

CURRICULUM STRUCTURE
FOR
TWO YEARS
MASTER OF BUSINESS ADMINISTRATION
IN
DIGITAL MARKETING MANAGEMENT
(DM MBA)
PROGRAM
(Sem –I To Sem – IV)
WITH PROVISIONS
OF
EXIT OPTION PROGRAM

Abbreviations

CIA	Continuous Internal Assessment	AEC	Ability Enhancement Course
L	Theory Lecture	BS	Basic Science
T	Tutorial	ES	Engg. Science
P	Practical	CEP	Community Engagement Project
TC	Total Credits	EC	Exit Course
CP	Credits for Practical	HSSM	Humanities, Social Science and Management
CT	Credits for Theory	IKS	Indian Knowledge System
IC	Institute Core	VSEC	Vocational and Skill Enhancement Course
IE	Institute Elective	MD	Multidisciplinary Minor
OE	Open Elective	LLC	Liberal Learning Course
PC	Programme Core	VEC	Value Education Course
PE	Programme Elective	ELC	Experiential Learning Course
VAC	Value Added Course	^a	Oral/ Presentation Examination
HM	Honors / Minor Program Course	^b	Practical Examination
SDC	Skill Development Course		
EEC	Employability Enhancement Course		

Formative Assessment for Theory Course <i>(Scaled to allotted marks)</i>		
CIA	Weightage	Description
CIA 1	20%	Home Assignment
CIA 2	40%	Mid-Term Exam (MTE)
CIA 3	20%	Research Based Activity/Quizzes/Case Studies/Poster/ GD
CIA 4	20%	Topic Based Presentation /Extempore
TOTAL	100%	



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Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	IC (GC)	2316501	Accounting for Managers	3	-	--	3	50	--	50	--	100
2	IC (GC)	2316502	Economics for Business Decision	3	-	--	3	50	--	50	--	100
3	IC (GC)	2316503	Business Law	3	-	--	3	50	--	50	--	100
4	IC (GC)	2316504	Research Methodology	3	--	-	3	25	--	50	-	75
5	IC (GC)	2316505	Organization Behaviour	3	-	--	3	50	--	50	--	100
6	IC (GC)	2316506	Marketing Basics	3	--	-	3	50	--	50	--	100
7	IE Common	2316507 A to C	Institute Elective-1	1	1	--	2	25		50	--	75
8	IE Common	2316508 A to C	Institute Elective-2	1	1	--	2	25	--	50	--	75
TOTAL				20	2	--	22	325	00	400	00	725

Institute Electives:

(Elective-1)

1. Principles and Practices of Management (2316507A)
2. Business Communication for Managers (2316507B)
3. Leadership Development (2316507C)

(Elective-2)

1. Selling and Negotiation Skills (2316508A)
2. Entrepreneurship Development (2316508B)
3. Mathematics & Statistics for Business (2316508C)



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SEM I	2316501	Accounting for Managers	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Define and describe the fundamental concepts related to Management Accounting, including its role and importance in decision-making.2. Elaborate on the theoretical foundations of Management Accounting, discussing the evolution and various approaches in the field.3. Utilize accounting information to make managerial decisions concerning pricing, product mix, and cost control.4. Identify and evaluate key elements in financial statements and cost data to make informed managerial choices.5. Interpret financial statements to understand the financial health and performance of the organization.6. Create various budgets, such as operating budgets, capital budgets, and cash budgets, to aid in planning and control.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Describe the concepts related to Management Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing CO2: Explain in detail, all the theoretical concepts mentioned in the syllabus CO3: Perform all the necessary calculations through numerical problems CO4: Analyse the situation and decide the key elements involved in the situation. CO5: Evaluate the financial impact of the decision CO6: Create the Financial Statement, Cost Sheet and Budgets			

Unit 1: Introduction	6 hrs	CO
Nature, Scope of Management Accounting, Difference between Financial Accounting, Cost Accounting and Management Accounting		CO1
Need ,uses, concepts, terms and conventions of accounting , Generally Accepted Accounting Principles (GAAP)		
Unit 2: Financial Accounting and Statements:	8 hrs	CO2
Fundamental accounting journal, ledger and trial balance. Meaning, importance and objectives of Financial Statements		
Preparation of final accounts of sole proprietary firm.		
Unit 3: Basics of Cost Accounting:	8 hrs	CO3
Introduction to functions of two and three variables, Partial Derivatives, Euler's Theorem on Homogeneous functions, Partial derivative of composite function.		
Unit 4: Techniques for Decision Making:	6 hrs	CO4
Concept of Marginal Costing, Differential costing and absorption costing, Advantages and limitations of marginal costing		
Contribution, P/V ratio, Break-even point (BEP), Cost-volume profit (CVP) Analysis, Business Decisions like Product Mix Decisions, Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions, Shutting Down Decisions		
Unit 5: Techniques for Controlling :	7 hrs	CO5 & CO6
Budgetary Control : Concept of Budget and Budgetary Control ,importance and advantages and disadvantages, Zero based budgeting, functional budgets		
Unit 6 :Standard Costing	7 hrs	
: Meaning, Importance, advantages and disadvantages, cost variance analysis, Material Variances and Labor Variances		

Text Books

1. Management Accounting, Khan and Jain, Tata McGraw Hill
2. Fundamentals of Management Accounting, H. V. Jhamb
3. Managerial Accounting, Dr. Mahesh Abale and Dr. Shriprakash Soni
4. Management Accounting, Dr. Mahesh Kulkarni
5. Accounting for Management, Jawarhar Lal



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Reference books

1. Management Accounting, Mr. Anthony Atkinson, Robert Kaplan, Pearson
2. Management Accounting, Ravi Kishore
3. Accounting for Managers, Dearden and Bhattacharya
4. Financial Accounting for Management, Shankarnarayanan Ramanath, CENGAGE Learning
5. Financial Cost and Management Accounting, P.Periasamy



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SEM I	2316502	Economics for Business Decision	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to 1. To Understand the basic concepts and issues in business economics and their application in business decisions. 2. To develop economic way of thinking in dealing with practical business problems and challenges 3. To <i>apply micro economic concepts and techniques in evaluating business decisions taken by firms.</i>			
Course Outcomes: On completion of the course, learner will be able to– CO1: Define the Basic terms in Economics CO2: Explain the fundamental ideas of economics from the perspective of management. CO3: Recognize the numerous problems in an economics environment and emphasize the importance of each from the standpoint of corporate decision-making. CO4: Examine how different aspects of microeconomics are related from the perspective of consumers, firms, industries, markets, competitors, and business cycles. CO5: Evaluate critical thinking using microeconomics principles in order to make wise business decisions. CO6: Explain how customers and businesses within an industry will react to a company's economic decisions and how those reactions might be incorporated into future judgments			



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Unit 1: Basic Principles in Economics	6 hrs	CO
Basic Principles in Economics: Meaning and scope of Business Economics, Twin principles of scarcity and efficiency, Circular Flow of Activity, Microeconomics, Macroeconomics, Scope of Managerial Economics, Managerial Economics and decision-making, Concept of Firm, Profit maximization & wealth Maximization Principle, Accounting & Economic Costs & Profits		CO1
Unit 2: Utility & Demand Analysis	7 hrs	
Demand & Utility Analysis & Demand Forecasting: Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. ,Uses of the concept of elasticity., Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing, marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus, Methods of Demand Forecasting for Existing & New Product		CO2
Unit 3: Supply & Market Equilibrium	8 hrs	
Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost- Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run..		CO3
Unit 4: Market structure analysis	8 hrs	
Market structure analysis. Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination under Perfect Competition.		CO4
Unit 5: Pricing Policies	7 hrs	
Introduction, Market and Market Structure, Perfect Competition, Price- Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short run ,Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis, Need for Government Intervention in Markets, Preventions and Control of Monopolies.		CO5

Unit 6 : Imperfect Competition	6 hrs	
Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis, Need for Government Intervention in Markets, Preventions and Control of Monopolies.		CO6

Text Books

1. Managerial Economics, D. Salvatore, McGraw Hill, New Delhi.
2. Managerial Economics, G.S. Gupta, T M H, New Delhi.
3. Managerial Economics, Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall
4. Managerial Economics, Mote, Paul and Gupta, T M H, New Delhi.
5. Managerial Economics, Pearson and Lewis, Prentice Hall, New Delhi

Reference Books

1. Managerial Economics, Joel Dean, Prentice Hall, USA.
2. Managerial Economics, Homas and Maurice, Tata McGraw Hill
3. Managerial Economics, D.M.Mithani
4. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
5. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.
6. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.

SEM I	2316503	Business Law	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
			Pract: --
			Oral: --
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. Familiarize students with key business-related Acts in the Indian economy. 2. Relate legal provisions to relevant business aspects and situations. 3. Develop critical thinking through legal judgment exercises 4. Outline basic case laws of each Act from a legal and managerial perspective 			
Course Outcomes: On completion of the course, learner will be able to– <p>CO1: Know Legal Aspects of Business with respect to Indian economy.</p> <p>CO2: Relate various legal provisions to relevant business aspects and situations</p> <p>CO3: Illustrate the use of the Acts in common business situations.</p> <p>CO4: To enhance the ability of the students to manage the business effectively.</p> <p>CO5: Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations</p> <p>CO6: Outline the various facets of basic case laws of each Act from a legal and managerial perspective</p>			



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Unit 1: Indian Contract Act, 1872:	8 hrs	CO
Contract –meaning, characteristics and kinds, Essentials of valid contract -Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Breach of Contract- meaning & remedies Void agreements. Discharge of contract –modes of discharge including breach and its remedies. Contingent contracts, Quasi – contracts, Contract of Indemnity and Guarantee Contract of Agency , Contract of Bailment Act.		CO1
Unit 2: The Sale of Goods Act, 1930	8 hrs	
Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller –meaning and rights of an unpaid seller against the goods and the buyer. Auction Sale		CO2
Unit 3: Negotiable Instrument Act, 1881	7 hrs	
Negotiable Instrument – meaning- characteristics- types- parties – holder & holder in due course. Negotiation and types of endorsement. Dishonour of negotiable instrument – noting & protesting Liability of parties on Negotiable Instrument		CO3
Unit 4: Companies Act The Companies (Amendment) Act, 2015	6 hrs	
Definition & characteristics of a company. Company distinguished from partnership. Kinds of Companies. Provisions relating to incorporation & Memorandum of Association Articles of Association, Prospectus. Management & administration. Meetings & proceedings Directors, Boards powers & restrictions thereon.		CO4
Unit 5: The Consumer Protection Act, 2019	6 hrs	
Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority.		CO5, CO6
Unit 6: Introduction to IPR Laws	6 hrs.	
a) The Copy Right Act, 1957, b) The Patents Act, 1970, c) The Trade Marks Act, 1999.		

Text Books

1. Business Legislations for Management, M.C. Kuchhal
2. Elements of Mercantile Law, N.D.Kapoor
3. Business and Corporate Laws, Dr. P.C. Tulsian
4. Business Laws, S.S. Gulshan
5. Elements of merchantile law- N.D. Kapoor

Reference Books

1. Pathak, Legal Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limited, New



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SEM I	2316504	Research Methodology	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	Theory: 3 hrs/week
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Students should be able to convert theoretical knowledge into practical research skills by conducting independent research projects.
2. Develop a comprehensive understanding of the fundamental concepts of research in business, including the reasons for studying business research.
3. Define key research terms and concepts, such as research design, hypothesis, data analysis techniques, sampling methods, and ethical considerations in research.
4. Acquire in-depth knowledge of different research designs, both qualitative and quantitative, and be able to differentiate between various types of research approaches and their applications in different scenarios.
5. Compare and contrast different research methods, such as exploratory research and conclusive research.
6. Acquire knowledge about various data collection techniques, including questionnaire construction, personal interviews, and online questionnaire tools.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Define various concepts & terms associated with research

CO2: Explain the terms and concepts used in all aspects of research.

CO3: Make Use OF principles of research to SOLVE contemporary research problems.

CO4: Examine the various facets of a research problem and illustrate the relevant aspects of the research process from a data driven decision perspective.

CO5: Judge the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.

CO6: Formulate alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

Unit 1: Research	6Hrs	CO
Definition, reasons for studying business research, Characteristics of research, what is good research - Research application in functional areas of business -Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question -Steps in research Process - Ethics in Research, Concept of Plagiarism and Prevention		CO1
Unit 2: Research Design	8 Hrs	
Concept and Role of research design - Type of research approaches- qualitative research and quantitative research, Difference between Qualitative research and quantitative research - Types of Research design- Exploratory research and		
Conclusive research: descriptive and causal research. Exploratory research techniques: Depth interview, Experience survey, Focus group, observations.		CO2
Descriptive Research Design- concept, use. Cross sectional & longitudinal research. Experimental Design- concept of cause, causal relationship, concept of dependent & independent variable, extraneous variable, treatment & control group		
Unit 3 Hypothesis	8 Hrs	
Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis, Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance		
Data & Measurement: Meaning of data, Need for data. Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency. Primary Data: Definition, Advantages and disadvantages over secondary data.		CO3
Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools		
Unit 4: Basics and Types of Sampling	6 Hrs	
Basic concept of Sampling: universe/population, Sample, sampling frame, sampling element & Characteristics of a good sample. Probability sampling: different types of sampling. 2. non-probability sample- different types of non-probability sampling, Sampling Errors, non-		CO4

sampling errors, methods to reduce errors, sample size Considerations	
Unit 5: Data Analysis & Report Writing 7 Hrs	
Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation.	CO5 CO6
Unit 6 : Graphical Representation of Data in Methodology. 7 Hrs	
Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms. Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test including testing hypothesis of association, association of attributes. Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation	CO5 CO6

Text Books:

1. Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.
2. Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press
3. Research Methods for Social Work, Allen, Earl R. Babbie, Cengage
4. Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall

Reference Books / Reading:

1. Business Research Methods, William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin,
2. Cengage Learning
3. Approaches to social research, Royce Singleton, Bruce C. Straits, Margaret Miller Straits, Oxford University Press
4. Research Methods: The Basics, Nicholas S. R. Walliman, Nicholas Walliman, Routledge
5. Research Methodology In Management, Dr.V.P.Michael



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SEM I	2316505	Organization Behaviour	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
			Pract: --
			Oral: --
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. To gain knowledge of human behavior in the workplace from an individual, group, and organizational perspective.2. To obtain frameworks and tools to effectively analyze and approach various Organizational situations3. To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Describe the Levels of Analysis in OB and its application in Business CO2: Explain how people behave under different conditions and understand why people behave CO3: as they do CO4: Apply various theories and models of organizational behavior in the workplace CO5: Compare between the various theories of motivation and their application in organizations. CO6: Evaluate the potential effects of important developments in the external environment on organizational behavior. CO7: Develop strategies to creatively and innovatively engage in solving organizational challenges.			



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Unit 1: Introduction	6 hrs	CO
Introduction - Definition of OB , Focus and Purpose of OB , Nature of OB , Scope of OB ,Development of ,OB , Organisational Behavioural Models, Understanding Organizational behavior: Role of a Manager, Levels of analysis within OB - individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields, Application of OB in Business.		CO1
Unit 2: Individual behavior	7 hrs	
Individual behavior; Attitude, Attitude and Behavior, Attitude required at Workplace – Job Satisfaction, Job Involvement, Commitment, Employee Engagement, Emotions, Sources of Emotions, Emotional Intelligence, EQ vs IQ Introduction ,Determinants of Personality , Theories of Personality , Individual Difference , Matching Personality and Jobs , Personality and Organizational Behaviour Values: Importance of Values, learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.		CO2
Unit 3: Learning and Attitude	8 hrs	
Introduction Learning: , Learning Process , Theories of Learning , Attitude-Characteristics and Components ,Attitude and Behaviour , Attitude Formation , Measurement of Attitude,Attitude and Productivity		CO3
Unit 4:Motivation	8 hrs	
Organizational Culture & Climate; Organizational Conflicts Type, Causes and Management;; Knowledge Management; Power & Politics; Negotiation, Motivation- introduction , Definition , Classification of Motive , Nature of Motivation , Motivation Process , Theories of Motivation		CO4
Unit 5: Leadership and Communication	7 hrs	
Importance of Leadership , Functions , Leader vs. Manager , Leadership Styles ,Leadership Theories , Communication: Meaning , Importance of Communication ,Communication Process , Barriers to Communication . Steps for Improving CommunicationI Organizational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress.		CO5
Unit 6: GROUPS IN ORGANISATION	6 hrs	
GROUPS IN ORGANISATION: Group: Meaning, nature, functions & development, Foundations of Group Behavior, Defining and Classifying Groups, Stages of Group Development, Group Decision Making, Understanding Work Teams, Types of Teams, Creating Effective Teams.		CO6

Text books

1. Robbins, S. P., & Judge, T. (2021). Organizational behavior (18th ed.). Boston: Pearson
2. Newstrom J. W., & Davis, K. (2011). Human behavior at work (12th ed.). Tata McGraw Hill
3. Nelson, D, Quick, J.C., & Khandelwal, P., (2011). ORGB . Cengage Learning.
4. Stanley C. Ross(2021), Organizational Behavior Today (1st Edition), Routledge
5. Michael A. Hitt, Adrienne Colella, C. Chet Miller (2010), Organizational Behavior (3rd Edition), Wiley

Reference books

1. Pareek. U. (2010). Understanding Organizational Behavior (2nd ed.). Oxford University Press
2. Schermerhorn, J. R., Osborn, R.N., Hunt, M.U.J (2016). Organizational Behavior (12th ed.). Wiley.
3. Jennifer M. George, Gareth R. Jones (2011), Understanding and Managing Organizational Behavior, 6th Edition, Prentice Hall
4. Jason A. Colquitt; Jeffery Lepine; Michael Wesson (2018), Organizational Behavior: Improving Performance and Commitment in the Workplace (6th Edition), McGraw-Hill Education
5. Ricky W. Griffin, Jean M. Phillips, Stanley M. Gully



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SEM I	2316506	Marketing Basics	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Understand the role of marketing in business and its importance for creating and maintaining customer relationships.
2. Identify the basic concepts and principles of marketing including the marketing mix (product, price, place, promotion) and the customer value proposition.
3. Learn about market segmentation, targeting, and positioning strategies to effectively reach and appeal to different customer segments.
4. Develop skills in conducting marketing research, analyzing market data, and identifying consumer needs and preferences.
5. Gain knowledge of marketing communication strategies such as advertising, public relations, sales promotion, and personal selling to effectively communicate with customers.
6. Learn about the importance of branding and how to develop a strong brand identity that resonates with customers.

Course Outcomes:

On completion of the course, learner will be able to–

- CO1:** Remember and reproduce concepts, principles, frameworks, and terminologies related to marketing
- CO2:** Demonstrate the relevance of marketing management principles and frameworks to a new or current business across a wide variety of sectors
- CO3:** Apply marketing principles and theories to the demands of marketing function and practice in contemporary real-world scenarios
- CO4:** Examine and compile a list of marketing issues related to segmentation, targeting, and positioning, marketing forces, consumer purchasing patterns, the marketing mix, and the product life cycle in the context of real-world marketing offerings (commodities, goods, services, and e-products/e-services)
- CO5:** Explain how segmentation, targeting, and positioning are related to the marketing environment, consumer buying habits, marketing mix, and product life cycle using examples from real-world situations.
- CO6:** Discuss several strategies for segmenting, targeting, and positioning, as well as the marketing environment, consumer buying patterns, the marketing mix, and the product life cycle in the context of real-world marketing offerings (commodities, goods, services, and e-products/e-services).

Unit 1: Introduction to Marketing:	6 Hrs	CO
Definition & Functions of Marketing, Core concepts of marketing, Concepts of Markets, Company orientation towards market place, Functions of Marketing Manager Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value		CO1
Unit 2: Consumer Behavior:	8 Hrs	
Meaning & importance of consumer behavior, Consumer Buyer Behavior: Cultural, Social, personal & Psychological factors, Complex, Dissonance-reducing, Habitual & Variety-seeking buying behavior, Buyer decision process, Adoption process & rate of adoption in new products. Business Buyer Behavior: Business markets, Major types, Participants, Major influences, Business buying process & over the internet, Institutional & government markets		CO2
Unit 3: Marketing Environment:	8 Hrs	
Micro Environment, Macro Environment Need and Importance for analyzing the Marketing Environment, Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment, Demographics		CO3
Unit 4: Concept, Need & Benefits:	6 Hrs	
Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market -Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, LongTail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition		CO4
Unit 5: Market Potential :	7 Hrs	
Market Potential & Market Share. Target Market -Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, LongTail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition		CO 5
Unit 6: Marketing Mix:	7 Hrs	
Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.		CO6

Text Books:

1. This is marketing Godin Seth
2. Marketing Management, Rajan Saxena, TMGH

Reference Books / Reading:

1. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning
2. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
3. Marketing Management- Text and Cases, Tapan K Panda, Excel Books Marketing Whitebook



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SEM I	2316507A	Principles and Practices of Management	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
			Pract: --
			Oral: --
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Comprehend the nature and characteristics of management, its scope, and various functional areas.2. Recognize the importance of ethical values in managerial decision-making and actions.3. Explore the concepts of authority, delegation, decentralization, and their impact on organizational structure.4. Analyze the techniques of coordination in managing complex organizational tasks.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understanding the Aim Is To Inculcate The Ability To Apply Multifunctional Approach To Organizational Objective. CO2: Apply Process Based Thinking And Risk Based Thinking For Managing And Improving The Functioning Of An Organization CO3: Examine The Inter-Relationships Between The Planning And Organising, Directing And Communicating, Controlling And Coordinating Etc. CO4: Develop Skills For Corrective Action Management And Continual Improvement Project Management			

Unit 1:Introduction	7hrs	CO
Meaning, Evolution Of Management Thought, Pre-Scientific Management Era, Neo-Classical Management Era, Modern Management Era; Nature And Characteristics Of Management - Scope And Functional Areas Of Management; Management As A Science, Art Or Profession; Management And Administration; Difference Between management And Administration. Significance Of Values And Ethics In Management		CO1
Unit2:Planning And Organizing-	7 hrs	
Nature, Scope, Objective And Significance Of Planning, Elements And Steps Of Planning, Decision Making Organizing Principles, Span Of Control, Line And Staff Relationship, Authority, Delegation And Decentralization. Effective Organizing, Organizational Structures, Formal And Informal Organizations, Staffing.		CO2
Unit 3:Organizing,Staffing and Directing	7 hrs	
Nature And Purpose Of Organization; Principles Of Organizing; Delegation Of Authority; Types Of Organization - Departmentalization, Committees; Centralization Vs Decentralization Of Authority And Responsibility, Span Of Control; Nature And Importance Of Staffing, Recruitment, Selection, Placement, Promotion, Separation, Performance Appraisal, Meaning And Nature Of Direction, Principles Of Direction;		CO3 & CO5
Unit 4: Communicating, Controlling And Coordinating	7hrs	
Communication - Meaning And Importance, Communication Process, Barriers To Communication, Steps To Overcome Communication Barriers, Types Of Communication; Motivation Theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory. Leadership – Meaning, Formal And Informal Leadership, Characteristics Of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style, Elements Of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles And Techniques Of Coordination, Concept Of Managerial Effectiveness.		CO4 & CO6

Text Books books

1. Drucker, F. Peter - Management-Tasks, Responsibilities & Practices.
2. Koontz "O" Donnel Weihrich - Elements Of Management.
3. Koontz H, "O" Donnel C - Management-A Book Of Reading.

Reference books

1. Management Principle And Practice- Dr.Noor Firdoos Jahan-Thakur Publication Pvt.Ltd
2. Terry And Franklin - Principles Of Management
3. Stoner - Principles Of Management



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SEM I	2316507B	Business Communication for Managers	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <div>1. To acquaint the students with fundamentals of communication and help them to transform their communication abilities.</div> <div>2. To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one’s poise in private and in public.</div> <div>3. To build the students’ confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.</div> <div>4. Effectively manage the team as team player.</div> <div>5. Communicate effectively (Verbal and non-verbal)</div>			
Course Outcomes: On completion of the course, learner will be able to– CO1: Recognize the various components of communication, the channels via which it occurs, and the obstacles to clear communication. CO2: Express oneself clearly in both common and unique professional contacts in the real world CO3: Demonstrate how to develop body language properly CO4: Participate in business meetings, panel discussions, phone calls, simple interviews, and public speaking exercises CO5: Analyze the benefits and drawbacks of actual recorded speech exchanges in a professional setting.. CO6: Use appropriate technology tools to create and deliver successful business presentations for typical business scenarios.			



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Unit 1: Introduction	7 hrs	CO
Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of communication, Roles of a Manager, Communication Roadblocks and Overcoming them, Overcoming Communication Barriers, Effectiveness in Managerial Communication, Role of Verbal & Non-verbal Symbols in communication : Forms of Non- verbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication.		CO1
Unit 2: Listening & communication	7 hrs	
Listening: Definition, Anatomy of poor Listening, Features of a good Listener, Meaning of EL, Types of Listening skills, strategies, Barriers to effective Listening. Spoken Communication : Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience , Telephone, Teleconferencing, Challenges and etiquette.		CO2
Unit 3: Group Discussion and Interviews	7 hrs	
Group Discussion & Interviews :Methodology of Group, Role Functions in Group Discussions, From of Group, Characteristics of Effective Groups, Group Decision –Making , Group Conflict, Types of Non-functional Behavior, Fundamental principles of Interviewing, Types of Interviewing Questions, Important Non-Verbal Aspects, Types of Interviews, Style of Interviewing. Mock Interviews, Introduction, Greetings and Art of Conversation, Dressing and Grooming, Norms of Business Dressing.		CO3 CO6
Unit 4: Meetings and Formal Communication	7 hrs	
Meetings: Ways and Means of conducting meeting effectively, Planning a Meeting, Meeting Process, How to Lead Effective Meeting, Evaluating Meeting, Writing Agenda and Minutes of meetings , Web Conferencing Forms of Communication in Written mode: Written Business Communication, Basic Principles, Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing , Persuasive written messages , Writing Business Reports (Short & Long), Kinds of Business Letters, Tone of writing, inquiries, orders & replying to them, sales letters, Job application Letters, Writing Effective Memos, Format and Principles of writing Memos		CO4 & CO5

Text Books

1. Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
2. Business Communication Today, Bovee C L et. al., Pearson Education
3. Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
4. Business Communication, P.D. Chaturvedi, Pearson Education



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Reference Books

1. Dictionary of Common Errors, Turton, N.D and Heaton, J.B, Addison Wesley Longman Ltd.
2. Technical Communication, Anderson, P.V, Thomson Wadsworth, New Delhi
3. Communication for Business, Tayler Shinley, Pearson Education
4. The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi
5. Communication Skills for Effective Management, Hargie et. al., Palgrave



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SEM I	2316507C	Leadership Development	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Developing effective leadership skills and abilities.
2. Understanding and implementing key leadership theories and models.
3. Enhancing communication and interpersonal skills.
4. Building and managing effective teams.
5. Developing problem-solving and decision-making skills.
6. Understanding the importance of ethical leadership.

Course Outcomes:

On completion of the course, learner will be able to–

- CO1:** To provide a framework for the students to understand the importance of Leadership and team effectiveness in organizations
- CO2:** To give students understanding of good Leadership Behaviors and gaining insight into their Patterns, Beliefs and Attitude
- CO3:** To give students hands on experience in Empowering, Motivating and Inspiring Others and Leading by Example
- CO4:** To analyses the effectiveness of leadership style in various organization
- CO5:** To evaluate the role of leadership in the development of an institution
- CO6:** Creating an frame work on developing an healthy environment in organization

Unit 1: Introduction To Leadership	7 Hrs	CO
Discusses various aspects of leadership and management as important domains of study. Multiple thought streams of management and related thought leaders are presented		CO1
Unit 2: Leadership Theories	7 Hrs	
Important theories of leadership that have had chronological evolution and recognition in management literature.		CO2
Unit 3: Leadership Processes	7 Hrs	
Focuses on processes and methodologies for developing leaders in organisations, including through self-development		CO3 & CO5
Unit 4: Leadership Structures and Transformational Leadership Models	7 Hrs	
Discusses the importance of reinforcing as well as disrupting established product and service structures, and leveraging organizational structures to create new growth niches. Discusses unique aspects of transformational leadership models, with examples based on specific organizational and business contexts, presents additional transformational leadership models, with examples based on specific people development approaches		CO4 & CO6

Text Books:

1. Leadership Development Activities, John Adair, 2nd Edition Jaico Publication
2. Leadership Games, Stephen S Kogan, Response Books
3. Case Studies on Leadership, Edited By Menaka Rao & Sanghamitra Bhattacharya, ICFAI Books
4. Innovative Leader, Paul Sloane, Kogan Page

Reference Books / Reading:

1. Mastering Leadership, 2nd Edition, Michael Williams, Viva Books
2. Positive Leadership, Mike Pegg, Management Books 2000
3. Cases in Leadership, W Glenn Rowe, Sage Publications
4. Introducing Leadership, David Pardey, Butterworth-Heinemann



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SEM I	2316508A	Selling and Negotiation Skills	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Explore the various types of selling situations, including new business, service selling, consumer indirect selling, industrial selling, franchise selling, and international selling.2. Emphasize the significance of selling in driving revenue and growth for organizations.3. Explore the Pyramid of Success, focusing on power, time, and information management during negotiations.4. Discuss the art of persuasion and its application in selling to stakeholders such as dealers, suppliers, vendors, channel partners, superiors, subordinates, team-mates, and peers.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Explain The Theories And Concepts That Are Central To Personal Selling. CO2: To Study Basic Theoretical Principles And Practical Steps In The Negotiating Process CO3: Appraise The Importance Of In Business Negotiations And Managing Conflicts CO4: Develop The Logical Thinking, Communication Skills And Other Prerequisite For Successful Business Negotiations And Handling Organizational Conflict.			



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Unit 1: Introduction	7 hrs	CO
Nature & Scope Of Selling And Negotiation, Objectives: Importance Of Selling. Role In The Context Of Organization – Growth And Survival , Types Of Selling : Differences In Selling Situations, New Business Versus Service Selling, Newton's Classification Of Sales Types, Arnold's And Mcmurry Classification Of Selling Types, Consumer Indirect Selling, Industrial Selling , Franchise Selling, International Selling		CO1
Unit 2: Negotiable Instrument Act,1881	7 hrs	
Introduction Meaning Of Negotiable Instrument, Features Of Negotiable Instruments, Promissory Note Bills Of Exchange, Bank Draft , Cheques, Acceptance, Classification Of Negotiable Instruments- Bearer Instruments, Order Instruments, Inland Instruments, Foreign Instruments, Demand Instruments Time Instrument, Ambiguous Instruments, Incomplete Instruments.		CO2
Unit 3: Introduction To Marketing & Selling Concepts & Traits Of A Successful Salesperson	7 hrs	
Marketing Concepts, Personality & Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge- Product, Competition, Organization, Customer, Territory; Communication Skills, Persuasive Skills		CO3
Unit 4: Personal Skills Of Selling	7 hrs	
4 C's Of Negotiation, The Opening - Need & Problem Identification – The Presentation & Demonstration - Dealing With Objections – Negotiations – Closing The Sale - Follow Up Negotiation Skills: Goal, Collaborative/Win –Win Not Compromise, Pyramid of Success: Power, Time, And Information. Opponent : Visceral Or Idea		CO4

Text books

1. Sales Management By Bill Donaldson, Palgrave Publications
2. The Negotiable Instruments Act,1881
3. Negotiations Selling By Sameer Kulkarni – Excel Book Fundamentals Of Selling By Charles M. Futrell, Tata Mcgraw Hill 10th Edition 2
4. A B C' S Of Selling By Charles M. Futrell, Aitbs, New Delhi,
5. Managing Conflict & Negotiation By B. D. Singh – Excel Books
6. Negotiation Handbook By P. J. Cleary – Printice Hall Of India



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Reference books

1. Selling & Sales Management By Geoffrey Lancaster & David Jobber, Macmillan India Ltd.
2. Negotiation: Communication For Diverse Settings By Michael L Spangle And Myra Isenhardt, Sage South Asia Edition
3. The Sales Bible: The Ultimate Sales Resource By Jeffrey Gitomer, Wiley India
4. Negotiation & Selling By R. K. Srivastava – Excel Book
5. The Essentials Of Negotiation – Harvard Business School Press



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SEM I	2421508B	Entrepreneurship Development	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Understand the process of entrepreneurship and the role of entrepreneurs in creating and managing successful businesses.2. Identify and evaluate potential business opportunities and develop a strong business plan.3. Analyze the market and competition to determine the viability and potential of a new business venture.4. Develop effective strategies for marketing, sales, and customer acquisition.5. Understand the legal and regulatory aspects of starting and managing a business.6. Develop financial projections and understand the financial management requirements of a new business.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Recall the key concepts and theories related to entrepreneurship development CO2: Demonstrate a clear understanding of the different factors influencing entrepreneurship and the importance of entrepreneurship in economic development CO3: Apply the knowledge and skills in identifying and evaluating entrepreneurial opportunities, developing a business plan, and managing a new venture CO4: Analyze the challenges and risks associated with entrepreneurship, and develop strategies to mitigate them CO5: Evaluate the performance and success of a new venture using relevant criteria and metrics, and propose improvements and adjustments as needed CO6: Generate innovative ideas for new venture creation, develop creative solutions to entrepreneurial problems, and design and implement entrepreneurial strategies			

Unit 1: Introduction to Entrepreneurship	7 Hrs	CO
Definition and concept of entrepreneurship, Importance and role of entrepreneurship in the economy, Characteristics and skills of successful entrepreneurs, Types of entrepreneurs (e.g. social, serial, lifestyle), Entrepreneurial mindset and attitudes, - Entrepreneurial process and stages of venture creation		CO1
Unit 2: Identifying and Evaluating Business Opportunities	7 Hrs	
Sources of business ideas, Methods for generating and screening business ideas, Assessing market potential and demand for new ventures, Identifying and analyzing industry trends and competitors, Evaluating the feasibility and viability of business opportunities - Techniques for conducting a SWOT analysis		CO2
Unit 3: Developing and Implementing Business Plans	7 Hrs	
Components of a business plan (e.g. executive summary, market analysis, financial projections), Writing a compelling value proposition and positioning statement, Strategies for product development, pricing, and distribution, Developing an effective marketing and sales plan, Organizational structure and team building, - Financial management and funding options for new ventures		CO3 & CO6
Unit 4: Managing and Growing Entrepreneurial Ventures	7 Hrs	
Strategies for launching and growing a new venture, Building a strong brand and reputation, Effective leadership and decision-making in entrepreneurial ventures, Managing resources and operations, Strategies for managing and mitigating risk in entrepreneurship, Innovating and adapting to changes in the market, Scaling and expanding the business, Exit strategies and succession planning		CO4 & CO5

Text Books:

1. "New Venture Creation: Entrepreneurship for the 21st Century" by Jeffry A. Timmons and Stephen Spinelli
2. "Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland
3. "Entrepreneurship: Starting and Operating a Small Business" by Steve Mariotti and Caroline Glackin
4. "Entrepreneurial Small Business" by Jerome A. Katz and Richard P. Green I

Reference Books:

1. "Entrepreneurship: Theory, Process, Practice" by Donald F. Kuratko
2. "The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything" by Guy Kawasaki
3. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- 4.



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SEM I	2316508C	Mathematics & Statistics for Business	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Teamwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Apply their repertoire of mathematical and statistical tools and techniques to a variety of business contexts.2. Undertake basic statistical analyses of data3. Interpret the results of mathematical calculations and statistical analyses, and use them to inform decision-making4. Conduct regression analysis and make predictions.5. Conduct time series analysis.6. Apply concepts of probability theory and probability distributions.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the basic concepts of basic mathematics and statistics CO2: Identify reasonableness in the calculation. CO3: Apply the basic concepts as an effective quantitative tool. CO4: Explain and apply mathematical techniques. CO5: Demonstrate to explain the relevance and use of statistical tools for analysis and forecasting CO6: To build ability to apply mathematical and statistical concept for business applications			



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Unit 1: Statistical Representation of Data	4 hrs	CO
Diagrammatic representation of data, Frequency distribution, Graphical representation of Frequency Distribution – Histogram, Frequency Polygon, Ogive, Pie-chart		CO1
Unit 2: Measures of Central Tendency and Dispersion	9 hrs	
Mean, Median, Mode, Mean Deviation, Quartiles and Quartile Deviation, Standard Deviation, Co-efficient of Variation, Coefficient of Quartile Deviation		CO2
Unit 3: Correlation and Regression	8 hrs	
Scatter diagram, Karl Pearson's Coefficient of Correlation, Rank Correlation, Regression lines, Regression equations, Regression coefficients		CO3
Unit 4: Time Series Analysis	7 hrs	
General Concept, Component of Time Series, Models of Times Series Analysis, Measurement of Secular Trend, Method of Semi Averages, Moving Average Method, Method of Least Square		CO4

Text Books

1. Dinesh Khattar & S. R. Arora, Business Mathematics with Applications, S. Chand Publishing, New Delhi
2. Padmalochan Hazarika, A class textbook of Business Mathematics.
3. S. A. Bari, Practical Business Mathematics, New Literature Publishing Company, New Delhi
4. M. G. Dhaygude, Commercial Arithmetic and Statistics
5. Dr. Padmalochan Hazarika, A textbook of Business Mathematics

Reference books

1. Trivedi, (2010), Business Mathematics, 1st edition, Pearson Education.
2. S. P. Gupta, (2010), Statistical Methods, Sultan Chand and Sons, New Delhi.
3. S.C. Srivastava, Sangya Srivastava (2003), Fundamentals of Statistics, Anmol Publications Pvt. Ltd.
4. D. N. Elhance, Veena Elhance & B. M. Aggarwal, Fundamentals of Statistics, Kitab Mahal
5. Khan, Shadab, (2008) A Text Book of Business Mathematics, Anmol Publications.



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Semester – II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	IC (GC)	2316509	Fundamentals of Digital Marketing	3	-	--	3	50	--	50	--	100
2	IC (GC)	2316510	Social Media Marketing	3	-	--	3	50	--	50	--	100
3	IC (GC)		Business Strategy	3	-	--	3	50	--	50	--	100
4	IC (GC)	2316512	Program Core 1	3	-	--	3	50	--	50	--	100
5	PC (SC)	2316131/41/51/61/71/81/91	Program Core 2	3	-	--	3	50	--	50	--	100
6	PC (SC)	2316132/42/52/62/72/82/92	Program Core 3	3	-	--	3	50	--	50	--	100
7	PE (SE)	2316133/43/53/63/73/83/93 A to C	Program Elective-1	2	-	--	2	25	--	50	--	75
8	IC	2300601	Foreign Language (French / German)	2			2	25	--	50	--	75
9	IC	VAC	As per Specilizations	1	--	--	1	25	-	-	-	25
10	IC	EEC (Audit Course)	As per Specilizations	-	-	-	-	-	-	-	-	-
Total				30	-	--	30	275	00	300	00	575

Program Core-1 Advertising and Brand Management in Digital Era	Program Core-2 Digital Entrepreneurship
Program Core-3 Search Engine Optimization	Program Elective-1 PE 1: Mobile Marketing PE2: E- Mail Marketing PE3: Video Marketing

Semester-II	2316509	Fundamentals of Digital Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:03	Theory	CIA:50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. Learn the concept of digital marketing and its current and future evolutions. 2. 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. 3. Understand how to create and run digital media based campaigns. 4. Identify and utilize various tools such as social media etc. 			
Course Outcomes: On completion of the course, learner will be able to– <p>CO1: Understand the concept of Marketing and Marketing Environment. They will also be able to understand traditional marketing concepts.</p> <p>CO2: Develop the concept of Product and Product Lines. They will also be able to analyze various Product mix decisions.</p> <p>CO3: Build an understanding of Pricing and their utility in marketing area.</p> <p>CO4: Examine the utility of different Marketing Channels.</p> <p>CO5: Apply the concept of digital marketing.</p> <p>CO6: Develop the concept of Email Marketing and Mobile Marketing</p>			

Unit 1: Introduction	7 Hrs	CO
Introduction to Marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business - Marketing environment - Identifying market segments -Basis for market segmentation.		CO1
Unit 2: Product and Product Lines	7 Hrs	
Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions -Branding and Brand decisions, packing and labeling decision Product life cycle-Strategies.		CO2
Unit 3: Pricing	7 Hrs	
Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.		CO3
Unit 4: Marketing Channels	7 Hrs	
Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.		CO4
Unit 5: Introduction to Digital Marketing	7 Hrs	
Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM .		CO5
Unit 6: Email Marketing	7 Hrs	
Email Marketing-Need for Emails, Types of Emails, options in Email advertising, Mobile Marketing Overview of the B2B and B2C Mobile Marketing.		CO6

Reference Books / Reading:

1. Philip Kotler and Armstrong, Principles of Marketing, PHI
2. Philip Kotler, Marketing Management, PHI
3. V.S Ramaswamy and S. Namakuari, Marketing Management.
4. J.P.Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi.
5. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
6. Your Google Game Plan for Success: Increasing Your Web

Text Books:

1. Marketing Management, 15th Edition, Philip T. Kotler, Northwestern University, Pearson
2. Marketing: An Introduction by Gary Armstrong and Philip T. Kotler
3. Fundamentals of Digital Marketing by Puneet Singh Bhatia, Pearson

Semester-II	2316510	Social Media Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. Learn the concept of Social Media Marketing and its current and future evolutions. 2. Understand and subsequently create analyze, plan, execute and evaluate a Social Media strategy. 3. Understand how to create and run Social media based campaigns. 4. Identify and utilize various tools such as social media etc. 			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the concept of Digital and Social Media Marketing. CO2: Develop the concept of using Social Media Marketing using various Social Media platforms. CO3: Build an understanding of developing Social Media Strategy. CO4: Evaluate the concept of Social Media Analytics with other types of Marketing. CO5: Apply the concept of Social Media Branding. CO6: Identify and utilize the use of Social Media Management.			

Unit 1: Introduction to Digital and Social Media Marketing 7 Hrs	CO
Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.	CO1
Unit 2: Social Media 7 Hrs	CO2
Social Media: Facebook, LinkedIn, Twitter, YouTube, creating a channel on YouTube, social media measuring, forums and discussion boards, forums and communities, blogs, viral campaigns, building online relationships with different stakeholders	
Unit 3: Social Media Strategy 7 Hrs	CO3
Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion- paid advertising –other methods-Social Media ROI.	
Unit 4: Social Media Branding 7 Hrs	CO4
Social Media for Branding; Establishing Relationship with customers Social Media and SEO-Managing Tools of Social Media.	
Unit5: Social Media Analytics 7 Hrs	CO5
Social Media Analytics-Automation and Social Media-Social Media and other types of Marketing.	
Unit 6: Social Media Management 7 Hrs	CO6
Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.	

Reference Books / Reading:

1. Social Media Marketing (English, Paperback, Tracy L. Tuten, Michael R. Solomon-SAGE Anderson, C. 2006. The Long Tail. Hyperion Books.
2. Arndt, J. 1967. Word of Mouth Advertising: A Review of the Literature. New York: Advertising Research Foundation. Battelle, J. 2005. Search. Nicholas Brealey Publishing.
3. Blau, P.M. 1964. Exchange and Power in Social Life. New York: Wiley

Text Books:

1. Social Media Marketing: Social Media Marketing Fundamentals -Course material – knowledge required - for certification-Copyright © 2018 E Marketing Institute
2. Digital Marketing: Seema Gupta-Mcgraw hill
3. Social Media & Mobile Marketing Paperback – 1 January 2019 by Puneet Singh Bhatia (Author)
4. Digital Marketing by Vandana Ahuja Oxford Higher Education



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Sem II		Business Strategy	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3hrs/week	Th: 03	Theory	CIA:50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. To provide students with a comprehensive understanding of the concepts, theories, and frameworks of strategic management and their role in organizational success.
2. To enable students to analyze external and internal factors affecting an organization's strategic decisions, including industry dynamics, competitive forces, and macroeconomic trends.
3. To cultivate students' ability to think strategically, make informed decisions, and create innovative strategies that lead to sustainable competitive advantage.
4. To encourage students to critically examine ethical dilemmas, corporate social responsibility, and the global implications of strategic decisions.

Course Outcomes:

On completion of the course, learner will be able to–

- CO1:** Define key strategic management terms and concepts and explain their significance in the context of organizational success.
- CO2:** Conduct thorough industry analyses using frameworks like Porter's Five Forces and PESTEL analysis to identify competitive forces and external opportunities and threats.
- CO3:** Formulate appropriate competitive strategies by evaluating differentiation, cost leadership, and blue ocean opportunities based on a firm's resources, capabilities, and competitive environment.
- CO4:** Develop strategic plans by setting clear goals, objectives, and action plans that align with an organization's vision and mission.
- CO5:** Evaluate the effectiveness of strategic plans by monitoring and measuring key performance indicators, making necessary adjustments, and adapting to changing circumstances.
- CO6:** Apply critical thinking and analytical skills to analyze real-world business scenarios, make strategic decisions, and justify recommendations.

Unit 1: Introduction to Business Strategy	7 Hrs	CO
Understanding the role of business strategy in organizations, Historical perspective on the evolution of strategic management, Differentiating between corporate, business, and functional strategies, Analyzing the external and internal factors influencing strategic decisions		CO1
Unit 2: Analyzing the Business Environment	7 Hrs	
Conducting industry analysis using Porter's Five Forces framework, Assessing macroeconomic factors using PESTEL analysis, Identifying competitive dynamics and market trends, Case studies, Analyzing successful and unsuccessful companies in different industries		CO2
Unit 3: Crafting a Competitive Advantage	7 Hrs	
Exploring competitive advantage and sustainable competitive advantage, Differentiation vs. cost leadership strategies, Blue ocean strategy and disruptive innovation, Leveraging core competencies and resources, Case studies: Examining companies that have successfully implemented various competitive strategies		CO3
Unit 4: Strategy Formulation and Implementation	7 Hrs	
Strategic goal setting and the role of vision and mission statements, Developing strategic objectives and action plans, Strategy execution, organizational alignment, and resource allocation, Creating a strategic management system, Case studies: Analyzing real-world examples of strategy formulation and execution		CO4
Unit 5: Corporate Strategy and Diversification	7 Hrs	
Understanding corporate-level strategy and its importance, Portfolio management and the BCG Matrix, Synergy, diversification, and relatedness of business units, Mergers, acquisitions, and strategic alliances, Case studies: Evaluating corporate strategies of well-known companies		CO5
Unit 6: Globalization and Ethical Considerations	7 Hrs	
Global expansion strategies and the challenges of international business, Cross-cultural management and adaptation of strategies, Ethical issues in strategic decision-making, Corporate social responsibility and sustainability in business strategy, Case studies: Analyzing the global strategies and ethical dilemmas faced by multinational corporations		CO6

Reference Books / Reading:

1. "Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael E. Porter
2. "Good Strategy Bad Strategy: The Difference and Why It Matters" by Richard Rumelt
3. "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant" by W. Chan Kim and Renée Mauborgne
4. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
5. "Built to Last: Successful Habits of Visionary Companies" by Jim Collins and Jerry I. Porras



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Text Books:

1. "Strategic Management: Concepts and Cases" by Fred R. David and Forest R. David
2. "Strategic Leadership: Theory and Research on Executives, Top Management Teams, and Boards" edited by Sydney Finkelstein, Donald C. Hambrick, and Albert A. Cannella Jr.
3. "Business Ethics: Ethical Decision Making & Cases" by O.C. Ferrell, John Fraedrich, and Linda Ferrell
4. "The Responsible Business: Reimagining Sustainability and Success" by Carol Sanford
5. "Sustainable Business: An Executive's Primer" by Robert Sroufe and Joseph Sarkis

Semester-II	2316512	Advertising and Brand Management in Digital Era	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:03	Theory	CIA:50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. To analyze and respond appropriately to key issues in marketing communications within a given context; 2. To determine and evaluate marketing information required to plan and manage integrated marketing communications campaigns; 3. To analyze and evaluate data and present coherent recommendations that inform creative and effective marketing communications decisions; 4. To evaluate the applicability of academic/abstract models/theories/frameworks to contextualized marketing communications issues on contemporary media and communication strategies; and 5. To develop an application of literacy, the ability to deliver ideas, and concepts related with clarity, focus, and cogency via written work and oral means. 			
Course Outcomes: On completion of the course, learner will be able to– <p>CO1: Learn the integration of all marketing perspectives.</p> <p>CO2: Understand the key issues in promotional campaigns.</p> <p>CO3: Easily analyze the marketing information for integration.</p> <p>CO4: Develop skills in effective marketing communication.</p> <p>CO5: Learn the integration of all marketing perspectives.</p>			

Unit 1: Advertising and Brand Management in Digital Era	7 Hrs	CO
Advertising and Brand Management in Digital Era, Advertising: Types of Advertising, Strategic Advertising Approaches, Creative Strategy, Effective Advertising, Media, Media Vocabulary, Which Medium should be Used?, Media Selection and Buying, New Media		CO1
Unit2: The Organization	7 Hrs	CO2
The Organization or Company, Participants, Advertising Agencies, PR Agency, Event Management Company, Direct Marketing Agency/Digital Marketing Agency, Photographers, Production Company, Design Agency		
Unit 3:Targeting	7Hrs	CO3
Targeting Consumers and Prospects, Segmentation and Target Marketing, Defining the Target Audience, Behaviour Graphic Targeting, Forms of Behavioral, Segmentation, Psychographic Targeting, Demographic Targeting, Geographic Targeting, Positioning, Setting Marcom Objectives, Hierarchy of IMC Effect, Criteria for Setting IMC Objectives, IMC Budgeting.		
Unit 4: Buying Behavior	7 Hrs	CO4
Buying Behavior: Targeting Consumers and Prospects, Factors that Influence Buyer Behavior, Buying Motives, Buying Situations, Buying Process, Business Buyers, Participants in the Business Buying Process, Major Influences on Business Buyers, Message and Response: The Message, Message Strategies, Message Models, Means-End Chaining, Perception, Learning &Attitudes		
Unit5: Brand Importance	7 Hrs	CO5
The Importance of Brands in the Market Today, What is a Brand? , What are the Benefits of Branding, Types of Brands, Brand Building, Situation Analysis, Brand Identity, Brand Identity Elements, Positioning, Verbal, Visual, Brand Personality, How IMC creates brands?		
Unit6: Web and Digital Marketing	7 Hrs	CO6
Web Marketing and Digital Marketing: Websites, Generating Website Traffic, Social Media, Mobile Marketing, Email Marketing, Web Vocabulary, Sponsorships, Events, Exhibitions/Tradeshows/Expositions: Sponsorships, Events, and Exhibitions/Tradeshows/Expositions, Digital Direct Marketing & Sales Promotion: Direct Digital Marketing, Database Marketing, Sales Promotion through digitally.		

Reference Books / Reading:

1. Marketing Communications - An Integrated Approach by PA Smith & Jonathan Taylor
2. Advertising and Promotion, An IMC Approach by Shimp
3. Integrated Advertising, Promotion and Marketing Communications by Kenneth Clow, Donald Baack.

Text Books:

1. Marketing 5.0: Technology for Humanity.
2. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World.
3. Digital Marketing For Dummies.
4. This is Marketing: You Can't Be Seen Until You Learn To See.
5. Aaker on Branding: 20 Principles That Drive Success

Semester-II	2316131/41/51/61/71/ 81/91	Digital Entrepreneurship	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:03	Theory	CIA:50
			End-Sem:50
		Pract:	--
		Oral:	--
		Term work	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. To generate awareness of enterprise and self-employment as a profession option for students; 2. To develop positive attitudes towards innovation, enterprise, and self-employment 3. To inculcate a spirit of entrepreneurship among the student members. 			
Course Outcomes: On completion of the course, learner will be able to– CO1: Learn the basic details of entrepreneurship. CO2: Differentiate among entrepreneurship and its use in project development. CO3: Apply new ideas for advance of any project. CO4: Analyse the role of the government and financial institution to instrumental basic terminology. CO5: Create business ideas and business plan.			

Unit 1: The Entrepreneur	7 Hrs	CO
The Entrepreneur: Definitions and Concept Entrepreneurial Traits, Characteristics and Skills, Entrepreneur vs. Professional Managers, Successful Entrepreneurs, Women Entrepreneurs. Entrepreneurship: Meaning, Definition, Examples of successful entrepreneurs.		CO1
Unit 2: Entrepreneurship Development	7 Hrs	CO2
Entrepreneurship Development: Entrepreneurship Environment, Entrepreneurship Development Program and Training, Problems of Entrepreneurship, Growth of Entrepreneurs, Entrepreneurial Failures.		
Unit 3: Role of Financial Institutions	7 Hrs	CO3
Role of Financial Institutions: NIESBUD-National Institute for Entrepreneurship and Small Business Development, NEBD- National entrepreneurship Board of Development.		
Unit 4: Doing Business in India	7 Hrs	CO4
Doing Business in India: Introduction, Major Issues and Challenges, Ethical Approach, Types of Organization, Legal Compliances		
Unit 5: Project Management	7 Hrs	CO5
Project Management: Project: Concept and Classification. Search for a Business Idea. Making a Business Plan, Marketing Plan, and Successful Projects of Social Entrepreneurs		
Unit 6: Role of Government	7 Hrs	CO6
Role of Government: DIC-District Industries Centre, SISI-Small Industries Service Institute, EDII-Entrepreneurship Development Institute of India		

Reference Books / Reading:

1. P. Saravanavel, Entrepreneurship Development, Himalaya Publishing.
2. Vasant Desai, Problems and Prospects of Small-Scale Industries in India, Himalaya Publishing.
3. Peter F. Drucker, Innovation and Entrepreneurship, East-Westpress

Text Books:

1. Hisrich, Entrepreneurship, Tata McGraw-Hill, 6th Edition
2. P.C. Jain (ed.), Handbook for New Entrepreneurs, EDII, Oxford University Press, New Delhi

Semester-II	2316132/42/52/62/72/82/92	Search Engine Optimization	
Teaching Scheme:	Credits	Examination Scheme	
Theory: hrs/week	2	Theory	CIA:50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. To instil the skill to optimize a website involves editing its content, adding content, doing HTML, and associated coding to both increases its relevance to specific keywords and remove barriers to the indexing activities of search engines. 2. To Learn to promote a site to increase the number of backlinks, or inbound links, is another SEO tactic; and 3. To understand the relation between SEO & SEM, as when both are blended well what it results in. 			
Course Outcomes: On completion of the course, learner will be able to– CO1: Choose best SEO practices to incorporate on a website & learn how to perform Keyword Research CO2: Search Engines & Ranking Concepts, Off-Page optimization, and implementation method CO3: Make use of Pay Per click and other SEO techniques CO4: Analyze and monitor SEO progress using free tools			

Unit 1: Introduction and Importance of SEO	7 Hrs	CO
Introduction and Importance of SEO: Introduction to Search Engine, introduction to “Organic” in SEO, White hat vs black hat SEO, SEO guidelines – Google Webmaster and Bing, How Search Engines Work – Crawling, Indexing, And Ranking: What are a search engine crawling, indexing, Search engine ranking, Search engines find your pages, Robots.txt, Defining URL parameters in GSC, Common navigation mistakes, 4xx codes, 5xx codes, Robots meta directives, X- Robots-Tag, the role of links in SEO, the role of content in SEO, Engagement metrics, Localized search		CO1
Unit 2: Keyword Research	7 Hrs	CO2
Keyword Research: Discovering Keywords, Uncovering Search Volume, Long Tail Keywords, Search Volume - Keywords by Competitor, Season and Region, User’s Intent-Based Format, Keyword Tools. On-Page SEO: Website content, Do’s and Don’ts, NAP, Beyond content: Other optimizations, Image optimization, correct Snippets, Title tags, meta description, URL structure, Protocols: HTTP vs HTTPS. Off-Page SEO: Page Rank, Link Building, Backlink, Blog Creation, Off-Page SEO Activities.		
Unit 3: Technical SEO	7 Hrs	CO3
Technical SEO: Understanding how websites work – server to browser, Understanding HTML, CSS, and JavaScript for a healthy website, Client-side rendering versus server-side rendering, how search engines understand websites, canonicalization, how users interact with websites Link building establishing authority: What are links, E-A-T, and links to your site, followed vs. no-followed links, Healthy link profile, Link building do’s & don'ts, high-quality backlinks, Measuring and improving link efforts		
Unit 4: Measuring and Tracking SEO success	7 Hrs	CO4
Measuring and Tracking SEO success: Goal setting tips, Engagement metrics, Conversion rate, Time on a page, Pages per visit, bounce rate, search traffic, Google Analytics, Keyword rankings, Number of backlinks, Tools for SEO audit, SEO fixes, SEO planning & execution		
Unit 5: Search Engine Marketing	7 Hrs	CO5
Search Engine Marketing (SEM): Role of pay per click in website listing, how to run ads on Search Engines, Search Ad Networks, A/B Testing		
Unit 6: Website Optimization	7 Hrs	CO6
Website Optimization: Before You Create a website: Digital Assets, Keyword Research, Choose Domain Name, Choose SEO Friendly Design (Mobile SEO). After You Create a website: Add Content, Optimize Content, add a Sitemap, Integrated social media, Check Your Web Analytic.		



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Reference Books / Reading:

1. The Art of SEO: Mastering Search Engine Optimization 3rd Edition by Eric Enge, Stephan Spencer, and Jessie Stricchiola
2. SEO Fitness Workbook, 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google Paperback, by Jason McDonald Ph.D.
3. Search Engine Optimization All-in-One for Dummies 3rd Edition by Bruce Clay

Text Books:

1. SEO 2021 by Adam Clarke The SEO industry changes quickly.
2. SEO For Growth, Want to use SEO for your small business?, SEO For Growth has been written with small business owners in mind.
3. The Ultimate Guide To Link Building, The Ultimate Guide to Link Building is published by Entrepreneur.com., This resource teaches link building from A-Z.



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Semester-II	2316133/43/53/63/73/ 83/93 A to C	Mobile Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Mobile Marketing and its current and future evolutions.2. Understand and subsequently create analyze, plan, execute and evaluate various tools used for Mobile Marketing3. Understand how to create and run Mobile Marketing campaigns.4. Identify and utilize various tools such for Mobile Marketing etc.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the concept of Mobile Marketing. CO2: Develop the concept of Campaign Delivery Options using Mobile Marketing platforms CO3: Build an understanding of developing Social Media Strategy using Mobile Marketing. CO4: Evaluate various Mobile Marketing applications and opportunities.			

Unit 1: Introduction to Mobile Marketing	7 Hrs	CO
Introduction to Mobile Marketing, Mobile vs Traditional Marketing, Mobile Advertising, App Marketing, Mobile Marketing Opportunities, Mobile Marketing Mix and Mobile Applications.		CO1
Unit 2: Campaign Delivery Options	7 Hrs	CO2
Campaign Delivery Options - SMS & MMS Messaging, Mobile Applications, Mobile Websites, QR Codes, Augmented Reality, Interactive Voice Response (IVR).		
Unit 3: Mobile and Social Media	7 Hrs	CO3
Mobile and Social Media ,Content Marketing for Mobile, Facebook Advertising for Mobile, Mobile Incentive Opportunities, Mobile Loyalty Programs.		
Unit 4: Mobile Marketing Rules and Regulations	7 Hrs	CO4
Mobile Marketing Rules and Regulations, Mobile Campaign Compliance, Mobile Measurement, Mobile Marketing applications and Opportunities.		

Reference Books / Reading:

1. A Quick Start Guide To Mobile Marketing by Neil Richardson
2. Mobile Marketing for Dummies by John Arnold

Text Books:

1. Mobile Marketing by Tomm Dali
2. Mobile Marketing by Santino Spencer

Semester-II	2316133/43/53/63/73/ 83/93 A to C	E- Mail Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. Learn the concept of Email Marketing and its current and future evolutions. 2. Understand and subsequently create analyze, plan, execute and evaluate various tools used for E Mail Marketing 3. Understand how to create Email Marketing strategies. 4. Evaluate various tools for measuring Email Marketing campaigns success. 			
Course Outcomes: On completion of the course, learner will be able to– <p>CO1: Understand the basic concept of E Mail Marketing. .</p> <p>CO2: Develop the concept of using E Mail Marketing Strategies.</p> <p>CO3: Understand ways to build Email list.</p> <p>CO4: Evaluate Email campaigns success.</p>			

Unit 1: Introduction to Advanced Email Marketing 7 Hrs	CO
Introduction to Advanced Email Marketing, Fundamentals of Email Marketing, Email Best Practices and Myths, Bulk Email concept, Things you can do with Emails.	CO1
Unit 2: Advantages of Different text format 7 Hrs	
Advantages of the different text formats (HTML or Plain Text), Permissions & E permissions, Frequency & Ethics of Newsletters, Defining your Goals, Email Marketing Strategies.	CO2
Unit 3: Mailer List 7 Hrs	
Learn ways to build your email list , Build your Email list through a website subscribe form, Segmentation , Active Users	CO3
Unit 4: Rate delivery 7 Hrs	
Open rates, click-through-rates, unsubscribe rates, conversion rates, and bounce rates, How to deal with Spam Filter, Choosing your metrics, Tracking Landing Pages, Analyzing Test Results, Setting your Budget	CO4

Reference Books / Reading:

1. E-mail Marketing For Dummies by John Arnold
2. A Step-by-Step Guide to Improve Email Performance by Mailmodo

Text Books:

1. Email Marketing Mastery by Tom Corson-Knowles
2. Ultimate Guide to Email Marketing for Business by Susan Gunelius

Semester-II	2316133/43/53/63/73/ 83/93 A to C	Video Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none"> 1. Learn the concept of Video Marketing and its current and future evolutions. 2. Understand and subsequently create analyze, plan, execute and evaluate various Strategy used for Video Marketing. 3. Understand how to create brand image using Video Marketing. 4. Evaluate various tools for Paid Advertising Practices for Video Marketing. 			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the basic concept of Video Marketing. CO2: Develop a strategy for Video Marketing CO3: Determine ways to build Brand Image in the market using Video Marketing. CO4: Evaluate various Paid Advertising platforms of Video Marketing.			

Unit 1: Introduction to Video Marketing 7 Hrs	CO
Introduction to Video Marketing, Video-based social media landscape, Video-based social media today, Choosing the right platform	CO1
Unit 2: Process of Video Marketing 7 Hrs	
Establish goals, Define success metrics, Analyze the competition, Develop target audience, Research trends and topics	CO2
Unit 3: Importance of quality video production 7 Hrs	
Importance of quality video production, Trending video content, Storyboard development, Audience Engagement	CO3
Unit 4: Choosing the right advertising 7 Hrs	
Choosing the right advertising, Ad creation best practices, Ad optimization, Cross-platform advertising, Ad analytics, YouTube Marketing, TikTok Marketing, vlogging	CO4

Reference Books / Reading:

1. YouTube Ranking Checklists Targeted Traffic Using Online Video Marketing by Tracy Foote
2. Video Marketing Made Easy by Michael Clarke (2018)

Text Books:

1. Video Marketing Strategy by Jon Mowat (2018)
2. Video Marketing by Coy Mcclodden (2022)



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Semester – III

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	IC (GC)	2316601	Intellectual Property Rights and Cyber Law	3	-	--	3	50	--	50	--	100
2	IC (GC)	2316602	E- Customer Relationship Management	3	-	--	3	50	--	50	--	100
3	IC (GC)	2316603	Capstone Project	--	-	--	6 [#]	---	50	--	50	100
4	PC (SC)	2316231/ 41/51/61/ 71/81/92	Content Marketing	3	-	--	3	50	--	50	--	100
5	PC (SC)	2316232/ 42/52/62/ 72/82/92	Affiliate Marketing	3	-	--	3	50	--	50	--	100
6	PE (SE)	2316233/ 43/53/63/ 73/ 83/93 A or B	Program Elective-2	2	-	--	2	25	--	50	--	75
7	PE (SE)	2316233/ 43/53/63/ 73/83/93 C or D	Program Elective-3	2	-	--	2	25	--	50	--	75
9	IC	SDC	As per Specilizations	2	-	--	1	50	--	--	--	50
10	IC	EEC	As per Specilizations				-					
11	IC	VAC	As per Specilizations	1	-	-	1	25	-	50	-	75
Total				16	-	--	22	250	50	300	50	650

Program Core-4

Content Marketing

Program Elective-2

PE 2.1 Direct marketing and CRM tools

PE 2.2 Entreprise Business Systems

PE 2.3 Tools in Digital Marketing

Program Core-5

Affiliate Marketing **Error! Bookmark not defined.**

Program Elective-3

PE3.1 Search Marketing

PE3.2 Digital Media Analytics

PE3.3 Strategic Digital Marketing



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Semester-III	2316601	Intellectual Property Rights and Cyber Law	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Intellectual Property Rights and its current and future evolutions.2. Understand, Explore, and Acquire Understanding Cyber Law.3. Learn about patents, copyright, trademarks and information Technology Act.4. Develop Competencies for dealing with Frauds, Deceptions Other Cyber Crimes.			
Course Outcomes: On completion of the course, learner will be able to– CO7: Apply intellectual property law principles (including copyright, patents, designs and trademarks) to real problems CO8: Develop the concept of Copyrights and also to analyze various Principles related to Copyrights. CO9: Build an understanding of Patent Law and to know about new developments in Patent Law. CO10: Examine the utility of Trademark in real life situation. CO11: Apply the concept of cyber law, theoretically and practically, and to have knowledge of the current cyber law CO12: Develop the concept of E-Commerce and Laws related to E-Commerce.			

Unit 1: Introduction to Intellectual Property Law	7 Hrs	CO
Introduction to Intellectual Property Law – Evolutionary past – Intellectual Property Law Basics – Types of Intellectual Property – Innovations and Inventions of Trade related Intellectual Property Rights – Agencies Responsible for Intellectual Property Registration – Infringement – Regulatory – Over use or Misuse of Intellectual Property Rights – Compliance and Liability Issues.		CO1
Unit 2: Introduction to Copyrights	7 Hrs	CO2
Introduction to Copyrights – Principles of Copyright – Subject Matters of Copyright – Rights Afforded by Copyright Law – Copyright Ownership – Transfer and Duration – Right to Prepare Derivative Works – Rights of Distribution – Rights of performers – Copyright Formalities and Registration – Limitations – Infringement of Copyright – International Copyright Law- Semiconductor Chip Protection Act.		
Unit 3: Introduction to Patent Law	7 Hrs	CO3
Introduction to Patent Law – Rights and Limitations – Rights under Patent Law – Patent Requirements – Ownership and Transfer – Patent Application Process and Granting of Patent – Patent Infringement and Litigation – International Patent Law – Double Patenting – Patent Searching – Patent Cooperation Treaty – New developments in Patent Law- Invention Developers and Promoters.		
Unit 4: Introduction to Trade Mark	7 Hrs	CO4
Introduction to Trade Mark – Trade Mark Registration Process – Post registration procedures – Trade Mark maintenance – Transfer of rights – Inter parties Proceedings – Infringement – Dilution of Ownership of Trade Mark – Likelihood of confusion – Trade Mark claims – Trade Marks Litigation – International Trade Mark Law.		
Unit 5: Introduction to Cyber Law	7 Hrs	CO5
Introduction to Cyber Law – Information Technology Act – Cyber Crime– Data Security – Confidentiality – Privacy – International aspects of Computer and Online Crime.		
Unit 6: Introduction to E-Commerce	7 Hrs	CO6
Meaning and Origin of E-commerce, Tools of E-Commerce, Models of E-commerce, E-Commerce under IT Act,2000, Issues and challenges of E-Commerce		

Reference Books / Reading:

1. Deborah E.Bouchoux: “Intellectual Property”. Cengage learning, New Delhi
2. Kompal Bansal & Parishit Bansal “Fundamentals of IPR for Engineers”, BS Publications (Press)
3. Cyber Law. Texts & Cases, South-Western’s Special Topics Collections
4. Prabhuddha Ganguli: ‘ Intellectual Property Rights’ Tata Mc-Graw – Hill, New Delhi

Text Books:

1. Intellectual Property Rights by Neeraj Pandey and Khushdeep Dharni, PHI Learning Pvt Ltd.
2. Cyber Laws and Intellectual Property Laws by Er. Ramandeep Kaur Nagra (Author)Kalyani Publications



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MAHIRAVANI, TRIMBAK ROAD, TAL & DIST: NASHIK -422213, MAHARASHTRA, INDIA

Semester-III	2316602	E- Customer Relationship Management	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th: 03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Equip with the concept of e-CRM.2. Learn the concept e-CRM concepts and its best practices.3. Understand e-CRM concepts and best practices to be implemented for practical approach.4. Develop e-CRM practices successfully for long-term profitability.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the meaning and application of e-CRM CO2: Analyze benefits of e- CRM to companies and consumers. CO3: Build an understanding of e-CRM applications CO4: Examine the utility of e-CRM in Market situation. CO5: Understand to implement e-CRM best practices. CO6: Develop the concept of e-CRM life Cycle and other concepts of e-CRM.			

Unit 1: Introduction to e-CRM : 7 Hrs	CO
Meaning and definition of e-CRM, benefits of e-CRM, need of e-CRM, Framework of e-CRM, Features of e-CRM	CO1
Unit 2: Customer Optimization: 7 Hrs	CO2
Achieving customer optimization through e-CRM, six E's in e-CRM,	
Unit 3: e-CRM Applications: 7 Hrs	CO3
Trends in e-CRM, Pitfalls in e-CRM, Applications of e-CRM in different market situations, The upsides and downsides of such applications.	
Unit 4: e-CRM in Business Market: 7 Hrs	CO4
Concepts of e-CRM best practices in Business Markets scenarios, sensitivity analysis and profits computations in e-CRM.	
Unit 5: e- CRM implementation: 7 Hrs	CO5
Planning process, e-CRM implementation process, post implementation pitfalls, Strategies for successful e-CRM implementation with examples.	
Unit 6: e-CRM life cycle 7 Hrs	CO6
e-CRM life cycle, Portfolio of CRM process competencies, CRM Architecture, difference between CRM & e-CRM, components of e-CRM	

Reference Books / Reading:

1. JNU (Jaipur National University Course Material on e-CRM) E-COMMERCE: An Indian Perspective by P.T.Joseph and SJ, PHI Publications
2. E-Commerce: Fundamentals and Applications by Henry Chan Raymond Lee, Tharam Dillon & Elizabeth Chand-Wiley

Text Books

1. Electronic Customer Relationship Management E-CRM Complete Self-Assessment Guide Paperback – 9 September 2017- Gerardus Blokdyk
2. e-CRM by Jerry Fjermestad, Nicholas C. Romano - PHI
3. Electronic Customer Relationship Management(e-CRM) in Online Banking Paperback – November 29, 2017-Tanveer Ahmed



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Sem III	2316602	Capstone Project	
Teaching Scheme:	Credits	Examination Scheme	
Practical: 30 hrs/week	Practical:06	Theory	CIA: --
			End-Sem:--
		Pract:	--
		Oral:	50
		Teamwork	50

Course Objectives: The student should be able to

1. To offer the opportunity for the students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
2. To provide means to immerse students in actual supervised professional experiences.
3. To give an insight into the working of the real organizations
4. To get deeper understanding in specific functional areas.
5. To develop perspective about business organizations in their totality.

Course Outcomes:

On completion of the course, learner will be able to–

- CO1:** Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
- CO2:** For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).
- CO3:** Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.
- CO4:** Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
- CO5:** Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
- CO6:** Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.

Capstone Project: At the end of the Second Semester each student shall undertake a Capstone Project (CP) for a **minimum of 6 weeks**. For CP, 1 credit is equivalent to minimum 30-35 hours of effective work. CP shall have 6 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the CP.

The student may take up a CP in his/her intended area of specialization or in any other functional area of management. **Ideally, the CP should exhibit a cross-functional orientation.** CP can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector.

CP may be a research project – based on primary/secondary data or maybe an operational assignment involving working with the student on a given task/assignment/project/ etc. in an organization/industry. It is expected that the CP shall sensitize the students to the demands of the workplace.

Each student shall maintain a CP Progress Diary detailing the work carried out and the progress achieved on a daily basis. The student shall submit a written structured CP report based on work done during this period. The student shall submit the CP Progress Diary along with the CPP Report.

Students shall also seek a formal evaluation of their CP from the company guide. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness, and overall professionalism. The learning outcomes of the CP and the utility of the CP to the host organization must be specifically highlighted in the formal evaluation by the company guide. The CP evaluation sheet duly signed and stamped by the industry guide shall be included in the final CP report.

The CP report must reflect 6 weeks of work and justify the same. The CP report should be well documented and supported by –

1. **Title or Cover Page:** The title page should contain the Project Title; Student's Name; Programme; Year and Semester and the Name of the Faculty Guide
2. Institute's Certificate
3. Certificate by the Company
4. Formal feedback from the company guide
5. **Acknowledgements:** Acknowledgment of any advisory or financial assistance received in the course of work may be given. It is incomplete without the student's signature
6. **Table of Contents:** Titles and subtitles are to correspond exactly with those in the text.
7. **Abstract:** A good "Abstract" should be straight to the point; not too descriptive but fully informative. The first paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.

8. Organization profile
9. Outline of the problem/task undertaken
10. Research methodology & data analysis (in case of research projects only)
11. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
12. Learning of the student through the project
13. Contribution to the host organization
14. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

The completion of the CP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ Government Entity/ Cooperative/ etc.) shall also certify the CP work.

The students shall submit a spiral-bound copy of the CP report. The Panel shall comprise evaluators appointed by the Director of the Institute / Head of Department (for MBA departments in engineering colleges). Institutes are encouraged to involve senior alumni, industry experts, and recruiters to conduct the internal viva-voce. The internal viva-voce panel shall provide a detailed assessment of the CP report and suggest changes required, if any.

After the internal viva-voce, the student shall finalize the CP report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the Institute's Certificate to the student.

The student shall submit TWO hard copies & one soft copies (CD) of the project report. One hard copy of the CP report is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper. Spiral-bound copies may be accepted.

There shall be an external viva-voce for the CP for 50 marks. The external viva-voce shall be conducted after the theory exam of Semester III.

The Internal & External viva-voce shall evaluate the CP based on:

1. Adequacy of work undertaken by the student
2. Application of concepts learned in Sem I and II
3. Understanding of the organization and business environment
4. Analytical capabilities
5. Technical Writing & Documentation Skills
6. Outcome of the project – sense of purpose
7. Utility of the project to the organization
8. Variety and relevance of learning experience

Examples

For research article

- Voravuthikunchai SP, Lortheeranuwat A, Ninrprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against

enterohaemorrhagic Escherichia coli O157: H7. Clin Microbiol Infect, 8(suppl 1): 116–117.

For book

- Kowalski, M. (1976) Transduction of effectiveness in Rhizobium meliloti. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), 7: 63-67

The Layout Guidelines for the Internship File & Internship Report

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm



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Semester-III	2316231/ 41/51/61/ 71/81/92	Content Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 03 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
			--
			--
		Pract:	--
		Oral:	--
		Term work	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Content Marketing and its current and future evolutions.2. Understand to harness the power of words to disseminate information.3. Evaluate various ways to generate engaging and persuasive content.4. Explain content marketing strategies, tactics, and best practices to produce content.			
Course Outcomes: On completion of the course, learner will be able to CO1: Understand the basic concept of Content Marketing. CO2: Develop and Defining Content Niche Strategy CO3: Develop different types of Contents. CO4: Evaluating Marketing Contents CO5: Comprehend Ethics/Diversity in Content Marketing CO6: Apply Best practices in Content Marketing			

Unit 1 Introduction to Content Marketing	7Hrs	CO
Introduction to Content Marketing - Applying the Behavioral, Framework within a content marketing context, A content marketing business model		CO1
Unit 2 Defining Content Niche Strategy	7Hrs	
Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.		CO2
Unit 3 Developing and Distributing Content	7Hrs	
Developing and Distributing Content - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants		CO3
Unit 4 Marketing Content and Evaluating Impact	7Hrs	
Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking		CO4
Unit 5 Ethics/Diversity in Content Marketing	7Hrs	
Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age.		CO5
Unit 6 Best practices in Content Marketing	7Hrs	
Putting it All Together - Best practices in content marketing , Applying principles in real world case studies		CO6

Text Books:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)
3. The Social Media Marketing Book (Dan Zarrella)

Reference Books:

1. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
- 2.. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki)



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Semester-III	2316232/42/52/62/72/82/92	Affiliate Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th 03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Affiliate Marketing and its current and future evolutions.2. Understand, Explore, and Acquire in-depth knowledge regarding affiliate marketing.3. Learn pertinent skills related to Affiliate Marketing.4. Develop Competencies of Affiliate Marketing for real world situation.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Know the basic concept of Affiliate Marketing CO2: Understand various Affiliate Marketing Platforms. CO3: Apply the knowledge of Affiliate Marketing Program in real world. CO4: Build an understanding of Tips and tricks to improve Affiliate Marketing. CO5: Analyze various Types of Affiliate Marketing. CO6: Build an understanding to Set up Affiliate Marketing Program.			

Unit 1: Introduction to Affiliate Marketing 7 Hrs	CO
History of Affiliate Marketing,-The basis of Affiliate Marketing,-How Affiliate Marketing works,-Affiliate Program payment methods;-Cookies and Affiliates,-Tiered Affiliate Marketing; etc	CO1
Unit 2: Affiliate Marketing Platforms 7 Hrs	CO2
Affiliate marketing with Commission Junction,-Affiliate Marketing with Linkshare,-Affiliate Marketing with One Network Direct,-Affiliate Marketing with Share A Sale,-Affiliate Marketing with Plimus,-Affiliate Marketing with Amazon Associates etc	
Unit 3: Enrolling in an Affiliate Marketing Program 7 Hrs	CO3
Signing up as an Affiliate,-Logging into your affiliate account,-Integrating Affiliate Links into your websites,-Monitoring affiliate performance and tracking sales	
Unit 4: Tips and tricks to improve Affiliate Marketing 7 Hrs	CO4
Affiliate Links and how to deal with them,-Promoting your affiliate program ,-Overcoming the challenges of affiliate marketing,-Performing market analysis and market research,-Market strategies Establishment,- Affiliate Marketing and Organic Search Optimization	
Unit 5: Types of Affiliate Marketing 7Hrs	CO5
-Search affiliates,-Price comparison service website,-Cause-related and coupon websites,-Content and niche market website,-Personal weblogs and website syndicates,-Email marketing and shopping directories	
Unit 6: Setting Up Affiliate Marketing Program 7Hrs	CO6
How to attract affiliates,-Hosting and implementing an affiliate program,-Growing your Affiliate Numbers,-Setting up an affiliate program,-Affiliate network service agreement,-Data feeds and customer returns	

Reference Books / Reading:

1. Complete 2020 Hands-on Affiliate Marketing Course, iMarket XL, Max Cord
2. Affiliate Marketing For Beginners: Home-Business Made Simple, Federico Fort
3. Affiliate Marketing Supremacy. Learn Affiliate Marketing, OMG – Mastermind

Text Books:

1. Email & Affiliate Marketing Mastermind, Bryan Guerra
2. ClickBank Success – Affiliate Marketing Without A Website, KC Tan
3. Affiliate CPA Masterclass – 2020 Newbie-Friendly, Angshuman Dutta



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Semester-III	2316233/43/53/63/73/ 83/93 A or B	Direct marketing and CRM tools	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Email Marketing and its current and future evolutions.2. Understand databases for Direct Marketing.3. Define Setting objectives and developing strategies within Direct Marketing.4. Evaluate various tools for measuring Email Marketing campaigns success.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Demonstrate knowledge and understanding of the Specialized area of direct marketing. CO2. Critically analyse data in developing a direct marketing plan for a specific product or service CO3. Apply critical thinking and teamwork, to create, and develop strategies within Direct Marketing CO4: Evaluate ethical issues concerning consumers’.			

Unit 1: Scope of Direct Marketing 7 Hrs	CO
The Planning Process, Planning for Direct Market, Customer concepts, Customer Life Cycle, Customer Life-time value, Share of Customer, The customer Loyalty Ladder, Customer Portfolio	CO1
Unit 2: Databases for Direct Marketing 7 Hrs	
Understanding databases for direct marketing, setting up databases, analysis and applications, using external databases in direct marketing	CO2
Unit 3: Setting objectives and developing strategies within Direct Marketing 7 Hrs	
Direct marketing objectives and strategies,- The strategic influences on direct marketing, Customer Relationship Management and managing customer loyalty	CO3
Unit 4: Direct Marketing Implementation and Control 7 Hrs	
Developing direct marketing offers,- Promotional incentives,- Testing, budgeting and research, Ethical and legal issues in direct marketing	CO4

Reference Books / Reading:

1. Kerstin Reimer, Oliver J. Rulz, Koen Pauwel. (2014), How Online Consumer Segments Differ in Long-Term Marketing
2. Effectiveness of Interactive Marketing. Volume (28), Issue 4. November, PP: 271-284.
3. Allaway Arthur W., Giles D' Souza, Berkowitz, D. and Kyoungmi (Kate). Kim. (2014), Dynamic Segmentation of Loyalty Program Behaviour.

Text Books:

1. Reicheld, F. (2011), The Loyalty Effect, Harvard Business Press.
2. Hallberg, G. (2012), All Consumers are not Created Equal, John Wiley & Sons Publishing.
3. Peppers, D. and Rogers, M. (2011), The One-to-One Future, Piatkus.
4. Martin, C. Payne, A. and Ballantyne, D. (2013), Relationship Marketing, New York: Routledge



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Semester-III	2316233/43/53/63/73/ 83/93 A or B	Entreprise Systems	Business
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Enterprise Business Systems2. Manage Information in Enterprise.3. Manage Human Resource, Finance and Customer with best practices to be implemented for practical approach.4. Implement Business Models successfully for long-term profitability.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Analyse Enterprise Business System CO2: Build an understanding of Managing Information in Enterprise. CO3: Implement the concept of customer relationship management (CRM) in real world situation. CO4: Apply the knowledge of Business Process Re-engineering.			



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Unit 1: 7 Hrs	CO
Introduction of Enterprise Business System, Software; Enterprise Systems Module (manufacturing, supply chain management (SCM),	CO1
Unit 2: 7 Hrs	CO2
Managing Information in Enterprise (Transaction processing systems, decision support systems, executive information)	
Unit 3: 7 Hrs	CO3
Managing Finance, Marketing, Human Resource Management, customer relationship management (CRM);	
Unit 4: 7 Hrs	CO4
Enterprise Modeling and Business Process Re-engineering.	

Reference Books / Reading:

1. Ellen F Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", Thompson Course Technology, USA, 2012.
2. Enterprise, Business-Process and Information Systems Modeling Kindle Edition (2023)

Text Books:

1. Lean Six Sigma in Sickness and in Health: An Integrated Enterprise Excellence Novel, Forrest Breyfogle and Arvind Salvekar, Smarter Solutions, Austin, TX, 2004.
2. Implementing Six Sigma: Smarter Solutions® Using Statistical Methods, Forrest W. Breyfogle III, Wiley, New York, 2003



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Unit 1: Advertising tools & its importance	7 Hrs	CO
Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising:- Process & players, Display Advertising Media, Digital metrics		CO1
Unit 2: Buyers Models	7 Hrs	CO2
Buyers Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual Targeting, remarking, Demographics, Geographic & Language Targeting.		
Unit 3: Types of advertising tools	7 Hrs	CO3
Display advertising, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & Adsense.		
Unit 4: YouTube Advertising	7 Hrs	CO4
YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns		

Reference Books / Reading:

1. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
2. Digital Marketing, V. Ahuja, Oxford University Press

Text Books:

1. Digital Marketing, S.Gupta, McGraw-Hill
2. Digital Marketing –Kamat and Kamat-Himalaya



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Semester-III	2316233/43/53/63/73/83/93 C or D	Search Marketing		
Teaching Scheme:	Credits	Examination Scheme		
Theory: 2 hrs/week	Th:02	Theory	CIA: 2	
			End-Sem:50	
			Pract:	--
			Oral:	--
		Termwork	--	
Course Objectives: The student should be able to 1. To instil the skill to optimize a website involves editing its content, adding content, doing HTML, and associated coding to both increases its relevance to specific keywords and remove barriers to the indexing activities of search engines. 2. To Learn to promote a site to increase the number of backlinks, or inbound links, is another SEO tactic; and 3. To understand the relation between SEO & SEM, as when both are blended well what it results in.				
Course Outcomes: On completion of the course, learner will be able to– CO1: Remember-Choose best SEO practices to incorporate on a website & learn how to perform Keyword Research. CO2: Understand-Understand Search Engines & Ranking Concepts, Off-Page optimization, and implementation method CO3: Apply-Make use of Pay Per click and other SEO techniques CO4: Analyze-Analyze & Monitor SEO progress using free tools				

Unit 1: 7 Hrs	CO
What is search marketing and its types? Search Engine Marketing Course Overview, Introduction to Search Engine Marketing (SEM), What is Search Engine Marketing (SEM)?, Objectives of SEM in Digital Marketing. Introduction to Search Engine, introduction to “Organic” in SEO, White hat vs black hat SEO, SEO guidelines – Google Webmaster and Bin G, How Search Engines Work – Crawling, Indexing, And Ranking: What are a search engine crawling, indexing, Search engine ranking, Search engines find your pages, Robots.txt, Defining URL parameters in GSC, Common navigation mistakes, 4xx codes, 5xx codes, Robots meta directives, X- Robots-Tag, the role of links in SEO, the role of content in SEO, Engagement metrics, Localized search	CO1
Unit 2: 7 Hrs	
Keyword Research: Discovering Keywords, Uncovering Search Volume, Long Tail Keywords, Search Volume - Keywords by Competitor, Season and Region, User’s Intent-Based Format, Keyword Tools. On-Page SEO: Website content, Do’s and Don’ts, NAP, Beyond content: Other optimizations, Image optimization, correct Snippets, Title tags, meta description, URL structure, Protocols: HTTP vs HTTPS. Off-Page SEO: Page Rank, Link Building, Backlink, Blog Creation, Off-Page SEO Activities. Technical SEO: Understanding how websites work – server to browser, Understanding HTML, CSS, and JavaScript for a healthy website, Client-side rendering versus server-side rendering, how search engines understand websites, canonicalization, how users interact with websites	CO2
Unit 3: 7 Hrs	
Link building establishing authority: What are links, E-A-T, and links to your site, followed vs. no-followed links, Healthy link profile, Link building do’s & don'ts, high-quality backlinks, Measuring and improving link efforts, Measuring and Tracking SEO success: Goal setting tips, Engagement metrics, Conversion rate, Time on a page, Pages per visit, bounce rate, search traffic, Google Analytics, Keyword rankings, Number of backlinks, Tools for SEO audit, SEO fixes, SEO planning & execution	CO3
Unit 4: 7 Hrs	
Search Engine Marketing (SEM): Role of pay per click in website listing, how to run ads on Search Engines, Search Ad Networks, A/B Testing, Website Optimization: Before You Create a website: Digital Assets, Keyword Research, Choose Domain Name, Choose SEO Friendly Design (Mobile SEO). After You Create a website: Add Content, Optimize Content, add a Sitemap, Integrated social media, Check Your Web Analytic.	CO4

Reference Books / Reading:

1. The Art of SEO: Mastering Search Engine Optimization 3rd Edition by Eric Enge, Stephan Spencer, and Jessie Stricchiola
2. SEO Fitness Workbook, 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google Paperback, by Jason McDonald Ph.D.
3. Search Engine Optimization All-in-One for Dummies 3rd Edition by Bruce Clay

Text Books:

1. The Art of SEO: Mastering Search Engine Optimization, Written by: Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin².
2. Search Engine Optimization All-in-One for Dummies, Written by: Bruce Clay³.
3. SEO Like I'm 5: The Ultimate Beginner's Guide to Search Engine Optimization
Written by: Matthew Capala
4. SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs
Written by: John Jantsch and Phil Singleton
5. SEO 2021 Learn Search Engine Optimization with Smart Internet Marketing Strategies: Learn SEO with Smart Internet Marketing Strategies, Written by: Adam Clarke



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Semester-III	2316233/43/53/63/73/83/93 C or D	Digital Media Analytics	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. To understand the major digital media platforms, how they function, and what role they play in marketing2. Create SMART goals, identify KPIs, and define your target audience and their customer journey.3. Choose the right digital media platforms and learn how to create social media policies.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Choose effective digital media marketing strategies for various types of industries and businesses. CO2: Identify the major digital media marketing portals that can be used to promote a company, brand, product, service, or person. CO3: Evaluate a company's current situation, isolate digital media issues and provide solutions by identifying appropriate digital media marketing portals to influence consumers and improve the company's reputation CO4: Create a digital media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics			



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Unit 1: 7 Hrs	CO
Introduction: Introduction to Social Media Marketing, what is social media, the importance of social media, history of social media marketing, Types of Social Media Marketing Platforms: Microblogging (Twitter, Tumblr), Photo sharing (Instagram, Snapchat, Pinterest), Social networking (Facebook, LinkedIn, Google+), and Video sharing (YouTube, Facebook Live, Periscope, Vimeo). Social Media Optimization: Key Concepts, Business Profile Creation, Brand Awareness, Social Engagement, Viral Marketing, Facebook Marketing: Introduction to Facebook Marketing, Facebook Profiles, Facebook Places	CO1
Unit 2: 7 Hrs	
Facebook Groups, Facebook Community, Adverts, Campaign, Do's & don'ts of Facebook, Facebook Apps, Twitter Marketing: Introduction, Driving traffic, Monitor brand, Platform, and usage, The difference between different accounts, advertising on Instagram, marketing through stories and hashtags, using analytics, video broadcasting, Video Marketing: Video Marketing, YouTube, Vimeo, Dailymotion, Ranking Factors of a Video, Increase Subscribers and Views, Promote Your Video Ads.	CO2
Unit 3: 7 Hrs	
Email Marketing: Introduction to email marketing, Challenges and Solutions, Types of emails, email marketing metrics, Do's, and Don'ts. Monitoring Social Media Accounts: SMO at Various Levels, Tools to Measure Your Popularity, Traffic, Analytics, and Statistics.	CO3
Unit 4: 7 Hrs	
Best Practices for Different platforms: Different social media platforms and their impact on business, best practices, and keeping with trends. Case Study.	CO4

Reference Books / Reading:

1. Likable Social Media by Dave Kerpen
2. Audience: Marketing in the Age of Subscribers, Fans & Followers by Jeffrey Rohrs
3. The Art of Social Selling by Shannon Belew

Text Books:

1. Textbook. Visual Methodologies. An Introduction to Researching with Visual Materials, Fifth Edition. ...
2. Reference Book. The SAGE Handbook of the Digital Media Economy. Terry Flew, Jennifer Holt, Julian Thomas. ...
3. Reference Book. The SAGE Handbook of Social Media Research Methods. Second Edition. ...
4. Academic Book. Consumer Activism.



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Semester-III	2316233/43/53/63/73/83/93 C or D	Strategic Digital Marketing	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.2. Comprehend the importance of conversion and working with digital relationship marketing.3. Integrate digital marketing and traditional marketing efforts			
Course Outcomes: On completion of the course, learner will be able to– CO1: Recall the basic aspects of Digital Marketing Strategy. CO2: Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing, and selecting Digital Marketing Strategy opportunities CO3: Exhibit emerging ideas and practices in the field of Digital Marketing Strategy. CO4: Analyze the confluence of marketing, operations, and human resources in real-time delivery. CO5: Explain emerging trends in Digital Marketing Strategy and critically assess the use of Digital Marketing Strategy tools by applying relevant marketing theories and frameworks.			

Unit 1: 7 Hrs	CO
What is a marketing strategy, Digital Marketing Strategy Guide Overview, What is a digital marketing strategy?	CO1
Unit 2: 7 Hrs	CO2
Marketing strategy vs. marketing tactic, Marketing strategy vs. marketing campaign, traffic over a period of four months. 7 Types of Digital Marketing Strategies 1. Search engine optimization (SEO) 2. Pay-per-click (PPC) advertising 3. Content marketing 4. Email marketing 5. Social media marketing 6. Voice search optimization 7. Video marketing	
Unit 3: 7 Hrs	CO3
1. Search engine optimization (SEO), Why use SEO?, 2. Pay-per-click (PPC) advertising Why use PPC?, Content marketing, Why use content marketing, Email marketing Why use email marketing?	
Unit 4: 7 Hrs	CO4
Social media marketing, Why use social media?, Voice search optimization, Why use voice search optimization?, Video marketing, Why use video marketing?, How to build a digital marketing strategy	

Reference Books / Reading:

1. Marketing Communications - An Integrated Approach by PA Smith & Jonathan Taylor
2. Advertising and Promotion, An IMC Approach by Shimp
3. Integrated Advertising, Promotion and Marketing Communications by Kenneth Clow, Donald Baack.

Text Books:

1. The Blue Ocean Strategy - by W. Chan Kim & Renee Mauborgne
2. The 22 Immutable Laws of Marketing - by Al Ries & Jack Trout
3. Epic Content Marketing: - by Joe Pulizzi
4. Blue Ocean Shift - by W. Chan Kim & Renee Mauborgne
5. The Pizza Guide to Digital Marketing - by Christian Farioli



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Semester – IV

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	IC (GC)	2316604	Marketing in Digital Age	3	-	--	3	50	--	50	--	100
3	PC (SC)	2316234/ 44/54/64 74/84/94	Information Technology for Retail Management	3	-	--	3	50	--	50	--	100
4	PC (SC)	2316235/ 45/55/65/ 75/ 85/95	Business Intelligence	3	-	--	3	50	--	50	--	100
5	PE (SE)	2316236/ 46/56/66/ 76/86/96 A to B	Program Elective-4	2	-	--	2	25	--	50	--	75
6	PE (SE)	2316236/ 46/56/66/ 76/86/96 C to D	Program Elective-5	2	-	--	2	25	--	50	--	75
7	IC	2300602	Indian Society and Culture	2	-	--	2	25	--	50	--	75
8	SDC	Skill	As per Specilizations	1	-	-	1	50	--	--	--	50
9	IC		Dissertation	-	-		4	-	-	-	50	50
TOTAL				13	-	--	17	200	--	250	50	500

Program Core-6 Information Technology for Retail Management	Program Core-7 Business Intelligence
Program Elective-4 PE 4.1 Digital Visualization PE4.2 Digital Businesses PE4.3 Blogs	Program Elective-5 PE5.1 Digital Public Relations PE5.2 Online Reputation Management PE5.3 Emerging Digital Technologies



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Semester-IV	2316604	Marketing in Digital Age	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th 03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of marketing in digital age and its current and future evolutions.2. 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 for marketing.3. Understand how to create and run digital media based campaigns for marketing.4. Identify and utilize various tools such for marketing.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of digital marketing. CO2: Develop the concept of Impact of Technologies on Marketing. CO3: Build an understanding of Social Media Marketing and its new developments. CO4: Understand the concept of Digital Customer Service in real world. CO5: Examine the utility of Search Engine in digital marketing and evaluate their use. CO6: Apply knowledge of Recent trends and future of Digital Marketing in real world.			



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Unit 1: The digital age overview 7 Hrs	CO
Introduction: Traditional Marketing vs. Digital Marketing, Evolution of Marketing Environment in the Digital Age, Competitive Differentiation, Targeting, Segmentation in the Digital Age	CO1
Unit 2: Search – getting a business found online 7 Hrs	CO2
Impact of Technologies on Marketing, Search Marketing and Online Advertising, Consumer Behaviour and Customer Insight in the Digital Age	
Unit 3: Social Media Marketing 7 Hrs	CO3
Social Media Marketing, Customer Engagement, Digital Customer Relationship Management, Marketing Research in the Digital Age	
Unit 4: Digital Customer Service 7 Hrs	CO4
Digital Customer Service and New Product Development, Online Public Relations and Crisis Management	
Unit 5: Search Engine Marketing 7 Hrs	CO5
Search Engine Optimization (SEO), Search Engine Marketing, Content Marketing, Digital Media Planning and Buying, Web Remarketing, Online Reputation Management	
Unit 6: Recent trends and future of Digital Marketing 7 Hrs	CO6
Email Marketing, Mobile Marketing, Video Marketing, AdSense, Blogging, and Affiliate Marketing, Marketing Automation, Influencer & Podcast Marketing, E-Commerce Management, The Future of Digital Marketing	

Reference Books / Reading:

1. Internet Marketing: Start to Finish, Catherine Joun, Dunlie Greiling, Pearson, 2012.
2. Facebook Marketing: Designing Your Next Marketing Campaign, Justin Levy, Pearson, 2011.
3. Advertising, Promotion and other Aspects of Marketing, Terence Shimp, Craig Andrews, Cengage Learning, 2016.
4. Online Retailing: A New Paradigm, The ICFAI University Press, 2008

Text Books:

1. Kotler, Kartajaya & Setiawan (2018). Marketing 4.0: Moving from Traditional to Digital. London: Wiley.
2. Chaffey, D. and Smith, P.R (2013). eMarketing Excellence: Emarketing Excellence Planning and optimizing your digital marketing. London: Butterworth-Heinemann.
3. Digital Marketing, Raghavendra K., Shruti Prabhakar, Himalaya Publ. House, 2016
4. The Ultimate Web Marketing Guide, Michael Miller, Pearson.



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Semester-IV	2316234/44/54/6474/84/94	Information Technology for Retail Management	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th: 03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to 1. Learn the concept of Information Technology in Retail Management. 2. Understand, Explore, and Acquire Understanding IT in Retail Management. 3. Learn about Information technology is the process of store, retrieve, transmit, and manipulate data or information with the use of computer in Retail Management. 4. Develop skills and knowledge in the field of both retail management and information technology.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Learn the basic concept of Retail Management. CO2: Understand the concept of Retail Marketing and Planning. CO3: Build an understanding of Retail Sales. CO4: Examine the utility of Information Technology in Business. CO5: Apply the concept of Computerized Accounting in Retail Management CO6: Apply the concept of Database Management in Retail sector.			



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Unit 1: Introduction to Retail Management 7 Hrs	CO
Basics of Marketing, Basics of Retail Management, Basic Business Communication Skills, Types of Retail Formats, Retail Life Cycle, Retail Marketing Mix, Retail Institutional Framework.	CO1
Unit 2: Retail Marketing & Planning 7 Hrs	CO2
Retail Marketing & Planning, Retail & Distribution Management, Retail Stores & Operations Management, Retail Shopper Behavior, Customer Relationship Management, Monitoring and Solving Customer Service Issues.	
Unit 3: Retail Sales 7 Hrs	CO3
Merchandise Management, Retail Sales Techniques & Promotion, Retail Targets & Location, Retail Advertising & Sales Promotion, International Retailing.	
Unit 4: IT for Business 7 Hrs	CO4
IT for Business, E-Commerce & General Informatics, Management Information System, IT for Office.	
Unit 5: Computerized Accounting in Retail Management 7 Hrs	CO5
Computerized Accounting, Role of Computer in Financial Accounting, Management Accounting and Cost Accounting, Accounting Information System, IT and Online accounting, Differences between Manual, Accounting and Computerized Accounting, Inventory Management.	
Unit 6: Data Base Management System in Retail Management 7 Hrs	CO6
Introduction to Data Base Management System in Retail Management, Database, DBMS: Characteristics of DBMS Advantages & disadvantages of DBMS, DBMS Architecture & data independence, Schemas. Relational model, Concept of keys (primary key, alternate key, super key, secondary key and foreign key), Fundamental integrity constraints.	

Reference Books / Reading:

1. Sanjay Saxena, P. Chopra, Computer application in Management, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Fundamentals of Database Management System, Elmasri & Navathe
3. Introduction to Database Management System, C.J. Date

Text Books:

1. Pradhan, S., Retailing Management: Text and Cases
2. Madan R. L., A Textbook of Retail Management
3. Qualification Pack of Retail Sales Associate prescribed by RASCI



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Semester-IV	2316235/45/55/65/75/ 85/95	Business Intelligence	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Business Intelligence.2. Explore set of techniques and processes that can be used to analyze data to improve business performance through fact-based decision-making.3. Develop Business Intelligence methods that support the decision process in business operations.4. Develop Competencies for dealing with Business Intelligence Architectures and Models.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understands the importance of Business Intelligence in today's competitive business environment. CO2: Learn outcomes of Business Intelligence to accelerate and improve decision-making, optimizing internal business processes, increasing operational efficiency, driving new revenues and gaining competitive advantage over business rivals. CO3: Apply the concept of Data Mining , theoretically and practically. CO4: Examine the utility of Data Warehousing in practical life situation. CO5: Develop Competencies for dealing with Business Intelligence Architectures and Models. CO6: Apply the knowledge of Business Intelligence in real life world.			



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Unit 1: INTRODUCTION 7 Hrs	CO
Business Intelligence: definition, concept and need for Business Intelligence, Case studies BI Basics: Data, information and knowledge, Role of Mathematical models	CO1
Unit 2: ANALYTICS STRATEGY 7 Hrs	CO2
Business Analytics at the strategic level: Strategy and BA, Link between strategy and Business Analytics, BA supporting strategy at functional level, dialogue between strategy and BA functions, information as strategic resource.	
Unit 3: DATA MINING 7 Hrs	CO3
Business Analytics at Analytical level : Statistical data mining, descriptive Statistical methods, lists, reports, automated reports, hypothesis driven methods, data mining with target variables, cluster analysis, Discriminate analysis, logistic regression, principal component analysis.	
Unit 4: DATA WAREHOUSING 7 Hrs	CO4
Business Analytics at Data Warehouse Level, Designing physical database, Deploying and supporting DW/BI system	
Unit 5: BUSINESS INTELLIGENCE 7 Hrs	CO5
Business Intelligence Architectures: Cycle of Business Intelligence Analysis, Development of Business Intelligence System, spread sheets, concept of dashboard, CLAP, SQA, decision engineering.	
Unit 6: BUSINESS INTELLIGENCE TOOLS 7 Hrs	CO6
BI Tools: Concept of dashboard. BI Applications in different domains- CRM, HR, Production.	

Reference Books / Reading:

1. Olivia Parr Rud, Business Intelligence Success Factors Tools for aligning your business in the global economy, John Wiley and Sons, 2009
2. Gert H.N. Laursen, Jesper Thorlund, Business Analytics for Managers: Taking Business Intelligence beyond reporting, Wiley and SAS Business Series. 2011

Text Books:

1. Turban, Sharda, Decision Support and Business Intelligence Systems, Delen, Pearson, 9th Edition, 2014
2. Steve Williams and Nancy Williams, The Profit impact of Business Intelligence, Morgan Kauffman Publishers! Elsevier, 2007



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Semester-IV	2316236/46/56/66/76/86/96 A to B	Data Visualization	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Present data in an abstract and appealing way to attract the audience.2. Use social media, ecommerce use info graphics and dashboards to present to their visitors.3. Use of different data visualization techniques.4. Create charts, interactive figures and animations			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the basic techniques and theory behind digital visualization CO2: Use effectively the various visualization structures (like tables, spatial data, tree and network etc.). CO3: Evaluate information visualization systems and other forms of visual presentation for their effectiveness CO4: Develop and design data visualization systems.			



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Unit 1: Basic Plotting 7 Hrs	CO
Line plot - Bar plot - Pie Chart - Scatter Plot - Histogram - Stacked Bar Charts - Sub Plots - Matplotlib, Seaborn, Plotly - Seaborn Styles	CO1
Unit 2: Applied Visualizations 7 Hrs	CO2
Box plot - Density Plot - Area Chart - Heat map - Tree map - Graph Networks	
Unit 3: Interactive Visualizations and Animations 7 Hrs	CO3
Dynamic charts - Dynamic maps - Animation types - 2D, 3D, Motion Animation - Animation Principles - Altair Package - Statistical Visualizations	
Unit 4: Principles of Digital Visualization 7 Hrs	CO4
Visual Perception and Cognition - Gestalt's Principles - Tufte's Principles - Applications of Principles of Digital Visualization - Dashboard Design	

Reference Books / Reading:

1. Information Graphics by Sandra Rendgen
2. Better Data Visualizations: A Guide for Scholars, Researchers, and Wonks by Jonathan Schwabish

Text Books:

1. Data Visualization: A Practical Introduction” by Kieran Healy
2. Data Sketches: A Journey of Imagination, Exploration, and Beautiful Data *Visualizations* by Nadieh Bremer



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Semester-IV	2316236/46/56/66/76/86/96 A to B	Digital Businesses	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Digital Business and its importance .2. Analyze different Drivers of Digital Business.3. Evaluate different Digital Business Support Services. .4. Understand the concept of E-Business Strategy.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the specialized area of Digital Business. CO2. Critically analyze different Drivers of Digital Business. CO3. Evaluate different Digital Business Support Services. CO4: Understand the concept of E-Business Strategy.			



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Unit 1: Introduction to Digital Business- 7 Hrs	CO
Introduction, Background and current status ,E-market places, structures, mechanisms, economics and impacts ,Difference between physical economy and digital economy.	CO1
Unit 2: Drivers of digital business 7 Hrs	CO2
Big Data & Analytics, Mobile, Cloud Computing, Social media, BYOD, and Internet of Things(digitally intelligent machines/services) Opportunities and Challenges in Digital Business,	
Unit 3: Digital Business Support Services 7 Hrs	CO3
Digital Business Support services- e-CRM, e-SCM, ERP as e –business backbone, Knowledge Tope Apps, Information and referral system.	
Unit 4: E-Business Strategy 7 Hrs	CO4
E-Business Strategy-E-business Strategic formulation- Analysis of Company's Internal and external environment, Selection of strategy, E-business strategy into Action, challenges and E-Transition, Business plan preparation.	

Reference Books / Reading:

1. Digital Business and E-Commerce Management,–Dave Chaffey , August 2014
2. Digital Business Concepts and Strategy –Eloise Coupey, 2nd Edition –Pearson

Text Books:

1. Trend and Challenges in Digital Business Innovation –Authors –Vinocenzo Morabito, Italy-Spring
2. Digital Business Discourse Erika Darics, April 2015, Palgrave Macmillan



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Semester-IV	2316236/46/56/66/76/86/96 A to B	Blog	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Learn the concept of Blogging and its importance2. Learn how to start a blog from scratch3. Improve blogging skills4. Gain the creative skills needed to succeed in today's competitive online world			
Course Outcomes: On completion of the course, learner will be able to– CO1: Understand the specialized area of Blog in Digital Marketing. CO2. Critically analyze ways to design a Blog site a Digital Marketing. CO3. Evaluate different Traffic Generation Techniques within Digital Marketing CO4:. Evaluate various techniques to Maintain a Blog Site.			



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Unit 1: Introduction to Blogs 7 Hrs	CO
Different Types of Blog, Typical Elements of a Blog Site and Blog Post, Interesting Blogs, Blogs to Follow, Commenting and Sharing on Blogs, Using a Blogs	CO1
Unit 2: Designing a Blog Site: 7 Hrs	CO2
Getting a Domain, Hosting, Installing WordPress, Blog Theme, Logo Design, Installing Plugins, Backing Up Your Blog, Track Your Audience, Creating a Menu, Different Ways to Present a Blog, Adverts, Colours and Contrasts Images, Accessibility Issues, Different Blogging Software Options	
Unit 3: Traffic Generation Techniques and SEO 7 Hrs	CO3
Building Relationships with Other Bloggers, Social News, Guest Posting + Niche Blending, Facebook Growth Hacks, Create Killer Content, Quora, Social Media Strategies, Long Term – Info graphics, Forum Marketing, Repurpose Articles, Search Engine Optimization.	
Unit 4: Maintaining the Blog Site: 7 Hrs	CO4
Creating a Plan, Identifying Good Post Content, Writing the Content, Registering with Search Engines, Distributing Posts, Sharing and Marketing Posts.	

Reference Books / Reading:

1. The Essential Habits of 6-Figure Bloggers by Sally Miller
2. How to Blog for Profit without Selling Your Soul by Ruth Soukup

Text Books:

1. The Blog Startup by Meera Kothand
2. Write Blog Posts Readers Love: A Step-By-Step Guide by Henri Junttila



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Semester-IV	2316236/46/56/66/76/86/96 C to D	Digital Public Relations	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
Digital Public Relations		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Realize the basic principles of strategic Public Relations;2. Improve an ability to plan communication processes based on communication goals and aim groups3. Grow an ability to plan digital communication using a variety of channels and instruments			
Course Outcomes: On completion of the course, learner will be able to– C01 Remember- Public Relation. Strategic approach to PR., Differences between digital and classic PR. Instruments of digital PR. , C02 Apply - Situation analysis. Setting communication goals. Defining target groups., Project work: Distribution of group assignments for the situation analysis, successful digital PR-campaign, Social media application C03 Evaluate - Components of Public Relation practices, Press Releases, Press Conference and News occasions, Tracking media, special events and Media access, In- house Communication C04 Create-HRD- Corporate Communication Interface, In-house Communication Scheme, Employee retention and attrition, Internal Niche Corporation., Need and ways to know employees' perceptions ,Social media and Public Relations,, Social media and public Relations			

Unit 1: 7 Hrs	CO
Definition of Public Relation. Strategic approach to PR., Differences between digital and classic PR. Instruments of digital PR. , Case study: an example of a successful digital PR campaign. Introduction of the project. Students create groups for project work.	CO1
Unit 2: 7 Hrs	CO2
How to conduct a situation analysis. Setting communication goals. Defining target groups., Project work: Distribution of group assignments for the situation analysis, successful digital PR-campaign. Student presentation, Social media. Blogging. Twitter, Social media. FB, LinkedIn, Google, Media sharing. Instagram. Youtube, Flickr, SlideShare, Content marketing, Examples of successful digital PR-campaigns. Student presentation	
Unit 3: 7 Hrs	CO3
Components of Public Relation practices, Press Releases, Press Conference and News occasions, Tracking media, special events and Media access, In- house Communication, House Journals- Concepts and design, Customer Journals/Manuals, Brochures and Presentations	
Unit 4: 7 Hrs	CO4
Human Resource Development, HRD- Corporate Communication Interface, In-house Communication Scheme, Employee retention and attrition, Internal Niche Corporation Com., Need and ways to know employees' perceptions ,Social media and Public Relations, Social media and public Relations, Challenges posed and opportunities, Dark PR, Case studies	

Reference Books / Reading:

1. Sandra Oliver, Corporate Communication: Principles, Techniques and Strategies, Kogan Page, (2005)
2. Argenti by Strategic Corporate Communication, Tata McGraw-Hill Education, 2004

Text Books:

1. Joep Cornelisse , Corporate Communication: A Guide to Theory and Practice, Sage Publication, (2005)
2. Michael B. Goodman, Peter B. Hirsch , Corporate Communication: Strategic Adaptation for Global Practice, Peter Lang Publication, (2009)



SANDIP FOUNDATION'S
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MAHIRAVANI, TRIMBAK ROAD, TAL & DIST: NASHIK-422213, MAHARASHTRA, INDIA

Semester-IV	2316236/46/56/66/76/86/96 C to D	Online Reputation Management
Teaching Scheme:	Credits	Examination Scheme
Theory: 2 hrs/week	Th:02/ 03	Theory
		CIA: 25
		End-Sem:50
		Pract:
		Oral:
		Termwork

Course Objectives: The student should be able to

1. Online Reputation Management and Marketing involve taking control of your activity on social networks, interactions with web users, and reviews shared by customers. This Online Reputation Management course covers online reputation management tools and strategy,
2. To find out Online Reputation Management and Reputation Marketing, Learn how you can avoid an online crisis, Discover steps of dealing with an online crisis
3. Discover assets that help in reputation management, Online Reputation Management: Negative to Neutral, Importance of online reviews & testimonials, How to mitigate the impact of negative reviews ,Learn why monitoring brand mentions is essential, Crisis Management Protocols
4. Digital PR, Learn how promoting reviews is integral ,Get introduced to Digital Public Relation, Online Reputation Management & Reputation Marketing Tools, Master various Social Media Analytics tools , Find publishing tools for multiple social platforms,

Course Outcomes:

On completion of the course, learner will be able to–

C01 Remember- To remember Online Reputation Management and Marketing involve taking control of your activity on social networks, interactions with web users, and reviews shared by customers

CO2 Apply-To find out Online Reputation Management and Reputation Marketing, Learn how you can avoid an online crisis, Discover steps of dealing with an online crisis

CO3 Evaluate-Discover assets that help in reputation management, Online Reputation Management: Negative to Neutral, Importance of online reviews & testimonials, How to mitigate the impact of negative reviews ,Learn why monitoring brand mentions is essential

CO4 Create-Create Digital PR, Learn how promoting reviews is integral ,Get introduced to Digital Public Relation, Online Reputation Management & Reputation Marketing Tools, Master various Social Media Analytics tools , Find publishing tools for multiple social platforms, Learn how to get insights about customers' sentiments, Master various Social Media Analytics tools



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Unit 1: 7 Hrs	CO
Online Reputation Management and Marketing involve taking control of your activity on social networks, interactions with web users, and reviews shared by customers. This Online Reputation Management course covers online reputation management tools and strategy, digital PR, and brand management., Difference between reputation marketing & management, Discover assets that help in reputation management, Learn about various brand sentiments	CO1
Unit 2: 7 Hrs	CO2
Introduction to Online Reputation Management and Reputation Marketing, Learn how you can avoid an online crisis, Discover steps of dealing with an online crisis, Learn how crisis management protocols help, Difference between reputation marketing & management	CO2
Unit 3: 7 Hrs	CO3
Discover assets that help in reputation management, Online Reputation Management: Negative to Neutral, Importance of online reviews & testimonials, How to mitigate the impact of negative reviews ,Learn why monitoring brand mentions is essential, Crisis Management Protocols At A Brand Level, Learn how you can avoid an online crisis, Discover steps of dealing with an online crisis, Learn how crisis management protocols help	CO3
Unit 4: 7 Hrs	CO4
Digital PR, Learn how promoting reviews is integral ,Get introduced to Digital Public Relation, Online Reputation Management & Reputation Marketing Tools, Master various Social Media Analytics tools , Find publishing tools for multiple social platforms, Learn how to get insights about customers' sentiments, Master various Social Media Analytics tools, Find publishing tools for multiple social platforms, Learn how to get insights about customers' sentiments, Additional Steps for Effective ORM	CO4

Reference Books / Reading:

1. Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices Kevin Pho.
2. Spin Sucks: Communication and Reputation Management in the Digital Age Gini Dietrich.

Text Books:

1. Corporate Reputation and Competitiveness Rosa Chun.
2. Reputation Management, WRITTEN BY, František Pollák, Peter Dorčák and Peter Markovič submitted: July 8th, 2019 Reviewed: August 21st, 2019 Published: September 30th, 2019



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Semester-IV	2316236/46/56/66/76/86/96 C to D	Emerging Technologies	Digital
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02/ 03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. Understand from an intellectual and practical view how emerging technologies evolve, how to assess, identify and forecast them.2. Perform a market assessment and organizational models for managing emerging technologies.3. Analyze technology forecasts from the past along with customer trends for the future so that the student will be able to benefit from previous mistakes and understand the important technologies of the future.4. To develop skills, methodologies and critical thinking to enable students to screen. Monitor and select emerging technologies using techniques including monitoring strategies, obtaining expert opinion, trend extrapolation and scenario construction.5. Communicate with business management using appropriate concepts, tools and technologies			
Course Outcomes: On completion of the course, learner will be able to– C01 Remember-Emerging Digital Technologies- practical view how emerging technologies evolve, how to assess, identify and forecast them. CO2 Apply - With support from conceptual frameworks and techniques, describe and explain the relationship between emerging digital technologies, their use and context CO3. Evaluate- Evaluate, develop and document interaction design concepts based on analysis and understanding of emerging digital technology, its use and context CO4 Create-Create interaction design concepts both orally and in writing. Regarding evaluative capacity and approach the student is, after the course, expected to be able to: Based on relevant concepts for interaction design assess the ethical and societal effects of a selected emerging digital technology.			



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Unit 1: 7 Hrs	CO
Describe the main features of ongoing digital technology development, emerging use and transformative processes in relation to societal development. Regarding proficiency and aptitude, the student is, after the course, expected to be able to:	CO1
Unit 2: 7 Hrs	CO2
With support from conceptual frameworks and techniques, describe and explain the relationship between emerging digital technologies, their use and context, Critically compare and select appropriate methods for evaluating an emerging digital technology and justify the choice of methods.	
Unit 3: 7 Hrs	CO3
Plan, develop and document interaction design concepts based on analysis and understanding of emerging digital technology, its use and context.	
Unit 4: 7 Hrs	CO4
Present and argue for developed interaction design concepts both orally and in writing. Regarding evaluative capacity and approach the student is, after the course, expected to be able to: Based on relevant concepts for interaction design assess the ethical and societal effects of a selected emerging digital technology.	

Reference Books / Reading:

1. A fieldwork of the future with user enactments. Proceedings of the Designing Interactive Systems Conference, 338-347, ACM. : 2012 : Mandatory
2. Making design probes work. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems Wallace J., McCarthy J., Wright P. C., Olivier P. Included in: ACM transactions on computer-human interaction [Elektronisk resurs] New York, NY : The Association : 1994- : pages 3441–3450 : Mandatory Articles, research reports and extracts from journals (provided by the Department).

Text Books:

1. The Ethical Implications of HCI's Turn to the Cultural, Benford S., Greenhalgh C., Anderson B., Jacobs R., Golembewski M., Jirotko M., Stahl B. C., Timmermans J., Giannachi G., Adams M., Farr J. R., Tandavanitj N., Jennings K.
2. Included in: ACM transactions on computer-human interaction [Elektronisk resurs] New York, NY: The Association : 1994- : 22 : Mandatory



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Semester-IV		Indian Society and Culture	
Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
Course Objectives: The student should be able to <ol style="list-style-type: none">1. To develop a comprehensive understanding of the social, cultural, and demographic aspects of Indian society.2. To analyze the impact of cultural and social factors on business practices and organizations in India.3. To explore the diversity and regional variations within Indian society and culture.4. To understand the role of religion, caste, and gender in shaping Indian society.5. To examine the influence of globalization and modernization on Indian society and culture.			
Course Outcomes: On completion of the course, learner will be able to– CO1: Recall and define the concepts and theories related to Indian society and culture CO2: Explain the social, cultural, and religious diversity in India and its impact on society CO3: Apply the knowledge of Indian society and culture in a business context CO4: Analyze the social, economic, and political factors influencing Indian society and culture CO5: Evaluate the effectiveness of government policies and programs in promoting social inclusion and welfare in India CO6: Develop strategies for promoting cultural diversity and inclusivity in organizations operating in India			



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Unit 1: Introduction to Indian Society and Culture	7 Hrs	CO
<p>Understanding Society and Culture: Definition and key characteristics of society and culture, Importance of studying society and culture in the context of MBA, Relationship between society, culture and business</p> <p>Dimensions of Indian Society: Diversity in Indian society: religion, language, caste, region, etc., Social structure in India: family, community, and institutions, Social stratification and inequality in India, Social issues and challenges in Indian society</p> <p>Cultural Aspects of India: Cultural diversity and heritage of India, Indian art, music, dance, literature, and cinema, Traditions, customs, and rituals in India, Impact of globalization on Indian culture</p> <p>Societal Values and Norms: Values and norms in Indian society, Importance of values in business and management, Ethical challenges in Indian society and business, Role of traditional and modern values in the workplace</p>		CO1
Unit 2: Social Institutions and Organizations in India: 7 Hrs		
<p>Family and Kinship Systems: Importance of family in Indian society, Traditional roles and responsibilities within the family, Changing family structure and dynamics in urban India, Impact of family on professional success and work-life balance,</p> <p>Education System in India: Historical development of education in India, Structure and organization of the education system, Challenges and issues in the Indian education system, Role of education in social mobility and economic development</p> <p>Political System and Governance: Evolution of the political system in India, Structure and functions of government institutions, Role of political parties and electoral system, Challenges and issues in Indian governance</p> <p>Non-Governmental Organizations (NGOs): Importance and role of NGOs in India, Types of NGOs and their areas of focus, Challenges and impact of NGOs in Indian society, Corporate social responsibility and partnerships with NGOs</p>		CO2
Unit 3: Gender, Religion, and Diversity in Indian Society: 7 Hrs		
<p>Gender Roles and Equality: Gender roles and stereotypes in Indian society, Women empowerment and gender equality initiatives, Emerging trends and challenges in gender relations, Impact of gender dynamics on workplace diversity and inclusion,</p> <p>Religion and Society: Religious diversity in India: Hinduism, Islam, Sikhism, Christianity, etc., Religious practices and rituals in Indian society, Interreligious harmony and conflicts in India, Influence of religion on business practices and ethics</p> <p>Caste System and Social Justice: Historical background and basis of the caste system in India, Impact of caste system on social mobility and equality, Government measures and policies for social justice, Role of caste in workplace and business interactions</p> <p>Ethnic and Regional Diversity: Regional diversity in India: languages, cultures, and traditions, Challenges and opportunities of regional diversity in business, Cultural sensitivity and inclusivity in a diverse workforce, Importance of promoting cultural exchange and understanding in a</p>		CO3 & CO6



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multicultural society	
Unit 4: Social Change and Contemporary Issues: 7 Hrs	
<p>Social Change and Modernization: The concept of social change and its drivers, Impact of modernization and urbanization on Indian society, Changing social values and aspirations, Role of technology and innovation in social change</p> <p>Globalization and its Impact on Indian Society: Effects of globalization on Indian economy, society, and culture, Opportunities and challenges for Indian businesses in a globalized world, Globalization and cultural assimilation, Strategies for managing cultural diversity in a globalized workforce</p> <p>Social Movements and Activism: Importance of social movements in driving social change, Examples of social movements in India: women's rights, environmental, activism, etc., Role of social media in mobilizing social movements, Impact of social movements on business and corporate social responsibility</p> <p>Contemporary Issues in Indian Society: Poverty and income inequality in India, Health, sanitation, and public health challenges, Environmental degradation and sustainability issues, Emerging social issues: mental health, LGBTQ+ rights, etc.</p>	CO4 & CO5

Reference Books / Reading:

1. "Indian Society and Culture: An Introduction" by Nadeem Hasnain
2. "Indian Society: Themes and Social Issues" by Ram Ahuja
3. "Indian Social Structure and Change" by Yogesh Atal
4. "Culture and Society in India" by Dipankar Gupta

Text Books:

1. "Sociology: Themes and Perspectives" by Michael Haralambos and Martin Holborn
2. "Indian Polity" by M. Laxmikanth
3. "Indian Economy" by Ramesh Singh
4. "Indian History" by Bipin Chandra