e-commerce industry.
- Optimize E-Commerce Websites:
  Learn strategies for optimizing e-commerce websites to enhance user experience and increase conversions.
- Implement Digital Advertising for E-Commerce:
  Develop proficiency in planning and executing effective digital advertising campaigns tailored for e-commerce platforms.
- Utilize E-Commerce Analytics:
  Gain skills in using analytics tools to measure and analyze key performance metrics for e-commerce.
- Develop Customer Retention Strategies:
  Explore and implement strategies for customer retention and loyalty in the e-commerce space.

**Module-1** **8 hours**

**Introduction to E-Commerce Marketing**

- Overview of the e-commerce landscape
- Evolution and significance of e-commerce marketing
- Key players and trends in the e-commerce industry

**Module-2** **8 hours**

**Optimizing E-Commerce Websites**

- Importance of website optimization for e-commerce
- Strategies for enhancing user experience and reducing friction
- Conversion rate optimization techniques

| **Module -3** | **8 hours** |
|---|---|
| **Digital Advertising for E-Commerce**<br>• Overview of digital advertising in the e-commerce context<br>• Platforms and ad formats suitable for e-commerce campaigns<br>• Budgeting, targeting, and optimizing ad campaigns | |
| **Module -4** | **8 hours** |
| **E-Commerce Analytics**<br>• Introduction to e-commerce analytics tools<br>• Key performance indicators (KPIs) for e-commerce measurement<br>• Data interpretation and decision-making based on analytics | |
| **Module-5** | **8 hours** |
| **Customer Retention Strategies**<br>• Importance of customer retention in e-commerce<br>• Loyalty programs, personalized marketing, and customer engagement<br>• Measuring and improving customer lifetime value (CLV) | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |
| **Reference Materials:**<br>1. Book: "E-commerce Marketing: How to Drive Traffic that Buys to Your Website" by Susan Newman<br>• A comprehensive guide covering various aspects of e-commerce marketing strategies and tactics.<br>2. Online Course: "E-commerce Marketing on Google" on Skillshare<br>• A practical course covering e-commerce marketing strategies on the Google platform.<br>3. Blog: Shopify Blog - E-commerce Marketing<br>• Access articles and resources on the Shopify blog dedicated to e-commerce marketing.<br>4. Industry Reports and Whitepapers:<br>• Explore reports from reputable sources such as eMarketer, Statista, and industry whitepapers to stay updated on e-commerce trends and statistics.<br>5. E-commerce Analytics Platforms Documentation:<br>• Refer to documentation and resources provided by popular e-commerce analytics platforms like Google Analytics, Shopify Analytics, or other relevant tools. | |

6. Case Studies:
- Analyze e-commerce marketing case studies from successful businesses to understand real-world applications of strategies.

7. Webinars and Expert Talks:
- Attend webinars or listen to expert talks on e-commerce marketing, featuring industry professionals sharing insights and best practices.

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

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and Pos**

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

| Artificial Intelligence in Digital Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD402** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives**

**Understanding AI Fundamentals:**

- Define and explain the foundational concepts of artificial intelligence.
- Understand the role of machine learning, natural language processing, and neural networks in digital marketing.

**Integration of AI in Digital Marketing Strategy:**

- Explore how AI can be integrated into digital marketing strategies.
- Understand the potential impact of AI on various aspects of the marketing mix.

**AI-Powered Customer Segmentation:**

- Learn how AI algorithms can enhance customer segmentation.
- Understand the use of AI in creating personalized and targeted marketing campaigns.

**Predictive Analytics for Marketing:**

- Explore the application of AI in predictive analytics for marketing.
- Understand how machine learning models can forecast customer behavior and trends.

**Chatbots and Conversational AI:**

- Explore the use of chatbots and conversational AI in customer interactions.
- Understand how AI-driven chatbots can enhance user engagement and customer support.

**AI in Content Creation and Personalization:**

- Learn how AI technologies can be used for content creation and personalization.
- Understand the role of AI in optimizing content for different audience segments.

**Optimizing Digital Advertising with AI:**

- Explore how AI algorithms can optimize digital advertising campaigns.
- Understand the use of AI in programmatic advertising and real-time bidding.

**AI-Driven SEO Strategies:**

- Understand how AI can be leveraged for search engine optimization (SEO).
- Explore AI tools and techniques for improving website visibility and search rankings.

**Analyzing Consumer Sentiment with AI:**

- Learn how AI can be used to analyze and interpret consumer sentiment.
- Understand the role of sentiment analysis in shaping marketing strategies.

**Ethical Considerations in AI-Driven Marketing:**

- Explore ethical considerations and challenges associated with AI in marketing.
- Understand the responsible use of AI in data privacy and consumer trust.

**Hands-On Experience with AI Tools:**

- Gain practical experience by working with AI tools and platforms used in digital marketing.
- Apply AI concepts in real-world scenarios through hands-on projects.

**Industry Applications and Case Studies:**

- Explore real-world applications of AI in digital marketing through industry case studies.
- Analyze successful implementations and challenges faced by organizations.

**Emerging Trends in AI and Future of Digital Marketing:**

- Stay informed about emerging trends in AI and their potential impact on the future of digital marketing.
- Discuss the evolving landscape of AI technologies and their implications for marketers.

These objectives aim to provide students with a comprehensive understanding of how artificial intelligence is transforming the field of digital marketing and equip them with the skills to leverage AI tools for effective and data-driven marketing strategies.

| **Artificial Intelligence in Digital Marketing** | **40 Hours** |
|---|---|
| **Module1:** | **(8 hours)** |

**Introduction to Artificial Intelligence in Digital Marketing**

**Overview of AI in Digital Marketing**

Introduction to artificial intelligence and its relevance in digital marketing, Historical context and evolution of AI in marketing

**Fundamentals of AI**

Basic concepts: machine learning, natural language processing, neural networks, Understanding AI algorithms and models

**Applications of AI in Marketing**

Use cases of AI in digital marketing, Case studies of successful AI implementations in marketing campaigns

| **Module2:** | **(8 hours)** |
|---|---|
| **AI Integration in Marketing Strategy (8 hours)**<br>**Integrating AI in Digital Marketing Strategy**<br>Aligning AI with overall marketing objectives, Developing a strategy for AI integration in marketing campaigns<br>**AI-Powered Customer Segmentation**<br>Leveraging AI for customer segmentation, Targeted marketing and personalization with AI | |
| **Module3:** | **(8 hours)** |
| **AI in Content and Campaign Optimization (8 hours)**<br>**AI in Content Creation and Personalization**<br>AI-driven content creation tools, Personalization strategies using AI<br>**AI for Predictive Analytics in Marketing**<br>Predicting customer behavior with machine learning models, Implementing predictive analytics in marketing decision-making | |
| **Module4:** | **(8 hours)** |
| **AI in Advertising and SEO**<br>**AI-Driven Digital Advertising**<br>Programmatic advertising and real-time bidding with AI , Optimizing digital ad campaigns using AI algorithms<br>**AI for SEO Strategies**<br>Enhancing search engine optimization with AI, Using AI tools for keyword optimization and content planning | |
| **Module5:** | **(8 hours)** |
| **Conversational AI and Customer Interaction**<br>**Chatbots and Conversational AI**<br>Implementing chatbots for customer engagement, Designing conversational experiences with AI<br>**Analyzing Consumer Sentiment with AI**<br>Sentiment analysis using AI, Incorporating sentiment insights into marketing strategies<br>**Emerging Trends in AI and Future of Digital Marketing (2 hours)**<br>**Exploring the latest trends in AI and their impact on digital marketing**<br>**Discussion on the future trajectory of AI in marketing** | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |

**Reference Materials:**

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

**Teaching Learning Process:**

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

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | Outcome 1: Proficient Understanding of AI Fundamentals<br>Description: Students will demonstrate a solid understanding of fundamental concepts of artificial intelligence, including machine learning, natural language processing, and neural networks, and how these concepts are applied in the context of digital marketing. | L1 |
| CO2 | Outcome 2: Application of AI in Marketing Strategy<br>Description: Students will be able to integrate artificial intelligence into digital marketing strategies. They will understand how AI technologies can enhance decision-making processes, optimize marketing campaigns, and improve overall marketing effectiveness. | L3 |
| CO3 | Outcome 3: Practical Implementation of AI Tools<br>Description: Students will gain hands-on experience in using AI tools and technologies relevant to digital marketing. They will be able to apply AI-driven solutions for tasks such as customer segmentation, content personalization, predictive analytics, and optimization of digital advertising campaigns. | L2 |
| CO4 | Outcome 4: Ethical Considerations and Responsible AI Use<br>Description: Students will explore and understand the ethical considerations associated with the use of artificial intelligence in digital marketing. They will be equipped to make ethical decisions, ensuring privacy, transparency, and responsible use of AI in marketing practices. | L4 |

**Mapping of COs and POs**

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

**Elective 4.3 – 4.3.1 to 4.3.3:**

| Elective – IV | | |
|---|---|---|
| **Sl. No.** | **Course Code** | **Course Name** |
| 1 | OMBD403A | Data Visualization |
| 2 | OMBD403B | Website Development and Design |
| 3 | OMBD403C | Email Marketing |

| **Data Visualization** | | | |
|---|---|---|---|
| **Course Code :** | **OMBD403A** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Learning Outcomes:**

1. Understanding Data Interpretation:
   - Develop the ability to interpret and analyze data effectively.
2. Proficiency in Data Visualization Tools:
   - Gain hands-on experience with popular data visualization tools such as Tableau or Power BI.
3. Communicating Insights:
   - Learn to communicate complex data insights through visually compelling charts, graphs, and dashboards.
4. Decision-Making with Data:
   - Understand how to use data visualization for informed decision-making in digital marketing strategies.
5. Storytelling with Data:
   - Acquire skills in telling a coherent and persuasive story using data.

| **Module-1** | **8 hours** |
|---|---|
| **Introduction to Data Visualization**<br>• Importance of data visualization in digital marketing<br>• Overview of data visualization tools | |
| **Module -2** | **8 hours** |
| **Data Interpretation and Analysis**<br>• Basics of data interpretation<br>• Techniques for data analysis in digital marketing | |
| **Module -3** | **8 hours** |

**Hands-on Training with Visualization Tools**

- Practical sessions using tools like Tableau or Power BI
- Creating various types of visualizations

**Module -4** **8 hours**

**Communication Strategies**

- How to effectively communicate data insights
- Storytelling techniques in data visualization

**Module-5** **8 Hours**

**Project Work and Case Studies**

- Applying learned concepts to real-world scenarios
- Analyzing case studies in digital marketing

**Semester End Examination:**

100 percent theory: 0 percent problems

**Suggested Learning Resources:**

**Reference Materials:**

1. Book: "Storytelling with Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knaflic
- A comprehensive guide on using data to tell impactful stories.
2. Online Course: "Data Visualization and Communication with Tableau" on Coursera
- A practical course covering data visualization using Tableau.
3. Website: Tableau Public Gallery
- Explore the Tableau Public Gallery for inspiration and examples of data visualizations.

**Teaching Learning Process:**

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

1. Case studies

2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.

3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others

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

5. Classroom presentations by the students on teacher assigned topics

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge | L3 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L2 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

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

| Website Development and Design | | | |
|---|---|---|---|
| **Course Code :** | **OMBD403B** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Objectives :**

**Learning Outcomes:**

1. **Website Development Basics:** Understand the fundamentals of website development, including HTML, CSS, and JavaScript.
2. **User Experience (UX) Principles:** Learn principles of UX design to create websites that provide a positive user experience.
3. **Content Management Systems (CMS):** Gain proficiency in using CMS platforms like Word Press for website creation and management.
4. **Responsive Design:** Understand and implement responsive design principles for cross-device compatibility.
5. **Collaboration with Development Teams:** Develop skills for effective collaboration with web development teams.

**Module-1** **8 Hours**

**Introduction to Website Development**

- Basics of HTML, CSS, and JavaScript
- Overview of website development tools

**Module -2 8 Hours**

**User Experience (UX) Design**

- Principles of UX design
- Conducting usability tests

**Module -3** **8 Hours**

**Content Management Systems (CMS)**

- Using platforms like WordPress for website creation
- Customizing themes and templates

**Module -4** **8 Hours**

**Responsive Design**

- Techniques for creating responsive websites
- Testing and optimizing for various devices

| **Module-5** | **8 Hours** |
|---|---|
| **Project Work and Case Studies**<br>• Applying learned concepts to create a functional website<br>• Analyzing case studies in website development | |
| **Semester End Examination:**<br>100 percent theory: 0 percent problems | |
| **Suggested Learning Resources:**<br>**Books**<br>MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:<br>**Reference Materials:**<br>1. Book: "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug<br>• A classic guide to usability in web design.<br>2. Online Course: "Web Design for Everybody: Basics of Web Development & Coding" on Coursera<br>• An introductory course covering web development basics.<br>3. Website: W3Schools - HTML, CSS, JavaScript Tutorials<br>• W3Schools provides comprehensive tutorials for web development technologies. | |
| **Teaching Learning Process:**<br>This course will be taught using a mix of the following tools :<br>1. Case studies<br>2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.<br>3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others<br>4. Classroom discussions based on points 1-3 and other parts of the course contents.<br>5. Classroom presentations by the students on teacher assigned topics<br><br>**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 | 1. Understand the concept of digital marketing and its real-world iterations | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing stratergies | L2 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L3 |
| CO4 | 4. Identify and utilize various tools such as social media etc | L4 |

**Mapping of COs and POs**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---|---|---|---|---|---|---|---|---|---|
| **CO1** | 1 | | | | 2 | 3 | | | |
| **CO2** | | 2 | 2 | | | | 2 | | |
| **CO3** | | | | 3 | | 3 | | 2 | |

| E-mail Marketing | | | |
|---|---|---|---|
| **Course Code :** | **OMBD403C** | **CIE Marks** | **30** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **70** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Learning Outcomes:**

1. **Creating Compelling Email Content:**
- Develop skills in crafting engaging and persuasive email content.
2. **Email Campaign Management:**
- Understand the end-to-end process of planning, executing, and optimizing email campaigns.
3. **Automation and Personalization**:
- Explore techniques for email automation and personalization.
4. **List Management and Segmentation:**
- Learn strategies for managing email lists and segmenting audiences.
5. **Analytics and Performance Measurement:**
- Utilize analytics to measure and optimize the performance of email campaigns.

| **Module-1** | **8 Hours** |
|---|---|
| **Introduction to Email Marketing**<br>• Overview of the role of email marketing in digital strategies<br>• Key components of successful email campaigns | |
| **Module -2** | **8 Hours** |
| **Creating Effective Email Content**<br>• Writing compelling copy and designing visually appealing emails<br>• Best practices for subject lines and calls-to-action | |
| **Module -3** | **8 Hours** |
| **Email Campaign Management**<br>• Planning and executing email campaigns<br>• A/B testing and optimization | |
| **Module -4** | **8 Hours** |
| **Automation and Personalization**<br>• Implementing email automation workflows<br>• Personalizing content based on user behavior | |
| **Module-5** | **8 Hours** |
| **Analytics and Measurement**<br>• Using analytics tools to measure email performance<br>• Iterative optimization based on analytics insights | |

**Semester End Examination:**
100 percent theory: 0 percent problems

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

**Reference Materials:**
1. Book: "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success" by Chad S. White
- A comprehensive guide covering best practices for successful email marketing.
2. Online Course: "Email Marketing Certification Course" on HubSpot Academy
- HubSpot's certification course covering various aspects of email marketing.
3. Website: Mailchimp Resources
- Explore Mailchimp's resources for guides, best practices, and case studies in email marketing.

These detailed learning outcomes, syllabi, and reference materials aim to provide a comprehensive understanding of Data Visualization, Website Development and Design, and Email Marketing in the context of an MBA in Digital Marketing.

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

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

**Course outcome**

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

| Sl.No. | Description | Blooms Level |
|---|---|---|
| CO1 | 1. Understand the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM) | L1 |
| CO2 | 2. Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing stratergies | L2 |
| CO3 | 3. Understand how to create and run digital media based campaigns | L3 |
| CO4 | 4. Identify and utilize various tools such as social media etc and Search Engine Marketing (SEM) | L4 |

**Mapping of COs and POs**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---|---|---|---|---|---|---|---|---|---|
| **CO1** | 1 | | | | 2 | 3 | | | |
| **CO2** | | 2 | 2 | | | | 2 | | |
| **CO3** | | | | 3 | | 3 | | 2 | |

# 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-CDOE MYSURU

## MBA 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

Approved

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

29/7/24

# MBA PROJECT WORK GUIDELINES

| Course | OMBAPR404 | CIE Marks | 30 |
|---|---|---|---|
| Teaching Hours/Week (L: P: SDA) | 4:0:0 | SEE Marks | 70 |
| Credits | 08 | Exam Hours | 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 (OMBAPR404)**

| 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 |

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 |

| | |
|---|---|
| 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. **(First Presentation)** |
| Data collection | Date collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. **(Second Presentation)** |
| Analysis and finalization of report | Students must use appropriate and latest statistical tools and techniques for analyzing the data. (Third **Presentation)** |
| 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**

| | |
|---|---|
| **Page 1** | Title, Contact Address of student- with details of Internal and External Guide (if applicable) |
| **Pages 2-4** | 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 Report)

Submitted by

(Student Name)

(USN)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

| INTERNAL GUIDE | EXTERNAL GUIDE |
|---|---|
| (Name & Designation) | (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 Master 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 fulfillment of the requirements for the award of the degree of Master of Business Administration 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 Master of Business Administration 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:**

VTU-CDOE MYSURU

## Table of Contents


| Sl. No. | Contents | Page No's. |
|---|---|---|
| Executive Summary | | |
| 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 |
| Bibliography | | |
| Annexures | | |


## 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 |


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

Approved
29/7/24
Dr. T. Manjunatha
Professor and Co-Ordinator
Department of MBA
University B.D.T. College of Engineering
DAVANGERE - 577 004

VTU-CDOE MYSURU

## MBA 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

Approved

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

29/7/24

# MBA PROJECT WORK GUIDELINES

| Course | OMBAPR404 | CIE Marks | 30 |
|---|---|---|---|
| Teaching Hours/Week (L: P: SDA) | 4:0:0 | SEE Marks | 70 |
| Credits | 08 | Exam Hours | 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.

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**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**

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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 (OMBAPR404)**

| 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 |

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 |

| | |
|---|---|
| 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. **(First Presentation)** |
| Data collection | Date collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. **(Second Presentation)** |
| Analysis and finalization of report | Students must use appropriate and latest statistical tools and techniques for analyzing the data. (Third **Presentation)** |
| 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**

| | |
|---|---|
| **Page 1** | Title, Contact Address of student- with details of Internal and External Guide (if applicable) |
| **Pages 2-4** | 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 Report)

Submitted by

(Student Name)

(USN)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

| INTERNAL GUIDE | EXTERNAL GUIDE |
|---|---|
| (Name & Designation) | (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 Master 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 fulfillment of the requirements for the award of the degree of Master of Business Administration 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 Master of Business Administration 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:**

VTU-CDOE MYSURU

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

Approved
29/7/24
Dr. T. Manjunatha
Professor and Co-Ordinator
Department of MBA
University B.D.T. College of Engineering
DAVANGERE - 577 004