



**SANDIP FOUNDATION'S
SANDIP INSTITUTE OF TECHNOLOGY AND
RESEARCH CENTRE, NASHIK**

**(An Autonomous Institute Permanently Affiliated to Savitribai Phule
Pune University, Pune and Accredited by NAAC with 'A' Grade)**

**National Education Policy (NEP) - 2020 Compliant
Curriculum/ Syllabus**

For

**MASTER OF BUSINESS ADMINISTRATION
(M. B. A. - DIGITAL MARKETING)**

**Board of Studies: Department of Management Studies
(With Effect from Academic Year: 2025-26)**



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SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH
CENTRE

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This is to certify that the **Syllabus Handbook** for the MBA Digital Marketing, has been reviewed and endorsed by the **Board of Studies, Academic Council and Governing Body**.

The syllabus has been thoroughly examined and is in alignment with the academic and professional standards set forth by the institution and relevant regulatory bodies. It is hereby recommended for implementation with effect from the academic year 2025-26.

This certificate serves as formal approval of the contents of the handbook and authorizes its distribution to students and faculty.

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MAHIRAVANI, TRIMBAK ROAD, TAL & DIST: NASHIK-422213, MAHARASHTRA, INDIA
Master of Business Administration (MBA)

CURRICULA FOR MBA DIGITAL MARKETING PROGRAM (2521)

Table 1: Coding for Courses Used in M.B.A. Digital Marketing Curriculum

Course Code XXYYZSTTU	Definitions
XX	Year of curriculum implementation (25)
YY	Branch code (21) Master of Business Administration (M.B.A.)
Z	Level of Program & Course No. 5: First Year (PG) 6: Second Year (PG)
S	Semester (1,2,3,4)
TT	Course Code (01, 02.....)
U	Suffix only for other Courses
VAC	Value Added Course
EL	Experiential Learning
SDC	Skill Development Courses
P/Q	Elective Courses

Table 2: Distribution of Credits and Marks for M.B.A. Digital Marketing Program

Part I: Program Courses					
	Semester				Total
	I	II	III	IV	
Credits	25	26	29	16	96
Marks	850	875	1050	400	3175
Part II: Value Added Courses					
Credits	02	02	02	--	06
Marks	50	50	50	--	150
Total Marks	900	925	1100	400	3325
Total Minimum Credits to Earn (Part I + II)				96 + 06 = 102	

Abbreviations

CIA	Continuous Internal Assessment	GC	Generic Core
L	Theory Lecture	GE	Generic Elective
T	Tutorial	SC	Specialization Core
P	Practice/ Practical	SE	Specialization Elective
CO	Course Outcome	VAC	Value Added Course
PO	Program Outcome	SDC	Skill Development Course
PSO	Program Specific Outcome	EL	Experiential Learning
TA	Teacher's Assessment	TW	Term Work
MTE	Mid Term Examination	ESE	End Semester Examination

Evaluation Pattern from A. Y. 2025-26

Head of Evaluation	Continuous Internal Assessment (CIA)		End Semester Exam (ESE)	Components of Teacher's Assessments (TA)
Theory	Teacher's Assessment (TA)	Mid Term Exam (MTE)		
(CIA: 40% + ESE: 60%)	25%	15%	60%	1. Home Assignments (10%).
				2. Activity/ Topic Based Presentation (10%)
				3. Attendance (5%)
Term work	100%	--	--	1. Quality of Content
				2. Presentations/ Viva-voce.
				3. Punctuality/ Timely submission.
				4. Attendance
Viva-Voce (Project/ Internship/ OJT)	50%	--	50%	1. Project/ OJT performance.
				2. Viva-voce.
				3. Report Submission
				4. Paper publication or IPR.
				5. Participation at National or International level competitions

Curriculum Structure for MBA Digital Marketing (w.e.f. A.Y. 2025-26)

Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165101	Principles of Marketing	2	1	--	3	40	--	60	--	100
2	GC	25165102	Accounting for Managers	2	--	2	3	40	--	60	--	100
3	GC	25165103	Organizational Behaviour	2	1	--	3	40	--	60	--	100
4	GC	25165104	Business Research Methods	2	1	--	3	40	--	60	--	100
5	GC	25165105	Managerial Economics	2	1	--	3	40	--	60	--	100
6	GE	25165106P/	Start-up and New Venture Management	1	1	--	2	40	--	60	--	100
		25165106Q	Principles and Practices of Management	2	--	--						
7	GE	25165107P/	Digital Business	1	--	2	2	40	--	60	--	100
		25165107Q	Legal Aspects of Business	1	1	--						
8	ELC	251651ELC	Enterprise Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SDC	251651SDC	Communication Skills-I	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Human Rights	2	--	--	2	--	50	--	--	50
11	AEC	251651AEC	Introduction to Cyber Security-I	1	--	2	2	--	50	--	--	50
TOTAL				19	6	12	27	280	200	420	--	900

Department of Management Studies

25165101: Principles of Marketing		
Semester: I	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: -		
Course Objectives: 1. To understand the fundamental marketing concepts and philosophies of marketing. 2. To analyze the marketing environments that influence marketing decisions. 3. To equip students with practical knowledge of segmentation, targeting, and positioning. 4. To foster an understanding of consumer and organizational buying behavior. 5. To apply the marketing mix and product lifecycle strategies for different types of offerings. 6. To formulate and evaluate marketing strategies aligned with business goals.		
Course Outcomes: On completion of the course, learners will be able to –		
CO	Course Outcomes	BTL
CO1	Explain the core concepts, scope, orientations, and functions of marketing and their application in creating customer value.	2
CO2	Analyze the impact of the macro and micro environments on marketing strategies.	4
CO3	Apply the principles of segmentation, targeting, and positioning to develop customer value-driven marketing strategies.	3
CO4	Evaluate consumer and organizational buying behavior to influence purchase decisions.	5
CO5	Apply the marketing mix and product life cycle concepts to optimize marketing strategies for different products.	3
CO6	Formulate comprehensive marketing strategies using analytical tools and frameworks for sustainable competitive advantage. .	6

CO-PO-PSO Mapping

Course Outcomes	PO					PSO		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	2	3	3
CO2	3	3	-	3	-	3	2	2
CO3	3	3	2	-	2	3	3	2
CO4	3	3	2	2	2	3	3	2
CO5	3	3	2	-	3	3	2	2
CO6	2	2	3	3	2	2	3	3

Department of Management Studies

Units		
Unit 1	Introduction to Marketing (10 Hrs.)	CO
	Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Needs, Wants, Demands, Market Offerings, Customer Value and Customer Satisfaction, Customer Delight, Customer loyalty, Exchanges and Transaction, Competition, Concepts of Markets, Key Customer Markets, Marketing V/S Market, Marketplaces, Marketspaces, Meta Markets, Brick & Click Model, Omnichannel, E-commerce and Q-Commerce, Functions of a Marketing Manager, Linkage of Marketing functions with all functions in the organization, Company Orientation toward the Marketplace - Production, Product, Selling, Marketing, Societal, Relational and Holistic Marketing Orientation, Integrating Traditional, digital and Sustainable Marketing, Selling versus Marketing, Marketing Myopia, Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value.	CO1
Unit 2	Marketing Environment (5 Hrs.)	CO2
	Concept of Marketing Environment, Macro Environment & Micro Environment – Components & Characteristics, Major Forces impacting the Macro Environment & Micro Environment, Need for analyzing the marketing environment, Analyzing the demographic, economic, socio-cultural, natural, technological, political and legal environment, Responding to Marketing Environment.	
Unit 3	Segmentation, Target Marketing & Positioning (8 Hrs.)	CO3
	Segmentation, Concept, Need and Benefits, Bases for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, Behavioural, Bases for segmentation for business markets, Forrester's Social Technographics segmentation, Criteria for effective segmentation, Levels of segmentation, Mass marketing, Segment Marketing, Niche & Local Marketing, Long Tail Marketing, Market Potential & Market Share. Market Targeting - Concept of Target Markets, Market Targeting and Criteria for Selection, Evaluating and Selecting the Market Segments – Full Market Coverage, Multiple Segment Specialization, Single-Segment Concentration, Positioning - Concept of differentiation and positioning, Value Proposition & Unique Selling Proposition.	
Unit 4	Consumer Behavior (6 Hrs.)	CO4
	Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process with real life situations– Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior, Transition from AIDA to 5As, Online and Omnichannel Consumer Behavior, Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior, Business Buyer Decision Process.	

Unit 5	Marketing Mix and Product Life Cycle	(5 Hrs.)	CO5
Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence, Digital Marketing Mix, Product Life Cycle: Concept, characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC, Strategies across the stages of the PLC.			
Unit 6	Marketing Strategy	(8 Hrs.)	CO6
Fundamental concepts and frameworks of marketing strategy, create value and sustainable competitive advantage in dynamic markets, strategic marketing planning process, including mission and vision alignment, situation analysis (SWOT, PESTEL), and setting marketing objectives, key strategic tools such as Ansoff Matrix, BCG Matrix, and Porter's Generic Strategies, market segmentation, targeting, and positioning (STP) as core strategic decisions, and integrating marketing mix (4Ps/7Ps) with strategic goals, analyzing competitors, assessing market opportunities, and developing customer-centric strategies for long-term growth and profitability.			
Text Books: 1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Pearson 2. Marketing Management, Rajan Saxena, TMGH 3. MKTG, Lamb, Hair, Sharma, McDaniel, Cengage Learning			
Reference Books: 1. Marketing Management, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Pearson 2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books 3. Marketing Management, Ramaswamy & Namakumari, Macmillan. 4. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, TMGH 5. Marketing Management, S.A. Sherlekar, HPH 6. Case Studies in Marketing: The Indian Context, R Srinivasan, PHI			
Online Learning Resources: 1. https://www.marketingteacher.com/ 2. https://archive.nptel.ac.in/courses/110/104/110104068/#			

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25165102: Accounting for Managers		
Semester: I	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./week	CIA: 40, End-Sem: 60
Prerequisite: Basic understanding of financial terminology and fundamental concepts of business operations is essential to grasp managerial accounting principles and their application in decision-making.		
Course Objectives: 1. To define and describe the fundamental concepts related to Management Accounting. 2. To elaborate on the theoretical foundations of Management Accounting. 3. To utilize accounting information to make managerial decisions. 4. To identify and evaluate key elements in financial statements and cost data to make informed managerial choices. 5. To interpret financial statements to understand the financial health and performance of the organization. 6. To 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 –		
CO	Course Outcomes	BTL
CO1	Describe the concepts related to Management Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing.	2
CO2	Explain in detail, all the theoretical concepts mentioned in the syllabus.	2
CO3	Perform all the necessary calculations through numerical problems	3
CO4	Analyze the situation and decide the key elements involved in the situation.	4
CO5	Evaluate the financial impact of the decision.	5
CO6	Create the Financial Statement, Cost Sheet and Budgets	6

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CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	1	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2
CO3	3	2	2	3	2	3	3	3
CO4	3	2	2	3	2	3	3	3
CO5	3	3	3	2	3	3	3	3
CO6	3	3	2	3	2	3	3	3

Units			
Unit 1	Introduction of Accounting	(6 Hrs.)	CO
	Nature, Scope of Management Accounting, Difference between Financial Accounting, Cost Accounting and Management Accounting Need, uses, concepts, terms and conventions of accounting, Generally Accepted Accounting Principles (GAAP)		CO1
Unit 2	Financial Accounting and Statements	(6 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	(6 Hrs.)	CO3
	Need for Cost Information, Cost Objectives, Elements of Cost and Classification Of Costs, Cost Control and Cost Reduction, Managerial Uses of Unit Costing, Contract Costing, Process Costing.		
Unit 4	Techniques for Decision Making	(8 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
	Budgetary Control: Concept of Budget and Budgetary Control, importance and advantages and disadvantages, Zero based budgeting, functional budgets, Fixed Budget, Cash Budget, Flexible Budget		
Unit 6	Standard Costing	(6 Hrs.)	CO6
	Meaning, Importance, advantages and disadvantages, cost variance analysis, Material Variances and Labor Variances		



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Department of Management Studies

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

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

Online Resources:

1. <https://www.classcentral.com/search?q=accounting%20for%20managers%20>
2. https://onlinecourses.swayam2.ac.in/aic20_sp60/preview
3. <https://www.coursera.org/search?query=accounting%20for%20managers%20>

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25165103: Organization Behaviour		
Semester: I	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs. /week	CIA: 40, End-Sem: 60
Prerequisite: Basic understanding of human psychology, communication skills, and fundamental concepts of management, Students should comprehend individual and group behavior, and they should be prepared to engage in discussions, case studies, and reflective thinking on interpersonal and organizational dynamics.		
Course Objectives: 1. To gain knowledge of human behavior in the workplace from an individual, group, an organizational perspective. 2. To obtain frameworks and tools to effectively analyze and approach various organizational situations. 3. 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: After completion of the course, learners should be able to –		
CO#	Course Outcomes	BTL
CO1	Describe the Levels of Analysis in OB and its application in Business	2
CO2	Explain how and why people behave under different conditions as they do.	2
CO3	Apply various theories and models of organizational behavior in the workplace.	3
CO4	Compare between the various theories of motivation and their application in organizations.	4
CO5	Evaluate the potential effects of important developments in the external environment on organizational behavior.	5
CO6	Develop strategies to creatively engage in solving organizational challenges.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	–	2	2	–	2
CO2	2	3	2	–	2	2	2	2
CO3	3	2	2	–	3	2	2	–
CO4	2	2	3	–	2	2	–	2
CO5	3	2	3	3	3	3	–	–
CO6	3	3	3	2	3	3	3	2

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Units			
Unit 1	Introduction to OB	(7 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	(7 Hrs.)	
Introduction to Learning Process, Theories of Learning, Attitude-Characteristics and Components, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity.			CO3
Unit 4	Motivation	(7 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 Communication Organizational Change: Forces for change; Resistance to change; Managing change; Stress: Concept, Sources, Consequences and Management.			CO5
Unit 6	Groups in Organization	(7 Hrs.)	
Groups in organization: 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. Organizational behavior, Boston, Pearson 2. Newstrom J. W., & Davis, K. Human behavior at work, Tata McGraw Hill 3. Michael A. Hitt, Adrienne Colella, C. Chet Miller, Organizational Behavior, Wiley			
Reference Books:			
1. Pareek. U., Understanding Organizational Behavior, Oxford University Press 2. Schermerhorn, J. R., Osborn, R.N., Hunt, M.U.J, Organizational Behavior, Wiley. 3. Jennifer George, Gareth Jones, Understanding and Managing Organizational Behavior, Prentice Hall			
Online Resources:			
1. https://www.investopedia.com/terms/o/organizational-behavior.asp 2. https://www.coursera.org/learn/organisational-behaviour-know-your-people			

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25165104: Business Research Methods		
Semester: I	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Completion of an introductory statistics course and foundational coursework in management principles.		
Course Objectives: 1. To introduce the basic principles, applications, and ethical considerations of business research. 2. To develop the ability to design appropriate research methodologies and construct effective research instruments. 3. To equip students with skills to analyze and interpret data using suitable statistical techniques. 4. To enable students to compile research findings into coherent reports and communicate results effectively.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Understand the fundamentals of business research, including research types, ethics, and the formulation of research problems and questions.	2
CO2	Explain various research designs and differentiate between qualitative and quantitative approaches, including exploratory and experimental designs.	2
CO3	Apply knowledge of hypothesis development and testing to formulate and assess research questions using appropriate data.	3
CO4	Analyze different sampling methods and evaluate their applicability and limitations in various research contexts.	4
CO5	Interpret data using univariate and bivariate statistical techniques and present findings through appropriate graphical methods.	5
CO6	Evaluate statistical outputs using both parametric and non-parametric tests and demonstrate the ability to write and present a structured research report.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	1	3	2	3	-	2
CO2	3	3	1	1	2	2	2	-
CO3	3	3	2	2	2	3	-	-
CO4	3	3	2	2	1	2	3	2
CO5	3	3	2	2	2	2	-	-
CO6	3	3	1	2	1	-	3	3

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Units			
Unit 1	Introduction to Research	(6 Hrs.)	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	(7 Hrs.)	CO2
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. 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	Data Collection and Measurement	(7 Hrs.)	CO3
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 and 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. Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools.			
Unit 4	Sampling	(6 Hrs.)	CO4
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-sampling errors, methods to reduce errors, sample size Considerations			
Unit 5	Data Analysis and Graphical Representation of Data	(6 Hrs.)	CO5
Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode(Measures of Central tendency); Range, Standard deviation, and Coefficient of Variation (Measures of Dispersion).Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms.			

Unit 6	Advanced Data Analysis and Report Writing	(7 Hrs.)	
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. Research Reports: Structure of Research report, Report writing and Presentation			CO6
Text Books: 1. Cooper, D. R., Schindler, P. S., & Sun, J. (2003), Business Research Methods 2. Bell, E., Bryman, A., & Harley, B. (2018), Business research methods, Oxford University Press. 3. Grønhaug, K. (2005), Research methods in business studies: a practical guide, Financial Times Prentice Hall			
Reference Books: 1. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013), Business Research Methods (Book Only), Cengage Learning. 2. Miller, D. C., & Salkind, N. J. (2002), Handbook of research design and social measurement, Sage. 3. Walliman, N. (2011), Research theory, Research methods: the basics 4. Chawla & Sondhi, Research Methodology, Vikas Publication 5. eGyanKosh, IGNOU Self Learning Material (SLM)			
Online Resources: NPTEL Learning Link: https://onlinecourses.swayam2.ac.in/imb25_mg28			

Department of Management Studies

25165105: Managerial Economics		
Semester: I	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Managerial Economics- Microeconomics, Macroeconomics, Business Mathematics and Statistics, Principles of Management, Financial Accounting.		
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 apply micro economic concepts and techniques in evaluating business decisions taken by firms.		
Course Outcomes: On completion of the course, learner will be able to–		
CO#	Course Outcomes	BTL
CO1	Understand the basic concepts of economics.	2
CO2	Apply the fundamental ideas of economics from the perspective of management.	3
CO3	Recognize the numerous problems in an economics environment and emphasize the importance of each from the standpoint of corporate decision-making.	2
CO4	Examine how different aspects of microeconomics are related from the perspective of consumers, firms, industries, markets, competitors, and business cycles	4
CO5	Evaluate critical thinking using microeconomics principles in order to make wise business decisions.	5
CO6	Analyse how customer and industry responses to a company's economic decisions can be utilized for the future strategic decisions of the company.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	-	-
CO4	3	2	2	-	-	2	2	2
CO5	2	2	3	2	-	2	-	-
CO6	2	2	2	-	2	-	3	3

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Units		
Unit 1	Introduction to Managerial Economics (7 Hrs.)	CO
	Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm, Cyert and March's Behavior Theory, Marris' Growth Maximization Model, Baumol's Static and Dynamic Models, Williamson's Managerial Discretionary Theory.	CO1
Unit 2	Demand and Utility 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 and Market Equilibrium (7 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.	CO3
Unit 4	Cost Analysis & Production analysis (7 Hrs.)	
	Concepts of Production, production function with one variable input - Law of Variable Proportions. Production function with 2 variable inputs and Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Least cost combination factor, Economies of scale, Diseconomies of scale. Technological progress and production function. Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve Break Even Analysis – Meaning, Assumptions, Determination of BEA, Limitations, Uses of BEA in Managerial decisions (with simple Problems).	CO4
Unit 5	Market structure and Pricing policy (7 Hrs.)	
	Market structure analysis. Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Perfect Competition, Features, Determination of price under perfect and Imperfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership. Descriptive Pricing Approaches: Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.	CO5

Unit 6	Consumption function and investment Function (7 Hrs.)	
	Consumption Function and Investment Function: Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions.	CO6
Text Books: 1. Managerial Economics – D. Salvatore 2. Managerial Economics – H.L. Ahuja 3. Managerial Economics and Business Strategy – Michael R. Baye 4. Managerial Economics – P.L. Mehta		
Reference Books: 1 Managerial Economics R. Panneerselvam, P. Sivasankaran, P. Senthilkumar Cengage 2015 2 Managerial Economics Samuelson & Marks Wiley 5/e, 2015 3 Managerial Economics D.M Mithani HPH 2016 4 Managerial Economics H. L Ahuja Samuelson & Marks S.Chanda 2014		
Online Resources: 1. https://www.coursera.org/specializations/managerial-economics-business-analysis 2. https://www.coursera.org/learn/illinois-tech-managerial-economics-buyer-and-seller-behavior 3. https://alison.com/course/diploma-in-managerial-economics?utm_source=chatgpt.co		

Department of Management Studies

25165106P: Startup and New Venture Management		
Semester: I	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40 End-Sem: 60
Prerequisite: Basic knowledge of Management Principles and Marketing, Interest in entrepreneurship, innovation, and business development.		
Course Objectives: 1. To introduce students to the fundamentals of entrepreneurship and new venture creation. 2. To develop an understanding of the startup ecosystem, including financing, innovation, and scalability. 3. To equip students with the skills required to plan, launch, and manage startups. 4. To analyze real-life entrepreneurial case studies and learn from successful startup ventures.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the fundamentals of entrepreneurship and the components of the start-up ecosystem, including the roles of incubators, accelerators, and government initiatives.	2
CO2	Apply techniques for idea generation, opportunity evaluation, and business model development using tools like the Business Model Canvas and MVP.	3
CO3	Create a detailed business plan and assess various startup funding options, including angel investment, venture capital, crowd funding, and government schemes.	6
CO4	Analyze strategies for startup growth, marketing, operations, and exit planning through real-world case studies of successful ventures.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	1	2	2	2	3	2	2
CO2	3	3	1	1	2	3	3	2
CO3	3	3	1	2	2	3	3	2
CO4	3	3	2	2	3	3	3	3

Department of Management Studies

Units		
Unit 1	Fundamentals of Entrepreneurship and Startup Ecosystem (7 Hrs.)	CO
Definition, Characteristics, and Types of Entrepreneurs, Entrepreneurial Mindset and Motivation, Startup vs Traditional Business, The Indian Startup Ecosystem: Trends and Government Initiatives, Role of Incubators, Accelerators, and Angel Investors, Key Entrepreneurial Competencies and Skills, Social Entrepreneurship and Women Entrepreneurs		CO1
Unit 2	Idea Generation to Business Model Development (7 Hrs.)	CO2
Idea Generation Techniques and Creativity, Identifying Market Gaps and Problem-Solution Fit, Feasibility Study and Opportunity Evaluation, Understanding Business Models – BMC (Business Model Canvas), Value Proposition and Customer Segments, MVP (Minimum Viable Product) and Product-Market Fit, Intellectual Property Rights (IPR) Basics		
Unit 3	Business Planning and Funding Strategies (7 Hrs.)	CO3
Components of a Business Plan, Financial Planning and Budgeting for Startups, Legal Structure and Registration of Startups, Bootstrapping and Types of Startup Funding, Angel Investors, Venture Capital, and Crowd Funding, Pitching to Investors and Preparing Pitch Decks, Startup India and Other Government Funding Schemes		
Unit 4	Startup Growth, Management, and Exit Strategies (7Hrs.)	CO4
Scaling a Startup: Strategies and Challenges, Team Building and Leadership in Startups, Marketing for Startups: Digital and Guerrilla Marketing, Operations and Resource Management, Managing Failures and Pivoting, Exit Strategies: Mergers, Acquisitions, IPOs,Case Studies of Successful Startups in India and Globally		
Text Books:		
1: Entrepreneurship: Theory, Process and Practice Donald F. Kuratko		
2. Entrepreneurship: Successfully Launching New Ventures Bruce R. Barringer & R. Duane Ireland		
Reference Books:		
1. The Startup Owner’s Manual – Steve Blank & Bob Dorf		
2. Disciplined Entrepreneurship – Bill Aulet		
Online Resources:		
1. Online Learning Link https://onlinecourses.swayam2.ac.in/imb19_mg03/preview		
2. MOOC Learning Link: https://onlinecourses.swayam2.ac.in/imb20_mg47/preview		

Department of Management Studies

25165106Q: Principles and Practices of Management		
Semester: I	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Theory: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Principles and Practices of Management include Business Communication, Organizational Behavior, Economics, and Marketing Management.		
Course Objectives: 1. To understand the fundamental concepts of management, including its evolution, functions, skills, and the roles of managers in organizations. 2. To explore the processes of planning and organizing, focusing on strategic planning, decision-making, and the principles of effective organizational structure. 3. To analyse the key aspects of staffing, directing, and motivation, emphasizing employee motivation theories and the role of supervisors in organizational success. 4. To examine leadership, communication, coordination, and control, focusing on leadership styles, the importance of coordination, and control mechanisms for effective management.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Explain the fundamental concepts, evolution, and ethical dimensions of management.	2
CO2	Describe the planning and decision-making process, including MBO and strategic planning frameworks.	2
CO3	Analyse the organizational structure, authority, delegation, and departmentalization in business settings.	4
CO4	Evaluate staffing, directing, and supervisory practices with reference to employee motivation theories.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	1	2	3	1	2	2	3
CO2	3	2	1	1	2	3	2	1
CO3	3	3	2	1	2	3	3	1
CO4	3	2	1	1	3	3	3	2

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Units		
Unit 1	Introduction (7 Hrs.)	CO
Concept of Management, Management: Art and Science, Management Vs Administration, Levels of Management, Functions of management, Management as a Profession, Management skills, Qualities and characteristics of managers. Evolution of Management thought: Taylor and Scientific Management, Fayal's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Social responsibility of managers, Managerial Ethics.		CO1
Unit 2	Planning and Organizing (7 Hrs.)	CO2
Concept of planning, Nature, Scope, Objective, Significance of planning, Process of planning, Barriers to effective planning. Strategic planning – concepts, process, importance and limitations MBO, Decision Making: Meaning, Steps in Decision Making, Techniques of Decision Making. Organizing: Defining organizing, Principles of organizing, Process of organizing, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Formal and Informal organization. Authority, Delegation and Decentralization Departmentalization.		CO2
Unit 3	Staffing, Directing and Motivation (7 Hrs.)	CO3
Staffing: Concept, Objective of staffing, Directing: Concept, Techniques of directing Principles of Direction - Supervisor and his Qualities - Supervisor's Role and Functions, Types of supervision, Essential characteristics of supervisor. Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of Motivation.		CO3
Unit 4	Leadership, Co-ordination and Control (7 Hrs.)	CO4
Leadership vs Management, Process of Leadership, Importance of leadership, Leadership styles, Characteristics of an Effective leader. Communications: Meaning – Types – Process, Channels and Barriers, Co-ordination: Concept; Meaning, Need, Characteristics, Principles and Techniques, Importance in the organization, Controlling: Concept, Importance of controlling, Types of control, Techniques and Steps in control process.		CO4

Text Books:

1. Principles and practices of management: L. M. PRASAD (S. Chand publishers)
2. Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)
3. Prasad LM, Principles and Practice of Management, Sultan Chand & Sons, New Delhi
4. Subba Rao. P, Management & Organizational Behavior, Himalaya Publishing House

Reference Books:

1. Robbins, S.P. & Decenzo, D. A. (2014). Fundamentals of Management: Essential Concepts and Applications. New Delhi: Pearson Education.
2. Weihrich, H. & Koontz, H. (2010). Management- A Global Perspective: New Delhi: Tata McGraw-Hill
3. Durai, P. (2015). Principles of Management, Text and Cases. New Delhi: Pearson Education

Online Resources:

1. NPTEL Learning Link: https://onlinecourses.nptel.ac.in/noc20_mg58/preview?
2. MOOC Learning Link: <https://www.coursera.org/learn/principlesofmanagement?>

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25165107P: Digital Business		
Semester: I	Teaching Scheme (L:T:P): 1:0:2	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Basic understanding of Business Management Concepts, Familiarity with fundamental business principles such as marketing, management, operations, and finance.		
Course Objectives: 1. To introduce students to the fundamentals of electronic commerce, digital economy models, and emerging e-business platforms. 2. To explore the applications of mobile commerce, social commerce, and Internet of Things (IoT) in business, society, and government. 3. To analyze the impact of digital transformation and emerging technologies on customer experience, business strategies, and global commerce trends.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Understand the Fundamentals of E-Commerce and the Digital Economy.	2
CO2	Analyze Mobile Commerce, Social Commerce, and the Internet of Things (IoT).	5
CO3	Evaluate Mechanisms and Components of the Digital Business Ecosystem.	3
CO4	Apply Knowledge of Digital Retailing, FinTech, and E-Government Models.	3

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	3	2	2
CO2	3	3	2	3	2	3	3	3
CO3	3	3	2	2	3	3	3	2
CO4	3	2	3	3	3	3	2	3

Units			
Unit 1	Foundations of Digital and Electronic Commerce	(7 Hrs.)	CO
The Digital Revolution and Society, The Digital and Social Worlds, The Digital Economy and the Digital Enterprise, Virtual Communities and Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms, E-Business, Electronic Markets and Networks, The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of Transactions and Participant Relationships, E-Commerce Business Models, Integrating the Marketplace with the Marketspace, Web 2.0, Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society.			CO1
Unit 2	Mobile, Social Commerce and IoT Integration	(7 Hrs.)	CO2
Mobile Commerce: Attributes, Applications, and Benefits, Mobile Marketing: Shopping and Advertising, Social Commerce and Social Business (Enterprise), Social Business Networks, Enterprise 2.0, Social Media Platforms and Comparison, Entrepreneur Networks and Enterprise Social Networks, Social Collaboration (Collaboration 2.0), C2C E-Commerce and Person-to-Person Models, Benefits and Limitations of Social Commerce, Internet of Things (IoT): Smart Homes and Appliances, Smart Cities and Smart Cars, Wearable Computing and Smart Gadgets.			
Unit 3	Digital Business Ecosystem and Infrastructure	(7 Hrs.)	CO3
Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces: Types, Components and Participants, Disintermediation and Reintermediation, Webstores, Electronic Malls, Web Portals, Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, Shopping Carts, E-Commerce Search Activities, Auctions and Dynamic Pricing, Supply Chain Structure and EC Fulfillment Process, Make-to-Order and Mass Customization, Logistics and Outsourcing Strategies, Digital Payment Systems: Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Legal, Privacy and Ethical Issues.			
Unit 4	Digital Applications and Emerging Technologies	(7 Hrs.)	CO4
B2C Electronic Retailing: Characteristics, Models and Services, Social Shopping and Online vs Offline Competition, Click-and-Brick Models, Personalization, FinTech: E-Banking, Mobile Banking, Insurance, Stock Trading, Digital Government: G2C, G2B, G2G, G2E, M-Government, E-Learning and E-Training Systems, E-Employment: Online Job Markets, Social Recruiting, E-Health: EMRs, Patient Services, Medical Devices, Online Travel and Tourism, Entertainment, Media, Gaming: Internet TV and Radio, Social TV, Streaming, Mobile Gaming, Gamification, Virtual Events, Emerging Technologies: Artificial Intelligence, Machine Learning, Blockchain, Big Data Analytics, AR, VR, Quantum Computing, Digital Transformation, Ethical AI, Digital Sustainability, Social Impact.			

Text Books:

1. E-Commerce: Business, Technology, Society, *Kenneth C. Laudon & Carol Guercio Traver* – Pearson Education
2. Electronic Commerce: A Managerial and Social Networks Perspective, *Efraim Turban, David King, et al.* – Springer
3. Digital Business and E-Commerce Management, *Dave Chaffey* – Pearson Education

Reference Books:

1. E-Business and E-Commerce Management: Strategy, Implementation, and Practice, *Dave Chaffey* – Pearson
2. Electronic Business and E-Commerce, *S. Jaiswal* – Galgotia Publications
3. Introduction to E-Commerce, *Jeffrey F. Rayport & Bernard J. Jaworski* – McGraw Hill
4. Mobile Commerce: Technology, Theory and Applications, *Brian E. Mennecke & Troy J. Strader* – Idea Group Inc.

Online Resources:

1. NPTEL Online Courses
<https://nptel.ac.in/> – Search for E-Commerce, Digital Business, Emerging Technologies
2. Coursera – Digital Business Courses
<https://www.coursera.org/> – Courses from top universities like Wharton, University of London
3. edX – E-Commerce and Digital Transformation
<https://www.edx.org/>
4. Harvard Business Review Articles
<https://hbr.org/> – Topics on digital strategy, AI in business, and innovation.
5. Google Digital Garage
<https://learndigital.withgoogle.com/digitalgarage> – Free courses on e-commerce, digital marketing, and data analytics.
6. MOOC Learning Link: <https://nptel.ac.in/courses/110/105/110105083/>

Department of Management Studies

25165107Q: Legal Aspects of Business		
Semester: I	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Basic understanding of business environment, Indian constitutional framework, and analytical thinking skills are required.		
Course Objectives: 1. To familiarize students with key business-related Acts in the Indian economy. 2. To relate legal provisions to relevant business aspects and situations. 3. To develop critical thinking through legal judgment exercises 4. To apply law in business and managerial perspective		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Understand legal aspects of business in the context of the Indian economy.	2
CO2	Analyze the provisions various legal provisions to real-world business and Consumer	4
CO3	Evaluate the objectives and provisions for fair trade in business	5
CO4	Apply legal knowledge for managing business operations effectively and ethically.	3

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	-	1	2	-	2
CO2	3	2	3	-	2	2	2	-
CO3	4	3	4	4	3	3	-	-
CO4	5	2	5	-	3	2		3

Units		
Unit 1	Laws of Contracts and Commercial Transactions	(9 Hrs.)
The Indian Contract Act, 1872: Indian Contract Act-1872 – Introduction, Essentials of a contract, Agreement and contract, Kinds of Agreements, Kinds of contracts, Proposal, Acceptance, Capacity to contract, Free consent, Performance of contract, Modes Discharge of contract, and Breach of contract, Void Agreements, Contingent & Quasi-Contracts. Meaning and available remedies. Special Contracts: Indemnity, Guarantee, Bailment, and Agency.		CO1

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The Negotiable Instruments Act, 1881: Meaning and Types: Promissory Notes, Bills of Exchange, and Cheques. Holder and Holder in Due Course. Negotiation and Dishonour: (Endorsement, Noting, and Protesting.) Liability for Dishonour of Cheques (Section 138) The Sale of Goods Act, 1930: Contract of Sale: Distinction between 'Sale' and 'Agreement to Sell'. Rights of an Unpaid Seller.		
Unit 2	Corporate Laws (9 Hrs.)	
The Companies Act, 2013 Nature of Company: Definition, characteristics, Registration and distinction from partnership. Kinds of Companies: Private, Public, One Person Company (OPC). Memorandum of Association & Articles of Association, Types of Prospectus, Directors and Board: Powers, duties, and restrictions. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability. The Consumer Protection Act, 2019: Definitions of Consumer, Unfair & Restrictive Trade Practices. Consumer Rights, Protection Authorities: Including the Central Consumer Protection Authority (CCPA). Dispute Redressed Forums: Composition, Jurisdiction (District, State, National), Powers, and Appellate process		CO2
Unit 3	Fair Trade Laws and Information Technology Act (5 Hrs.)	
The Monopolies and Restrictive Trade Practices (MRTP) Act, 1969: Historical Context & Objectives: Definition and regulation of Monopolistic. The Competition Act, 2002 (as amended up to 2025): Concept and Overview and its types oligopoly, monopoly etc., Anti-Competitive Agreements (Cartels). Abuse of a Dominant Position. Competition Commission of India (CCI): Role, duties, and powers. Information Technology act: Definition, Cyber Law, Cyber Crime – Types of Cyber Crimes in business its preventive measures		CO3
Unit 4	Intellectual Property Rights (IPR) (5 Hrs.)	
The Copyright Act, 1957: The term of copyright. Including the fair use doctrine. The Patents Act, 1970: Concept of 'invention' and criteria for patentability. Procedure for grant of patent, rights of a patentee, and infringement. Importance of Patents and Royalty Rights and Duties Patent agent The Trade Marks Act, 1999: Definition and functions of a trademark. Registration process, infringement, and the concept of passing off. Importance of TM in Business, Rights and Duties agent		CO4

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 Mercantile Law- N.D. Kapoor

Reference Books:

1. Pathak, Legal Aspects of Business, Tata Mcgraw- Hill Publishing Company Limited, New Delhi.
2. M.M. Sulphery & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. Delhi, 2011
3. Maheswari & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai
4. Legal Aspects of Business, Akhileshwar Pathak

Online Resources:

1. Online Learning Link: <https://lawsikho.com/>
2. NPTEL Learning Link: <https://archive.nptel.ac.in/courses/110/105/110105159/>
3. MOOC Learning Link: <https://www.mooc-list.com/tags/business-law>

Department of Management Studies

251651ELC: Enterprise Analysis and Desk Research		
Semester: I	Teaching Scheme (L:T:P): 0:0:4	Evaluation Scheme:
Credits: 02	Practical: 04 Hrs./week	TW: 50, End-Sem: --
Prerequisite: Basic knowledge of business fundamentals, including marketing, finance, and organizational behavior. Familiarity with online research tools and analytical thinking is preferred.		
Course Objectives: 1. To develop practical skills in conducting enterprise-level analysis using desk research methodologies. 2. To develop the ability to apply foundational business frameworks and tools for analyzing enterprises across sectors. 3. To enable students to prepare professional-level business research reports based on secondary data. 4. To foster critical thinking, data synthesis, and strategic assessment skills for business decision-making.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcome	BTL
CO1	Identify and collect relevant secondary data from various sources to analyze business enterprises.	2
CO2	Apply foundational business frameworks to evaluate enterprise functioning and strategy.	3
CO3	Analyze market conditions, industry trends, and competitive landscapes using secondary research techniques.	4
CO4	Create structured, well-referenced desk research reports to support managerial decision-making.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	2	–	2	–	3	2
CO2	3	3	2	–	2	2	3	2
CO3	2	3	3	–	3	2	3	3
CO4	3	3	3	2	3	3	3	3

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Units		
Unit 1	Enterprise History and Background (7 Hrs.)	CO
Establishment, Original & Current Promoters, Business Group or Business, Family to which it belongs, Vision-Mission-Philosophy – Values-Quality Policy, Brief profiles of the Chairman, CEO, MD, Members of Board of Directors along with their career highlights CSR Initiatives, Technical and other collaborations if any, Recent Mergers and Acquisitions, if any.		CO1
Unit 2	Organization Structure (7 Hrs.)	CO2
Organization Structure, Geographical (domestic and global) foot print – at the time of inception and spread over the years, company's current head quarter worldwide as well as head quarter / corporate office in India, Manufacturing /Service locations Indian and major worldwide, Certifications if any - ISO / EMS / FDA /CMMI, etc. Online presence. Initiatives towards gender diversity, Initiatives towards social inclusion, Initiatives towards environment conservation. Current Talent needs. Key highlights of the company's website.		
Unit 3	Markets and Financials (7 Hrs.)	CO3
Markets: Major Customers, customer segments, Products, Product lines, Major Brands, Market Share - nationally, region wise, product wise, Advertising Agency, Advertising Punch Line/ Slogan, Logo, Key Alliances in the past 5 years & impact, Mergers & Acquisitions, if any. Technological developments, Disruptive innovations affecting the organization. Labour unrest if any - reasons thereof. Emerging potential competition through first generation entrepreneurs or global / local players. Financials: Data to be analyzed and presented for last 5 years for the Revenues, Profitability, Market Capitalization, Segmented Revenues, Auditors. Listing status & Scrip Codes – BSE and NSE, Global Listings on International Stock Markets, Share Price Face Value, Current Market Value, Annual High Low Figures, P/E Ratio, Shareholding Pattern.		
Unit 4	Governance (7 Hrs.)	CO4
Governance: Philosophy, Action taken by SEBI if any, Involvement in Scams, Insider Trading Issues, Standard & Poor's Corporate Governance Scores, CRISIL Rating. Major Awards and Achievements of the Organization in the last 5 years. Forward looking statements of the top management.		

Text Books:

1. Business Research Methods Donald R. Cooper & Pamela Schindler
2. Research Methodology: Methods and Techniques – C.R. Kothari & Gaurav Garg

Reference Books:

1. Doing Research in Business and Management – Dan Remenyi, Brian Williams

Online Resources:

1. Online Learning https://onlinecourses.nptel.ac.in/noc20_mg49/preview
2. MOOC Learning [Link: https://onlinecourses.swayam2.ac.in/imb20_mg47/preview](https://onlinecourses.swayam2.ac.in/imb20_mg47/preview)

Department of Management Studies

251651SDC: Communication Skills-I		
Semester: I	Teaching Scheme (L:T:P): 1:0:2	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./week	TW: 50, End-Sem: --
Prerequisite: Basic English Language Proficiency		
Course Objectives: 1. To introduce students to the foundational principles of effective communication. 2. To develop students' skills in non-verbal and oral communication. 3. To equip students with essential business communication tools.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the principles of effective communication and demonstrate audience-centered writing using YOU-attitude and positive emphasis	2
CO2	Apply non-verbal and oral communication techniques effectively in personal and professional contexts.	3
CO3	Develop listening and meeting communication skills and compose formal documents like notices, agendas, minutes, and resolutions	4
CO4	Analyze different media of communication and compose business correspondence including letters, tenders, and orders.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	3	-
CO4	3	2	2	-	-	2	2	2

Units		
Unit 1	Fundamentals of Effective Communication	(7Hrs.)
Effective Communication: Seven C Approach, Credibility in Communication, Understanding and Addressing the Audience, YOU Attitude and Positive Emphasis, Focusing on Reader Benefits		CO1

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Unit 2	Non-Verbal and Oral Communication (6 Hrs.)	
Non-Verbal Communication: Gestures, Body Language, Handshakes Spoken Skills: Oral Presentation, Five Ps Approach		CO2
Unit 3	Listening and Meeting Communication (8 Hrs.)	
Listening Skills: Critical Listening, Barriers in Listening Note Making: Types and Principles Meetings: Types, Organising, Presentation Preparation, Meeting Communication: Notice, Agenda, Minutes, and Resolutions.		CO3
Unit 4	Media and Business Correspondence Basics (7 Hrs.)	
Media and Modes: Conventional, Modern, Mass Media, Business Letters, Planning and Process Tenders and Orders, Principles and Writing Technique.		CO4
Text Books: 1. Murphy Herta, Hildebrandt Herbert and Thomas Jane, 2008, Effective Business Communication, 7th Edition, Tata McGraw Hill Publishing Company Limited, New Delhi. 2. Urmila Rai and S M Rai, 2008, Business Communication, 10th Edition, Himalaya Publishing House. 3. Sehgal M K and Vandana Khetarpal, 2008, Business Communication, Excel Books, New Delhi.		
Reference Books: 1. Aruna Koneru, 2008, Professional Communication, Tata McGraw Hill Publishing Company Limited, New Delhi. 2. Biswajeit Das and Ispeeta Satpathy, 2007, Business Communication and Personality Development, Excel Books, New Delhi.		
Online Resources: 1. https://www.helpguide.org/relationships/communication/nonverbalcommunication?utm_source 2. https://worldofwork.io/2019/07/the-7-cs-of-communication/?utm_source=chatgpt.com 3. https://www.coursera.org/specializations/business-english		

251652VAC: Introduction to Human Rights and Duties		
Semester: I	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 2	Lecture: 02 Hr./week	TW: 25, End-Sem: --
Prerequisites: Basic understanding of the concepts of Human Rights and Duties.		
Course Objectives: 1. To introduce the core concepts, values, and historical evolution of human rights and duties in national and international contexts. 2. To provide knowledge of legal instruments and institutional mechanisms for the protection and enforcement of human rights. 3. To examine the specific human rights issues faced by vulnerable and disadvantaged groups across social, economic, and cultural dimensions. 4. To encourage active citizenship and advocacy through the role of institutions, media, NGOs, and legal frameworks in promoting human rights.		
CO#	Course Outcomes	BTL
CO1	Explain the evolution, core values, and global significance of human rights and duties.	2
CO2	Interpret key international and national legal instruments and constitutional provisions related to human rights.	4
CO3	Describe the human rights issues of vulnerable and disadvantaged.	2
CO4	Evaluate the role of constitutional bodies and recent constitutional amendments groups in various socio-legal contexts.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	1	1	2	2	1
CO2	2	3	2	2	1	3	2	2
CO3	3	2	1	2	1	2	3	1
CO4	2	2	3	3	2	2	3	2

Units		
Unit 1	Basic Concept and Perspectives of Human Rights and Duties (6 Hrs.)	CO
A. Human Values- Dignity, Liberty, Equality, Justice, Unity in Diversity, Ethics and Morals B. Meaning and significance of Human Rights Education. C. Perspectives of Rights and Duties (Rights: Inherent-Inalienable-Universal- Individual and Groups, Nature and concept of Duties, Interrelationship of Rights and Duties) D. Introduction to Terminology of Various Legal Instruments - Meaning of Legal Instrument-Binding Nature, Types of Instruments: Covenant-Charter-Declaration-Treaty-Convention-Protocol Executive Orders and Statutes E. United Nations and Human Rights - Brief History of Human Rights- International and National Perspectives, Universal Declaration of Human Rights- Significance-Preamble, Civil and Political Rights- (Art. 1-21), Economic, Social and Cultural Rights- (Art.22-28), Duties and Limitations- (Art. 29), Final Provision (Art. 30)		CO1 & CO2
Unit 2	Human Rights of Vulnerable and Disadvantaged Groups (8 Hrs.)	
1. General Introduction: a) Meaning and Concept of Vulnerable and Disadvantaged Groups, b) Customary, Socio-Economic and Cultural Problems of Vulnerable and Disadvantaged Groups 2. Social status of women and children in International and national perspective a) Human Rights and Women's Rights –International and National Standards b) Human Rights of Children-International and National Standards 3. Status of Social and Economically Disadvantaged people a) Status of Indigenous People and the Role of the UN, b) Status of SC/ST and Other Indigenous People in the Indian Scenario c) Human Rights of Aged and Disabled, d) The Minorities and Human Rights 4. Human rights of vulnerable groups a) Stateless Persons, b) Sex Workers, c) Migrant Workers, d) HIV/AIDS Victims		CO3 & CO4
Text Books: 1. The Human Rights: Conventions and Indian Law by U.N. Gupta – Comprehensive coverage of international legal instruments and their Indian incorporation. 2. Human Rights and Constitution of India by Indian legal scholars – Covers constitutional rights, duties, and UN linkages.		



251651AEC: Introduction to Cyber Security-I		
Semester: I	Teaching Scheme (L:T:P): 1:0:2	Evaluation Scheme:
Credits: 02	Lecture: 01 Hr./week, Practical: 02 Hrs./ week	TW: 50, End-Sem: -
Course Objectives: 1. Understand basic networking concepts including communication systems, topologies, and TCP/IP models. 2. Explain key information security principles, types of attacks, and security practices. 3. Identify and analyze security threats, vulnerabilities, and cybercrime issues. 4. Apply basic cryptographic techniques and understand encryption tools and their applications.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the fundamentals of communication systems, transmission media, and network topologies.	2
CO2	Describe key information security concepts, types of attacks, and goals of security.	3
CO3	Identify various security threats, vulnerabilities, and cybercrime-related issues.	4
CO4	Apply basic cryptographic techniques, including encryption, digital signatures, and secure.	5
Reference Books: 1. Human Rights Education in India by Jayashree Samantaray & Himanshu Dutt – Focuses on human values and significance of rights education, 2. Human Rights under International Law and Indian Law by Dr. S.K. Kapoor (7th Ed., 2022) – Explores treaty and constitutional law relations.		

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	1	1	2	1	1
CO2	2	3	2	2	2	3	2	2
CO3	2	3	3	2	2	3	3	2
CO4	1	2	3	3	3	3	3	3

Department of Management Studies

Units		
Unit 1	Overview of Networking Concepts and Information Security Concepts (7 Hrs.)	CO
Basics of Communication Systems, Transmission Media, Topology and Types of Networks, TCP/IP Protocol Stacks, Wireless Networks, The Internet Information Security Overview: Background and Current Scenario, Types of Attacks, Goals for Security, E-commerce Security, Computer Forensics, Steganography		CO1
Unit 2	Security Threats, Vulnerabilities and Cryptography / Encryption (6 Hrs.)	
Overview of Security threats, Weak / Strong Passwords and Password Cracking, Insecure Network connections, Malicious Code, Programming Bugs, Cybercrime and Cyber terrorism, Information Warfare and Surveillance Introduction to Cryptography / Encryption, Digital Signatures, Public Key infrastructure, Applications of Cryptography, Tools and techniques of Cryptography		CO2
Unit 3	Security Management Practices (8 Hrs.)	
a. Overview of Security Management, b. Information Classification Process, c. Security Policy d. Risk Management, e. Security Procedures and Guidelines, f. Business Continuity and Disaster Recovery, g. Ethics and Best Practices		CO3
Unit 4	Security Laws and Standards (7 Hrs.)	
a. Security Assurance, b. Security Laws, c. IPR, d. International Standards, e. Security Audit, f. SSE-CMM / COBIT etc.		CO4
Text Books: 1. Behrouz A. Forouzan, Data Communications and Networking, 5th Edition, McGraw-Hill Education, 2. William Stallings, Cryptography and Network Security: Principles and Practice, 8th Edition, Pearson, 3. Charles P. Pfleeger & Shari Lawrence Pfleeger, Security in Computing, 5th Edition, Pearson, 2015.		
Reference Books: 1. Atul Kahate, Cryptography and Network Security, 3rd Edition, McGraw-Hill Education, 2018. 2. Michael E. Whitman & Herbert J. Mattord, Principles of Information Security, 7th Edition, Cengage Learning, 2021. 3. Andrew S. Tanenbaum & David J. Wetherall, Computer Networks, 5th Edition, Pearson, 2013. 4. Bruce Schneier, Applied Cryptography: Protocols, Algorithms, and Source Code in C, Wiley, 2015.		
Online Resources: 1. MOOC Link: https://www.my-mooc.com/en/categorie/cybersecurity		

Semester – II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165201	Marketing Management	2	1	--	3	40	--	60	--	100
2	GC	25165202	Financial Management	2	--	2	3	40	--	60	--	100
3	GC	25165203	Human Resource Management	2	1	--	3	40	--	60	--	100
4	GC	25215204	Fundamentals of Digital Marketing	1	1	--	3	40	--	60	--	100
5	GC	25165205	Business Analytics	2	--	2	3	40	--	60	--	100
6	GE	25215206P	Marketing Analytics	1	1	--	2	40	--	60	--	100
		25165206Q	Corporate Social Responsibility and Sustainability	1	1	--						
7	GE	25165207P	Business Ethics	1	1	--	2	40	--	60	--	100
		25165207Q	International Business Environment	1	1	--						
8	EL	251652EL	Industry Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SDC	251652SDC	Communication Skills-II	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Introduction to Constitution	2	--	--	2	--	50	--	--	50
11	AEC	251652AEC	Introduction to Cyber Security-II	1	--	2	2	--	50	--	--	50
12	EEC	251652EEC	Advanced Excel	--	--	2	1	--	25	--	--	25
Total				17	7	14	28	280	225	420	--	925

25165201: Marketing Management		
Semester: II	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs/ week	CIA: 40, End-Sem: 60
Prerequisite: Principles of Marketing		
Course Objectives: 1. To understand product classifications and hierarchies to develop effective product mixes. 2. To evaluate pricing strategies to maximize customer value and achieve marketing goals. 3. To design efficient distribution channels considering customer needs and market conditions. 4. To plan integrated marketing communications to target specific audiences and achieve desired outcomes. 5. To assess the effectiveness of marketing plans and propose control measures for ongoing improvement. 6. To integrate ethical and sustainable practices to develop socially responsible marketing strategies.		
Course Outcomes: On completion of the course, learners will be able to –		
CO #	Course Outcomes	BTL
CO1	Analyze product classifications and hierarchies to develop customer-centric product offerings.	4
CO2	Evaluate pricing strategies to maximize customer value and achieve marketing objectives.	5
CO3	Apply channel management strategies to optimize product distribution and customer access.	3
CO4	Utilize an integrated marketing communications (IMC) plan to achieve specific marketing objectives.	3
CO5	Apply the extended marketing mix in service marketing and experience-based products.	3
CO6	Design the marketing plans and propose control measures for continuous improvement.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	-	-	3	2	2
CO2	3	3	2	2	-	3	3	2
CO3	3	3	2	2	2	3	3	2
CO4	3	2	2	2	3	3	2	2
CO5	3	2	3	2	3	3	3	3
CO6	3	3	2	2	3	3	3	2

Units			
Unit 1	Product	(8 Hrs.)	CO
	Meaning, The Role of Product as a market offering, Goods & Services Continuum Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products, materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, the Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition and Commodity vs. Brand, Product Vs Brand, and Concept of Brand equity, Packaging & Labeling: Meaning, role and types of packaging, Sustainable practices in packaging and Labeling.		CO1
Unit 2	Pricing	(8 Hrs.)	CO
	Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium), Token based pricing, Price Change: Initiating & responding to price changes, Use of Big Data and Generative AI in pricing decisions.		CO2
Unit 3	Place	(6 Hrs.)	CO
	Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design, Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying and evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Customer Fulfilment Center, Dark stores, Inventory, and Logistics, Role of IOT and Block chains in Market Logistics decisions.		CO3

Unit 4	Promotion	(6 Hrs.)	
Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Traditional to Digital Promotion, Contextual Marketing, Permission Marketing, Data driven marketing, Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies, Role of Generative AI in Promotion decisions			CO4
Unit 5	People, Process and Physical Evidence	(8 Hrs.)	
Introduction to Extended Marketing Mix, Relevance of extended 3 Ps in service marketing and experience-based products, People, Definition and importance, Role of employees in service delivery and brand perception, Internal Marketing and Employee Engagement, Customer participation in the service delivery process, Process, Definition and scope, Designing service delivery systems, Standardization vs Customization of service processes, Service Blueprints and Customer Journey Mapping, Process automation and digital transformation, Physical Evidence, Definition and relevance in services marketing, Tangibilizing the intangible: Atmosphere, design, signage, brochures, website, uniforms, etc. Servicescape and its impact on customer perception, Virtual vs Physical evidence in digital environments			CO5
Unit 6	Product Level Planning	(6 Hrs.)	
Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Use of Agile and Immersive Marketing Practices in marketing planning and control, Marketing Audit.			CO6
Text Books: 1. Marketing Management, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 2. Marketing Management, Rajan Saxena, TMGH 3. MKTG, Lamb, Hair, Sharma, McDaniel, Cengage Learning			
Reference Books: 1. Principles of Marketing, Philip Kotler, Gary Armstrong, Balasubramanian, Prafulla Agnihotri, Pearson 2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books 3. Marketing Management, Ramaswamy & Namakumari, Macmillan.			
Online Learning Resources: 1. https://www.marketingteacher.com/ 2. https://archive.nptel.ac.in/courses/110/104/110104068/#			

25165202: Financial Management		
Semester: II	Teaching Scheme (L:T:P): 2:0:2	Evaluation Scheme:
Credits: 03	Lecture: 02 Hrs./Week, Practice: 02Hrs./Week	CIA: 40, End-Sem: 60
Prerequisite: Familiarity with financial statements and fundamental business terminology will also be helpful.		
Course Objectives: The student should be able to - 1. To gain knowledge various concepts related to financial management. 2. To develop the analytical skills this would facilitate the decision making in Business situations. 3. To study in detail, various tools and techniques in the area of finance		
Course Outcomes: On completion of the course, learners will be able to –		
CO#	Course Outcomes	BTL
CO1	Understand the fundamental ideas in financial management, including capital budgeting, working capital, capital structure, leverage, and financial statement analysis approaches.	2
CO2	Recognize the importance of financial management from a strategic perspective.	2
CO3	Perform calculations using pertinent numerical problems related to financial management.	3
CO4	Analyze capital structure decisions using relevant financial models.	4
CO5	Evaluate the impact of business decisions on financial statements, working capital, capital structure, and capital budgeting.	5
CO6	Create Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-by-Year, Industry-by-Industry), and Comparative Proposals using Capital Budgeting Techniques.	6

Department of Management Studies

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	1	2	2	1	2	2
CO2	2	2	1	3	2	2	3	3
CO3	3	2	2	3	2	2	3	3
CO4	3	3	2	3	2	3	2	3
CO5	3	3	3	2	3	3	3	3
CO6	3	3	2	3	2	3	3	3

Units				
Unit 1	Financial Management – An Overview		(7 Hrs.)	CO
Financial Management – An Overview: Introduction to Business Finance, Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization),Nature and Scope of Financial Management; Financial Goals, Conflict of interest between the stakeholders; Functions of Financial Manager, Changing Financial Environment, Emerging Challenges faced by the Finance Manager. Organization of Finance Function; and Emerging role of Finance Managers in India				CO1
Unit 2	Financial Statement Analysis		(7 Hrs.)	CO2
Financial Statement Analysis: Introduction to Financial Statements & its Objectives, Techniques such as Trend Analysis, Ratio Analysis, Fund Flow Statements & Cash Flow Statements, Financing Decisions: Sources of Long Term Capital Equity, Debt, Term Loan, Preference share, CVP (Cost- Volume-Profit) Analysis.				
Unit 3	Management of Working Capital		(7 Hrs.)	CO3
Management of Working Capital: Meaning& Components of Working Capital, Types of Working Capital, Sources of finance of Working Capital, Tandon & Chore Committee recommendations on Working Capital, Operating Cycle, Factors affecting working capital, Estimation of working capital requirement. Inventory Management.				
Unit 4	Capital Structure		(7 Hrs.)	CO4
Slope, deflection and radius of curvature, Relation between slope, deflection and radius of curvature, Derivation of differential equation of elastic curve, Double integration method, Macaulay’s method, Castigliano’s theorem, Capital Structure and it’s theories such as MM Theory of Capital Structure				

Unit 5	Introduction to Capital Budgeting	(7 Hrs.)	CO5
Principles and Techniques Nature of Capital Budgeting; Data Requirement; identifying Relevant Cash Flows; Evaluation Techniques; and Capital Budgeting Practices in India, Pay Back period, Discounted Pay Back, Average Rate of Return (ARR), Net Present Value; Profitability Index Methods ,Internal Rate of Return..			
Unit 6	Strategic Management of Short-Term Financial Resources	(7 Hrs.)	CO6
Short Term Asset Management: Strategic Planning and Estimation of Short-Term Funding. Need –Financing Sources – Computation of Cost of Short term Fund, Management of Cash, Inventory and Receivables. Organization of Finance Function; and Emerging role of Finance Managers in India.			
Text Books			
1. Financial Management, Dr. Mahesh Abale & Dr. Shriprakash Soni (Himalaya Publishing House Pvt. Ltd.)			
2. Fundamentals of Financial Management, A.P.Rao (Everest Publishing House)			
3. Financial Management, Shashi K. Gupta and R.K. Sharma (Kalyani Publication)			
4. Working Capital Management, Theory and Practice, Dr. P. Periasamy (Himalaya Publishing House)			
5. Financial Management, I M Pandey (Vikas Publishing House Pvt. Ltd).			
Reference Books			
1. Financial Management, Jonathan Berk, Peter DeMarzo and Ashok Thampy (Pearson Publication)			
2. Financial Management, Rajiv Srivastava and Anil Misra (OXFORD University Press)			
3. Financial Management, Ravi Kishore (Taxmann)			
4. Financial management, V.K. Bhalla (S. Chand)			
Online Resources:			
1. https://www.classcentral.com/search?q=financial%20management%20			
2. https://onlinecourses.swayam2.ac.in/nou25_mgl1/preview			
3. https://www.coursera.org/search?query=financial%20Management%20&sortBy=BEST_MATCH			

25165203: Human Resource Management		
Semester: II	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs/ week	CIA: 40, End-Sem: 60
Prerequisite: To understand the strategic role of HRM in achieving organizational goals.		
Course Objectives: - To provide an in-depth understanding of the strategic and functional dimensions of human resource management. - To develop competencies in managing human capital effectively. - To analyze contemporary HR issues and their impact on organizational success.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Understand the fundamental concepts, roles, and strategic importance of Human Resource Management in organizations.	2
CO2	Apply effective workforce planning and talent acquisition strategies to meet organizational needs.	3
CO3	Evaluate & Design training and development programs aligned with organizational growth and employee advancement.	5
CO4	Develop and implement fair performance management and compensation systems to enhance employee motivation and retention	5
CO5	Examine employee relations, grievance redressal, and welfare measures for creating a productive work environment.	3
CO6	Analyze emerging trends, technologies, and ethical practices influencing the modern HRM landscape.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	-	-
CO4	3	2	2	-	-	2	2	2
CO5	2	2	3	2	-	2	-	-
CO6	2	2	2	-	2	-	3	3

Units		
Unit 1	Introduction to HRM and Strategic HRM (7 Hrs.)	CO
Meaning, Nature, Objectives & Scope of HRM, Functions and Roles of HR Managers, Evolution and Development of HRM, HRM vs. Personnel Management, Strategic Human Resource Management (SHRM), Contemporary Issues and Challenges in HRM, HRM in Indian and Global Context		CO1
Unit 2	Human Resource Planning and Talent Acquisition (7 Hrs.)	CO2
Human Resource Planning (HRP): Definition , Process and Importance & Techniques, Forecasting HR Demand and Supply, Job Analysis: Job Description and Job Specification Recruitment: Policies, Sources, and Methods Selection: Process, Tools, and Techniques Induction and Socialization of Employees, Recent Trends in Recruitment (AI, Social Media, Employer Branding)		CO2
Unit 3	Training, Development, and Knowledge Management (7 Hrs.)	CO3
Training vs. Development Training Need Assessment Methods of Training: On-the-job and Off-the-job Management Development Programs Evaluation of Training Programs Effectiveness, Knowledge Management and Learning Organizations, Learning and Development (L&D) Concepts.		CO3
Unit 4	Performance Management and Compensation (7 Hrs.)	CO4
Performance Appraisal: Purpose, Process, and Methods Modern Appraisal Techniques (360°, BARS, MBO), Compensation Planning: Objectives and Components, Wage and Salary Administration, Incentives, Bonuses, and Profit Sharing, Employee Benefits and Services, Strategic Compensation Management		CO4
Unit 5	Employee Relations, Discipline, and Welfare (7 Hrs.)	CO5
Employee Relations: Concept, Objectives, and Participants Trade Unions and Collective Bargaining Discipline and Grievance Handling Employee Welfare Programs and Statutory Provisions Work-Life Balance and Employee Engagement , Employee Welfare and Social Security, Statutory Provisions (PF, ESI, Gratuity, Bonus)		CO5
Unit 6	Emerging Trends in HRM (7 Hrs.)	CO6
HR Analytics and Data-Driven HRM, Role of Artificial Intelligence in HR, Diversity, Equity & Inclusion (DEI), Work-from-Home and Hybrid Work Models, Employer Branding and Employee Engagement, Global HRM and Expatriate Management, Future Skills for HR Professionals		CO6

Text Books

1. Gary Dessler – Human Resource Management, Pearson Education
2. K. Aswathappa – Human Resource Management, McGraw Hill

Reference Books

1. Michael Armstrong – A Handbook of Human Resource Management Practice, Kogan Page
2. Damodaran, Corporate Finance: Theory and Practice, Wiley.

Online Resources

1. <https://www.rostrumlegal.com/labour-law-notes-and-study-material/>
2. <https://learning.linkedin.com/content-library/online-business-courses/performance-management-training>
3. https://onlinecourses.nptel.ac.in/noc22_hs63/preview
4. <https://www.oxfordhomestudy.com/courses/hr-courses-online/free-online-hr-courses-with-certificates>
5. https://www.researchgate.net/publication/381413661_EMERGING_TRENDS_AND_TECHNOLOGIES_SHAPING_THE_FUTURE_OF_HR_MANAGEMENT

MOOC Link:-

1. https://onlinecourses.nptel.ac.in/noc22_lw05/preview
2. https://onlinecourses.nptel.ac.in/noc25_mg05/preview
3. https://onlinecourses.swayam2.ac.in/nou21_hs19/preview
4. https://onlinecourses.nptel.ac.in/noc22_hs63/preview
5. https://onlinecourses.nptel.ac.in/noc19_mg52/preview

25215204: Fundamentals of Digital Marketing		
Semester: II	Teaching Scheme (L: T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Theory: 03 hrs/week	CIA: 40, End-Sem: 60
Prerequisite: A fundamental knowledge of marketing concepts and basic proficiency in internet and computer usage are required to undertake the study of Fundamentals of Digital Marketing.		
Course Objectives: 1. To understand key concepts, strategies, and evolving trends in digital marketing, including SEO, SEM, SMM, and emerging technologies. 2. To apply SEO, SEM, and social media marketing techniques to improve brand visibility, website traffic, and customer engagement. 3. To analyze digital marketing performance using web analytics, campaign metrics, and social media insights to optimize marketing strategies. 4. To design and implement integrated digital marketing campaigns combining SEO, PPC, social media, email, and affiliate marketing tools.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Explain key concepts, strategies, and the evolution of digital marketing.	2
CO2	Identify and assess emerging digital marketing trends and their impact on business strategies.	3
CO3	Apply SEO and SEM techniques to improve website visibility and traffic.	4
CO4	Implement email marketing and affiliate marketing strategies for customer engagement and ROI improvement.	4
CO5	Analyze digital marketing performance using web and social media analytics tools for decision-making.	4
CO6	Design and develop effective social media marketing campaigns across major platforms	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	2	1	3	2	2
CO2	3	3	-	2	1	3	2	2
CO3	3	2	2	2	3	3	3	3
CO4	2	3	-	2	2	2	3	2
CO5	2	3	-	3	1	3	3	3
CO6	2	2	2	2	2	2	3	3

Units			
Unit 1	Introduction to Digital Marketing	(7 Hrs.)	CO
Definition, Nature & Scope of Digital Marketing. Evolution from Traditional to Digital. Key Concepts: Paid, Owned & Earned Media. Importance of Digital Marketing in Business. Digital Consumer Behavior and Online Buyer’s Journey. Challenges and Ethics in Digital Marketing.			CO1
Unit 2	Search Engine Optimization (SEO)	(7 Hrs.)	CO2
Basics of Search Engines & How They Work. Types of SEO: On-Page, Off-Page, Technical. Keyword Research and Content Optimization. SEO Tools: Google Search Console, SEMrush, Ubersuggest. Link Building and Best Practices. SEO Metrics and Reporting.			
Unit 3	Search Engine Marketing (SEM) & Pay Per Click (PPC)	(7 Hrs.)	CO3
Introduction to Google Ads and Paid Search. Keyword Match Types and Bidding Strategies. Ad Copywriting & Campaign Structure. Landing Pages and Quality Score. Display Ads and Remarketing. Metrics: CTR, CPC, CPA, Conversion Rate.			
Unit 4	Social Media Marketing (SMM)	(6 Hrs.)	CO4
Role of Social Media in Marketing Strategy. Facebook, Instagram, LinkedIn, Twitter & YouTube Marketing. Organic vs. Paid Strategies. Content Planning & Scheduling. Influencer & Community Marketing. Analytics Tools for Social Media			
Unit 5	Email Marketing & Affiliate Marketing	(8 Hrs.)	CO5
Building and Segmenting Email Lists. Crafting Engaging Emails & Campaigns. Automation Tools (e.g., Mailchimp, HubSpot). KPIs: Open Rate, Click Rate, Conversion. Introduction to Affiliate Marketing. Platforms, Tracking, and ROI Analysis.			



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Department of Management Studies

Unit 6	Web Analytics & Trends in Digital Marketing	(7 Hrs.)	CO6
Introduction to Google Analytics & Tag Manager. Setting Goals, Funnels, Events. Bounce Rate, Sessions, Source/Medium. A/B Testing & Data-Driven Decisions. Mobile Marketing & Voice Search. Trends: AI, Chatbots, Programmatic Ads, AR/VR in Marketing			

Text Books:

1. Chaffey, Dave, and Fiona Ellis-Chadwick. Digital Marketing. 8th ed., Pearson Education, 2019.
2. Ryan, Damian. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 5th ed., Kogan Page, 2020.

Reference Books:

1. Charlesworth, Alan. Digital Marketing: A Practical Approach. 4th ed., Routledge, 2020.
2. Dodson, Ian. The Art of Digital Marketing. Wiley, 2016.
3. Kingsnorth, Simon. Digital Marketing Strategy: An Integrated Approach to Online Marketing. 3rd ed., Kogan Page, 2022.

Online Resources:

1. Google Digital Garage – Fundamentals of Digital Marketing (Free Certification)
2. Meta Blueprint – Facebook and Instagram Ads Training
3. HubSpot Academy – Digital Marketing, Email, and Inbound Certifications
4. Coursera – Digital Marketing Specialization by University of Illinois
5. YouTube Channels – Neil Patel, Moz, Google Webmasters

25165205: Business Analytics		
Semester: II	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs/ week	CIA: 40, End-Sem: 60
Prerequisite: Introductory coursework in statistics and fundamental management principles, with basic proficiency in spreadsheet tools.		
Course Objectives: 1. To introduce the foundational concepts, evolution, and types of business analytics and their relevance in modern data-driven decision-making. 2. To develop the ability to frame business problems into analytical questions that can guide data exploration and solution design. 3. To familiarize students with essential tools and techniques for data exploration, cleaning, and visualization using industry-relevant platforms. 4. To provide conceptual understanding of analytics applications across functional domains such as marketing, finance, HR, operations, healthcare, and agribusiness.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Discuss various types of analytics for drawing the insight from the data.	2
CO2	Explain the steps in analytical decision-making and how to turn a business problem into clear analytics questions.	2
CO3	Use tools like Excel, Tableau, or Power BI to clean, explore, and create basic visualizations of data.	3
CO4	Examine real business cases to choose the most suitable analytics approach for marketing, finance, HR, operations, healthcare, or agriculture.	4
CO5	Compare different analytics methods and decide which one best solves a given problem (e.g. campaign ROI, risk forecasting, process improvement).	5
CO6	Build a complete analytics project—from defining the problem to gathering data, analyzing it, and presenting actionable insights.	6

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CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	3	2	3	-	2
CO2	3	3	2	2	2	3	2	-
CO3	2	3	2	2	2	3	-	-
CO4	2	3	2	2	2	2	3	2
CO5	3	3	2	2	2	2	-	-
CO6	3	3	2	2	2	-	3	3

Units		
Unit 1	Foundations of Business Analytics & Big Data (7 Hrs.)	CO
Definition of analytics, Evolution of analytics, The Growing Role of Business Analytics, Business analytics vs business analysis, Business intelligence vs Data Science, Data Analyst Vs Business Analyst, Types of Analytics: Descriptive, Diagnostic, Predictive, Prescriptive, Concept of insights. Importance of data in business analytics, Differences between data, information, and knowledge, Quality of data, 5Vs of Big Data, Big Data Collection and Ethics, Data sources and collection methods, Data privacy, security, and ethical considerations		CO1
Unit 2	Analytical Decision-Making & Question Framing (7 Hrs.)	CO2
Analytical decision-making process, characteristics of the analytical decision-making process. Breaking down a business problem into key questions that can be answered through analytics, Characteristics of good questions, and Skills of a good business analyst.		CO2
Unit 3	Data Exploration, Cleaning & Visualization Tools (7 Hrs.)	CO3
The Basic Tools of Business Analytics - Data exploration and Data Visualization: Concept of Data Visualization, Popular Data Visualization tools like Excel, Tableau, or Power BI), Concept of Statistical analysis and conceptual hypothesis testing (Hypothesis testing numerical / tests not expected), Exploratory Data Analysis (EDA), Data Cleaning, Data Inspection.		CO3
Unit 4	Marketing and Finance Analytics (7 Hrs.)	CO4
Marketing Analytics, Customer segmentation, targeting, and positioning, Campaign management and ROI measurement, Data-driven marketing strategies. Financial Analytics - Risk management and credit scoring, financial forecasting and planning, (Non-Statistical, Conceptual Understanding Only)		CO4

Unit 5	HR and Operations Analytics	(7 Hrs.)	CO5
HR Analytics: Workforce planning and talent management, Employee engagement and performance measurement. Operations, Supply Chain, and Logistics Analytics : Process optimization and efficiency improvement, Inventory Management, Scheduling, Routing etc. (Non-Statistical, Conceptual Understanding Only)			
Unit 6	Healthcare and Agri-Business Analytics	(7 Hrs.)	CO6
Health Care Analytics: Patient care optimization and resource management, Predictive analytics for health outcomes. Agri Business Management Analytics: Crop yield prediction and supply chain management, Market analysis, and risk management in agriculture. Non-Statistical, Conceptual Understanding Only)			
Text Books:			
1. Kuldeep Singh and Ramesh Soundararajan (2025), Winning on HR Analytics: Leveraging Data for Competitive Advantage (Second Revised Edition), Atlantic Publication. 2. U. Dinesh Kumar (2021), Business Analytics: The Science of Data-Driven Decision Making, 2nd ed., Wiley 3. R N Prasad and Seema Acharya(2021),Fundamentals of Business Analytics, 2ed,Wiley 4. Sharda, R., Delen, D., & Turban, E. (2019). Business intelligence, analytics, and data science: A managerial perspective (4th ed.) Pearson.			
Reference Books:			
1. Dr. R. Gopal , et al(2024), Essentials of Healthcare Analytics,Notion Press. 2. Jr. Joseph H fair (2024), Essentials of Marketing Analytics, 1st Edition, Mc Graw Hill. 3. R. K. Arora and Prerna Lal (2022), Financial Risk Analytics: Measurement, Management and Examples in R, Wiley 4. Vijay Katyal and D. M. Hegde (2013), Statistical Designs and Analysis for Agricultural Field Experiments. 5. Dr. Michael J. Walsh (2010), HR Analytics Essentials You Always Wanted To Know, Vibrant Publishers. 6. Pitabas Mohanty (2023), Financial Analytics, Wiley.			
Online Resources:			
NPTEL Learning Link:			
1. https://onlinecourses.nptel.ac.in/noc24_cs65/preview 2. https://onlinecourses.nptel.ac.in/noc24_cs65/preview 3. https://onlinecourses.nptel.ac.in/noc20_mg11/preview			
MOOC Learning Link:			
1. Business Analysis Fundamentals: https://www.udemy.com/course/business-analysis-ba/?utm 2. Business Analytics: https://www.coursera.org/specializations/business-analytics			

25215206P: Marketing Analytics		
Semester: II	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./week	CIA: 40, End-Sem: 60
Prerequisite: A basic understanding of marketing principles, statistics, and spreadsheet or analytical tools is essential to learn marketing analytics effectively.		
Course Objectives: To equip students with analytical tools and data-driven techniques to interpret marketing data and make informed strategic marketing decisions.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the role and importance of marketing analytics in strategic decision-making.	1
CO2	Acquire , clean, and prepare marketing data for analysis from various structured and unstructured sources.	2
CO3	Analyze customer and campaign data using descriptive techniques and visual tools to derive actionable insights.	3
CO4	Develop and apply predictive models for customer behavior, campaign optimization, and marketing ROI.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	2	1	3	2	2
CO2	3	3	-	1	1	3	3	2
CO3	2	3	-	1	2	3	3	2
CO4	3	3	1	2	2	3	2	3

Units		
Unit 1	Introduction to Marketing Analytics (7 Hrs.)	CO
What are Marketing Analytics? Importance of Data in Marketing Decisions. Types of Marketing Analytics: Descriptive, Predictive, and Prescriptive. Overview of Marketing Metrics: KPIs, ROI, CLV, CAC, etc. The Role of Data-Driven Decision Making in Marketing		CO1
Unit 2	Data Collection and Preparation (7 Hrs.)	CO2
Sources of Marketing Data: Web, CRM, Social Media, Surveys, etc. Structured vs. Unstructured Data. Data Cleaning and Preprocessing Techniques. Handling Missing Data and Outliers. Data Integration and ETL (Extract, Transform, Load) Processes		CO2
Unit 3	Descriptive and Diagnostic Analytics (7 Hrs.)	CO3
Exploratory Data Analysis (EDA). Data Visualization for Marketing Insights. Market Segmentation Analysis. RFM (Recency, Frequency, Monetary) Analysis. Customer Behavior and Funnel Analysis. Marketing Dashboards and Reporting Tools		CO3
Unit 4	Predictive Analytics and Campaign Optimization (7 Hrs.)	CO4
Predictive Modeling Basics: Regression, Classification. Customer Lifetime Value (CLV) Prediction. Churn Prediction Models. A/B Testing and Experimental Design. Attribution Modeling (First Touch, Last Touch, Linear, etc.). Marketing Mix Modeling (MMM)		CO4
Text Books: 1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L. Winston 2. Marketing Analytics: Strategic Models and Metrics by Stephan Sorger 3. Data Science for Marketing Analytics by Tommy Blanchard, Debashis Sahoo, and Pranshu Bhatnagar		
Reference Books: 1. Cutroni, Justin. <i>Google Analytics</i>. 2nd ed., O'Reilly Media, 2010. 2. Chaffey, Dave, and Fiona Ellis-Chadwick. <i>Digital Marketing</i>. 7th ed., Pearson Education, 2019. 3. Lilien, Gary L., and Arvind Rangaswamy. <i>Marketing Engineering and Analytics: A Practical Guide</i>. 4th ed., Decision Pro, Inc., 2020.		
Online Resources: 1. Coursera: a) Marketing Analytics by University of Virginia, b) Digital Marketing Specialization by University of Illinois 2. edX: Marketing Analytics by Columbia University 3. LinkedIn Learning: a) Marketing Analytics: Setting and Measuring KPIs, b) Advanced Google Analytics		

25165206Q: Corporate Social Responsibility and Sustainability		
Semester: II	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 2	Lecture: 02 Hrs/ week	CIA: 40, End-Sem: 60
Prerequisite: Corporate Social Responsibility and Sustainability include Business Ethics, Strategic Management, Marketing, and Environmental Studies.		
Course Objectives: 1. To understand the foundational concepts of CSR, including its scope, stakeholder management, sustainability, and its relation to corporate governance and environmental impact. 2. To analyze the legal and strategic frameworks of CSR, focusing on global and Indian legislation, and the role of CSR in driving corporate strategy. 3. To explore the institutional framework and roles of various stakeholders, including public sector, non-profits, and government programs, in fostering CSR initiatives. 4. To evaluate the practical applications of CSR, focusing on stakeholder perspectives, CSR branding strategies, and case studies of CSR initiatives in different sectors.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Explain the fundamental concepts, scope, and models of CSR, including its relationship with sustainability and governance.	2
CO2	Analyse the legal framework and strategic drivers of CSR in India and globally, including Section 135 of Companies Act.	4
CO3	Evaluate the institutional framework and stakeholder roles, including public sector and non-profit involvement in CSR.	5
CO4	Assess stakeholder perspectives and CSR implementation across industries, including brand building through CSR.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	2
CO2	3	3	2	2	3	2	3	2
CO3	3	2	3	3	3	3	2	2
CO4	3	2	2	2	2	2	-	2

Units			
Unit 1	Introduction	(8 Hrs.)	CO
Introduction to CSR: Meaning & Definition of CSR, Scope, Concept of Charity, Concept of sustainability & Stakeholder Management's through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR, models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR. Strategies for CSR-Challenges and implementation.			CO1
Unit 2	Legal and Strategic Framework of CSR	(7 Hrs.)	CO2
CSR-Legislation In India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. The strategic importance of CSR implementation.			CO2
Unit 3	Institutional Framework and Stakeholder Roles in CSR	(7 Hrs.)	CO3
Role of CSR Public Sector in Corporate, government Programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self- Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self- Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and Responsibilities of corporate foundations.			CO3
Unit 4	Stakeholder Perspectives and CSR in Practice	(8 Hrs.)	CO4
The Role of stakeholders in CSR, Stakeholders advocacy, The role of business in society, Consumers awareness and willingness to pay for socially responsible corporate, Behavior, Globalization and CSR , Success and failure with CSR initiatives, corporate response to citizen demands via CSR, Branding Strategy of CSR in Service Sectors – Financial, Hospital, Wellness, Health Care, NGOs and Public Services, CSR and Marketing, CSR as Organizational Brand Building, Identify the Indian & Global Companies Practicing CSR.			CO4
Text Books: 1. Corporate Social Responsibility, Madhumita Chatterjee 2. CSR in India (Steering Business and Social Change) 1st Edition by Kshama V Kaushik, Lexis Nexis 3. Corporate Social Responsibility Concept cases & Trends by Prabhakaran Paleri, Cengage Learning			
Reference Books: 1. Corporate Social Responsibility in India - Sanjay K Agarwal 2. The Corporate Social Responsibility in India by Dr.Rene Schumpeter 3. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz			
Online Resources: 1. NPTEL Link: https://onlinecourses.nptel.ac.in/noc19_mg53/preview?utm 2. MOOC Link: https://www.coursera.org/courses?query=corporate%20social%20responsibility&utm			

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25165207P: Business Ethics		
Semester: II	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 2	Lecture : 02 Hrs/ week	CIA: 40, End-Sem: 60
Prerequisite: Business Ethics requires knowledge in Management, Organizational Behavior, Business Law, Corporate Governance, and CSR, along with insights into Economics, Strategic Management, Marketing, and HRM.		
Course Objectives: 1. To introduce the fundamental concepts, principles, and importance of ethics and business ethics. 2. To develop an understanding of ethical practices and leadership within organizational settings. 3. To enhance the ability to identify and resolve ethical dilemmas and make responsible decisions in business. 4. To examine ethical issues across various functional areas like finance, HR, marketing, production, and IT.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Explain the concept, nature, and principles of ethics and their relevance in business.	2
CO2	Analyse ethical corporate behaviour and the role of leadership in managing organizational ethics and social responsibilities.	4
CO3	Evaluate ethical decision-making processes and identify dilemmas and issues in employee-employer relations.	5
CO4	Assess ethical issues across functional business areas like marketing, finance, HRM, production, and IT.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	3	1	2	2	3
CO2	2	2	3	3	2	3	2	3
CO3	3	3	2	3	2	3	2	3
CO4	2	2	2	3	2	3	2	3

Units			
Unit 1	Introduction	(7 Hrs.)	CO
Definition of ethics – objectives, nature and sources of ethics – business ethics – nature, importance and factors influencing business ethics. Benefits of business ethics, principles of business ethics, characteristics of business ethics, elements of business ethics, values: characteristics, norms, beliefs, virtues, morals: moral principles			CO1
Unit 2	Organizational ethics	(7 Hrs.)	CO2
Ethical corporate behavior, corporate code of ethics, development of ethical corporate behavior, ethical leadership: importance of leaders in an organization, ethical issues in organizations, guidelines for managing ethics in organizations, roles and responsibilities in ethics management, social responsibility of business, Ethical challenges under globalization.			CO2
Unit 3	Ethical decisions	(7 Hrs.)	CO3
Ethical decision-making, types of decisions, characteristics of good decision-making, problems in the decision-making process, factors affecting decision-making, ethical decision-making frameworks, normative framework, ethical dilemmas in organization. Employees and business ethics - ethical issues in employer – employee relation; discrimination at work place; sexual and racial harassment; working conditions – employee privacy			CO3
Unit 4	Ethical Issues In Functional Areas Of Business	(7 Hrs.)	CO4
Ethical issues in functional areas of business: finance: ethical issues in accounting, finance, banking, takeovers; corporate disclosure; insider trading, hrm: discrimination, affirmative action and reverse discrimination; inclusion and preferential hiring; sexual harassment. Marketing: green marketing; product recalls; ethics and advertising. Production: safety and acceptable risk; product safety and corporate liability; green production. Information technology: cyber-crime; privacy and internet ethics.			CO4
Text Books: 1. M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi. 2. S.S. Iyer - Managing for Value (New Age International Publishers, 2002) 3. The Management and ethics Omnibus- Chakraborty, OUP			
Reference Books: 1. Crane, A. & Matten, D. (2019) Business Ethics (5th ed.) Oxford. 2. DeGeorge, R. T. (2011) Business Ethics (7th ed.) Pearson. 3. Stanwick, P., & Stanwick, S. (2015). Understanding Business Ethics (3rd ed.) Sage Publications 4. Fernando, & Muralidheeran, K. P. Business Ethics: An Indian Perspective, Pearson Education India.			
Online Resources: 1. NPTEL Learning Link: https://onlinecourses.nptel.ac.in/noc25_mg12/preview 2. https://onlinecourses.swayam2.ac.in/imb25_mg62/preview 3. MOOC Learning Link: https://www.edx.org/learn/ethics?utm			

25165207Q: International Business Environment		
Semester: II	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 2	Lecture: 02 Hrs./week	CIA: 40, End-Sem: 60
Prerequisite Basic understanding of Information Technology or Computer Fundamentals Familiarity with Networking Concepts and Operating Systems		
Course Objectives: The primary objective of this course is to provide students with a comprehensive understanding of the principles, practices, and technologies used to ensure the security and privacy of financial information.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Understand the concept, scope, and significance of international business.	2
CO2	Analyze global trade theories and international market environments.	5
CO3	Examine the role of international institutions and trade organizations.	3
CO4	Evaluate the impact of political, economic, socio-cultural, and technological factors on global business.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	-	-
CO4	3	2	2	-	-	2	2	2

Units			
Unit 1	Introduction to International Business	(7 Hrs.)	CO
Introduction to International Business Meaning, Nature, and Scope of International Business, Differences between Domestic and International Business, Drivers and Modes of International Business, Benefits and Challenges of Global Business.			CO1
Unit 2	Theories of International Trade	(7 Hrs.)	CO2
Theories of International Trade Classical and Modern Theories of International Trade, Comparative Cost Advantage Theory, Heckscher-Ohlin Theory Porter’s Diamond Model Role of International Trade in Economic Development			
Unit 3	Global Business Environment	(7 Hrs.)	CO3
Economic, Political, Legal, and Socio-Cultural Environment Technological and Ecological Factors PESTEL and SWOT Analysis for Global Business, Role of Culture in International Business.			
Unit 4	International Economic Institutions and Agreements	(7 Hrs.)	CO4
International Economic Institutions and Agreements, WTO, IMF, World Bank, UNCTAD, OECD Regional Economic Groupings: EU, NAFTA, ASEAN, SAARC Trade Blocs and Trade Barriers Role of MNCs and FDI in Global Business			
Text Books:			
1. Charles W. L. Hill – International Business: Competing in the Global Marketplace			
2. John D. Daniels & Lee H. Radebaugh – International Business: Environment and Operations			
3. Francis Cherunilam – International Business			
Reference Books:			
1. Aswathappa – International Business			
2. Paul Justin – International Business			
Online Resources:			
1. Online Learning Link Coursera: International Business Essentials			
2. edX: Global Business in Practice			
3. NPTEL: International Business			
MOOCs learning Link:			
https://www.my-mooc.com/en/categorie/cybersecurity			

251652EL: Industry Analysis and Desk Research		
Semester: II	Teaching Scheme (L:T:P): 0:0:4	Evaluation Scheme:
Credits: 2	Practice: 04 Hrs./ Week	CIA: 40, End-Sem: 60
Prerequisite: To equip students with the knowledge of desk research techniques and sources for collecting and analyzing secondary data		
Course Objective: To introduce the foundational concepts of industry analysis and its significance in strategic business decision-making.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Understand the fundamental concepts of industry analysis and the role of desk research in business decision-making.	2
CO2	Apply appropriate secondary research methodologies and data collection techniques for industry research.	3
CO3	Analyze & Interpret market trends, sectorial dynamics, and macro-environmental factors using analytical tools.	4
CO4	Analyze industry structures and assess competitive dynamics using strategic research frameworks such as Porter's Five Forces, PESTEL, and Value Chain Analysis	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	-	-
CO4	3	2	2	-	-	2	2	2

Units		
Unit 1	Introduction to Industry Analysis (7 Hrs.)	CO
Definition and Importance of Industry Analysis Scope and Applications in Business Strategy, Types of Industries: Primary, Secondary, Tertiary Macro and Micro-environmental Factors, Role of Desk Research in Industry Understanding Data Sources: Government Reports, Trade Publications, Market Research Firms.		CO1
Unit 2	Research Methodologies for Industry Study (7 Hrs.)	CO2
Desk Research vs. Field Research Steps in Conducting Desk Research, Sources of Secondary Data: Internal vs. External, Evaluating Credibility and Reliability of Sources, Tools for Data Collection: Online Databases, Company Reports, and Industry Portals Ethical Considerations in Secondary Research.		
Unit 3	Sectorial and Market Trend Analysis (7 Hrs.)	CO3
Identifying Key Industry Segments and Sub-sectors PESTEL Analysis (Political, Economic, Social, Technological, Environmental, Legal) Demand-Supply Dynamics Drivers of Change in the Industry, Growth Indicators: CAGR, Market Size, and Penetration Use of Trend Reports and Forecasting Tools.		
Unit 4	Industry Structure and Competitive Analysis (7Hrs.)	CO4
Industry Lifecycle Stages: Introduction, Growth, Maturity, Decline Porter's Five Forces Model Strategic Group Mapping Key Success Factors (KSFs) in Industries Benchmarking and Best Practices. Value Chain Analysis, Market Share and Concentration Ratios.		
Text Books: 1: Henry, E. (2021). Market Research and Analysis. Pearson Education. 2. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson.		
Reference Books: 1. Porter, M. E. (2008). Competitive Strategy: Techniques for Analysing Industries and Competitors. Free Press. 2. Disciplined Entrepreneurship – Bill Aulet		
Online Resources: 1. Online Learning Link https://onlinecourses.swayam2.ac.in/imb19_mg03/preview 2. MOOC Learning Link: https://onlinecourses.swayam2.ac.in/imb20_mg47/preview		

251652SDC : Communication Skills-II		
Semester: II	Teaching Scheme (L:T:P): 0:1:2	Evaluation Scheme:
Credits: 2	Lecture: 02 Hrs./Week	CIA: 40, End-Sem: 60
Prerequisite: To effectively comprehend and apply the concepts in this course, learners should have prior knowledge and skills from the following areas Communication, Basic Communication Skills Computer Fundamentals, Basic IT Skills of Skills and Personality Development.		
Course Objectives: To equip learners with essential business communication tools, including listening strategies, meeting documentation, and the composition of formal business correspondence such as letters, tenders, and orders.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Apply principles of organizational communication to draft memos, circulars, and professional business messages including good, neutral, and bad news.	3
CO2	Create effective public relations content such as press releases to enhance corporate image and promote organizational objectives	6
CO3	Develop professional documents such as resumes, job applications, and follow-up letters, and demonstrate skills required in group discussions	6
CO4	Demonstrate appropriate intercultural and digital communication etiquette across email, telephone, and business platforms using technology tools	3

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2		3	2	2	-
CO3	3	2	3	3	3	3	3	
CO4	3	2	2	-	-	2	2	2

Units		
Unit 1	Organizational and Professional Correspondence (6 Hrs.)	CO1
Memos and Circulars, Bank and Insurance Correspondence, Types of Messages, Good, Neutral, and Bad News.		
Unit 2	Public Relations and Image Building (7 Hrs.)	CO2
Nature and Objectives of Public Relations, Building Corporate Image, Press Releases.		
Unit 3	Employment Communication (8 Hrs.)	CO3
Job Research and Understanding Advertisements: Application and Follow-Up Letters, Resume Writing, Types and Models, Group Discussion, Fundamentals and Evaluation.		
Unit 4	International and Digital Communication (7 Hrs.)	CO4
Communication across Cultures, Culture, Values, and Ethics in Communication Technology in Communication, Email and Mailbox Management, Communication Etiquettes: Email, Telephone.		

Text Books:

1. Murphy A Herta, Hildebrandt W Herbert and Thomas P Jane, 2008, Effective Business Communication, 7th Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Urmila Rai and S M Rai, 2008, Business Communication, 10th Edition, Himalaya Publishing House, Mumbai
3. Sehgal M K and Vandana Khetarpal, 2008, Business Communication, 2nd Reprint, Excel Books, New Delhi.

Reference Books:

1. Aruna Koneru, 2008, Professional Communication, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Biswajeit Das and Ispeeta Satpathy, 2007, Business Communication and Personality Development, Excel Books, New Delhi.

Online Resources:

1. https://www.grammarly.com/blog/business-writing/how-to-write-business-letter/?utm_source=chatgpt.com
2. https://worldofwork.io/2019/07/the-7-cs-of-communication/?utm_source=chatgpt.com
3. MOOC Learning: <https://www.coursera.org/learn/organizational-analysis>

251651VAC: Introduction to Constitution		
Semester: II	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 2	Lecture: 02 Hrs./week	TW: 50, End-Sem: —
Prerequisites: Basic understanding of Information Technology or Computer Fundamentals, Familiarity with Networking Concepts and Operating Systems.		
Course Objectives: 1. To introduce students to the Indian Constitution and its foundational principles. 2. To provide basic understanding of rights, duties, and the structure of government. 3. To promote awareness about the role of citizens in a democratic society. 4. To protect the rights and fundamental duties of Indian citizens.		
CO#	Course Outcomes	BTL
CO1	Explain the historical background and features of the Indian Constitution.	2
CO2	Interpret the fundamental rights and duties of Indian citizens.	4
CO3	Describe the structure, powers, and functions of the Union, State, and Local governments.	2
CO4	Evaluate the role of constitutional bodies and recent constitutional amendments.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	-	-
CO4	3	2	2	-	-	2	2	2

Units		
Unit 1	Philosophy of the Indian Constitution (7 Hrs.)	
	Constitutional History of India, Role of Dr. B.R. Ambedkar in Constituent Assembly, Preamble - Source and Objects, Sovereign and Republic, Socialist and Secular, Democratic - Social and Economic Democracy, Justice - Social, Economic and Political, Liberty – Thought, Expression, Belief, Faith and Worship, Equality - Status and Opportunity, Fraternity, Human Dignity, Unity and Integrity of the Nation.	CO1
Unit 2	Fundamental Rights (5 Hrs.)	
	Right to equality, Right to freedoms, Right against exploitation, Right to freedom of religion, Cultural and educational rights, Right to property, Right to constitutional remedies	CO2
Unit 3	Directive Principles of State Policy (7 Hrs.)	
	Equal Justice and free legal aid, Right to work and provisions for just and humane conditions of work, Provision for early childhood, Right to education and SC, ST, weaker section, Uniform Civil Code, Standard of Living, nutrition and public health, Protection and improvement of environment, Separation of Judiciary from executive, Promotion of International peace and security.	CO3
Unit 4	Fundamental Duties (7 Hrs.)	
	Duty to abide by the Constitution, Duty to cherish and follow the noble ideals, Duty to defend the country and render national service, Duty to value and preserve the rich heritage of our composite culture, Duty to develop scientific temper, humanism, the spirit of inquiry & reform, Duty to safeguard public property and abjure violence, Duty to strive towards excellence.	CO4
Text Books: 1. D. D. Basu, Introduction to the Constitution of India, LexisNexis 2. Granville Austin, The Constitution of India: Cornerstone of a Nation, Oxford University Press 3. Subhash Kashyap, Our Constitution, National Book Trust		
Reference Books: 1. B.R Ambedkar, Constitution of India. 2. M.P. Jain, Indian Constitutional Law, LexisNexis 3. V.N.Shukla, Constitution of India, Eastern Book Company 4. P.M. Bakshi, The Constitution of India, Universal Law Publishing 5. M.V.Pylee, Constitutional Government in India, S. Chand		
Online Resources: 1. SWAYAM Course: Understanding the Constitution of India 2. NCERT Textbooks on Political Science 3. MOOC Link: https://www.my-mooc.com/en/categorie/cybersecurity		

251651AEC: Introduction to Cyber Security-II		
Semester: II	Teaching Scheme (L:T:P): 1:0:2	Evaluation Scheme:
Credits: 02	Lecture: 01 Hr./week; Practical: 02 Hrs./week	TW: 50, End-Sem: --
Prerequisite: Basic concepts of Cyber Security		
Course Objectives : 1. Understand basic networking concepts including communication systems, topologies, and TCP/IP models. 2. Explain key information security principles, types of attacks, and security practices. 3. Identify and analyze security threats, vulnerabilities, and cybercrime issues. 4. Apply basic cryptographic techniques and understand encryption tools and their applications.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the fundamentals of communication systems, transmission media, and network topologies.	2
CO2	Describe key information security concepts, types of attacks, and goals of security.	3
CO3	Identify various security threats, vulnerabilities, and cybercrime-related issues.	4
CO4	Apply basic cryptographic techniques, including encryption, digital signatures, and secure.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	2	3	3
CO2	3	3	-	3	-	3	2	2
CO3	3	3	2	-	2	3	3	2
CO4	3	3	2	2	2	3	3	2

Units		
Unit 1	Access Control and Intrusion Detection (3+6 Hrs.)	CO1
Overview of Identification and Authorization, Overview of IDS, Intrusion Detection Systems and Intrusion Prevention Systems, Server Management and Firewalls, User Management, Overview of Firewalls, Types of Firewalls, DMZ and firewall features		

Unit 2	Security for VPN and Next Generation Technologies	(2+4 Hrs.)	CO2
VPN Security, Security in Multimedia Networks, Various Computing Platforms: HPC, Cluster and Computing Grids, Virtualization and Cloud Technology and Security.			
Unit 3	System and Application Security	(4+8 Hrs.)	CO3
Security Architectures and Models, Designing Secure Operating Systems, Controls to enforce security services, Information Security Models System Security, Desktop Security, email security: PGP and SMIME, Web Security: web, authentication, SSL and SET, Database Security			
Unit 4	OS Security and Wireless Network Security	(4+8 Hrs.)	CO4
OS Security Vulnerabilities, updates and patches, OS integrity checks, Anti-virus software, Configuring the OS for security, OS Security Vulnerabilities, updates and patches, Wireless Networks and Security, Components of wireless networks, Security issues in wireless			

Text Books:

1. Principles of Information Security, 7th Edition, 2021 Michael E. Whitman, Herbert J. Mattord
2. Management of Information Security, 6th Edition, 2018 Michael E. Whitman, Herbert J. Mattord
3. Cyber Security, 1st Edition, 2018, Saurabh Sharma

Reference Books:

1. Information Security Management Principles, 2nd Edition 2014 David Alexander, Amanda Finch, David Sutton, Andy Taylor
2. Security Risk Management: Building an Information Security Risk Management Program from the Ground Up, 1st Edition, 2010, Evan Wheeler
3. Information Security and Cyber Laws, 1st Edition 2016 Pankaj Sharma

Online Resources:

1. NIST Special Publications on Risk Management and Security, NIST, <https://csrc.nist.gov/publications/sp>
2. ISO/IEC 27001 and 27002 Standards, ISO, <https://www.iso.org/isoiec-27001-information-security.html>
3. COBIT Framework Overview, ISACA <https://www.isaca.org/resources/cobit>

251652VAC: Advanced Excel		
Semester: II	Teaching Scheme (L:T:P): 0:0:2	Evaluation Scheme:
Credits: 01	Practical: 02 hrs /week	TW: 40, End-Sem: 00
Prerequisite: Basic understanding of Microsoft Excel, including foundational skills such as data entry, formatting, basic formulas, and simple chart creation. Familiarity with core spreadsheet concepts like cell referencing, sorting and filtering data, and using basic functions (e.g., SUM, AVERAGE, IF) is essential. A general understanding of business or data-related contexts, along with digital literacy, will help students grasp the analytical tools, data visualization techniques, and automation features covered in this course.		
Course Objectives: 1. To enhance students' proficiency in using advanced Excel functions and tools for data analysis, decision-making, and business reporting. 2. To develop the ability to create dynamic dashboards, automate tasks using macros, and apply logical and statistical functions to solve real-world business problems. 3. To enable students to manage and visualize large datasets effectively using features like PivotTables, advanced charts, and data validation techniques.		
Course Outcomes: After completion of the course, learners should be able to –		
CO#	Course Outcomes	BTL
CO1	Apply advanced Excel functions such as text to columns, VLOOKUP, financial, statistical, and database functions for efficient data manipulation and analysis.	3
CO2	Demonstrate the use of scenario analysis, what-if analysis, and data tables to support business decision-making processes.	2
CO3	Utilize Excel tools for data cleaning, protection, workbook sharing, and auditing to ensure data integrity, accuracy, and collaborative usability.	3
CO4	Design and create dynamic PivotTables, Pivot Charts, and interactive dashboards using cleaned and structured datasets for effective data visualization.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	2	1	3	2	2
CO2	3	3	1	2	2	3	3	2
CO3	3	3	1	2	2	3	2	2
CO4	3	2	2	1	3	2	3	2

Units		
Unit 1	Introduction to Excel Functions (7 Hrs.)	CO
Using text to columns, the paste special function, data validation, subtotals and grouping, consolidating data, scenario analysis, data tables in scenario analysis, what-if analysis, math and trig functions, text functions in Excel, lookup functions (VLOOKUP and HLOOKUP Functions), statistical functions, database functions, financial functions, formula auditing and error tracing, hyperlinks in Excel, linking data, Creating Pivot Tables in Excel, using pivot charts, workbook properties, protecting and sharing worksheets, data encrypting and finalizing workbooks.		CO1 & CO2
Unit 2	Data Analysis and Building Professional Dashboards (7 Hrs.)	CO3 & CO4
Data Cleaning and Preparation-Replace blanks with repeating values, Fix Dates (DATE, MONTH, YEAR, DAY, TEXT, Remove Unwanted Spaces (TRIM, CLEAN), Diagnostic Tools (ISNUMBER, LEN, CODE), Remove Unwanted Characters (SUBSTITUTE, CHAR, VALUE). Dashboard Design-Prepare data, Construct Dashboard, Creative Dashboard, Creative Charting, Interactive Dashboard.		
Text Books: 1. Microsoft Excel 365 Bible – 2022 Edition by Michael Alexander, Dick Kusleika 2. Excel Data Analysis: Your visual blueprint for analyzing data, charts, and PivotTables – 1st Edition, August 28, 2004 by Jinjer Simon 3. Excel 2021 for Dummies – December 9, 2021 by Greg Harvey		
Reference Books: 1. Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010–2016 – 2nd Edition, June 1, 2016 by Rob Collie, Avichal Singh 2. Data Analysis Using Microsoft Excel – 5th Edition, January 1, 2015 by Michael R. Middleton 3. Mastering Excel: Power Query and Data Modeling – 1st Edition, 2020 by Mark Moore		
Online Resources: 1. https://support.microsoft.com/excel 2. https://www.coursera.org/specializations/excel 3. https://www.linkedin.com/learning		
MOOC Learning Link: 1. https://www.coursera.org/learn/excel-advanced https://www.coursera.org/learn/excel-basics-data-analysis-ibm		

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Semester – III

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25166301	Strategic Management	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25216303	Social Media Marketing	2	--	2	3	40	--	60	--	100
5	SC	25166304M	Marketing Research	2	--	2	3	40	--	60	--	100
6	SC	25216305	E-Commerce Marketing	2	--	2	3	40	--	60	--	100
7	SE	25216306	Search Engine Marketing	1	--	2	2	40	--	60	--	100
		25216307	Mobile and Email Marketing	1	--	2						
8	SE	25216308	Content Marketing	1	--	2	2	40	--	60	--	100
		25216309	Affiliate Marketing	2	--	--						
9	SE	25216310	Influential Marketing	2	--	--	2	40	--	60	--	100
		25166311M	Marketing 4.0	1	1	--						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				21	9	14	31	320	200	480	100	1100



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Department of Management Studies

Semester-III: Common Courses

23166301: Strategic Management		
Semester: III	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./week	CIA: 40, End-Sem: 60
Prerequisite: To successfully understand and apply the concepts taught in Compensation and Reward Management		
Course Objectives: 1. To develop a conceptual understanding of strategic management principles including formulation, implementation, and evaluation of strategies at various organizational levels (corporate, business, and functional). 2. To equip students with the ability to analyze business environments and apply strategic tools and frameworks for making informed strategic decisions in real-world scenarios. 3. To foster strategic thinking by integrating cross-functional management knowledge, preparing learners to tackle complex business challenges through innovation, corporate governance, global strategies, and sustainable practices.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Describe the basic terms and concepts in strategic management.	2
CO2	Explain the various facets of strategic management in a real-world context.	2
CO3	Describe the trade-offs within and across strategy formulation, implementation, appraisal.	2
CO4	Integrate the aspects of various functional areas of management to develop a strategic perspective.	3
CO5	Explain the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.	2
CO6	Develop the capability to view the firm in its totality in the context of its environment.	6



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Department of Management Studies

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	–	2	2	–	2
CO2	3	2	2	–	3	2	2	–
CO3	3	2	3	3	3	3	–	–
CO4	3	2	2	–	–	2	2	2
CO5	2	2	3	2	–	2	–	–
CO6	2	2	2	–	2	–	3	3

Units			
Unit 1	Introduction to Strategic Management	(7 Hrs.)	CO
Define Strategy, Strategic Management Process. Levels of Strategies - Corporate, Business and Operational level, Types of Strategies - Functional Strategies, H. R. Strategy, Marketing Strategy, Financial Strategy, and Operational Strategy. Benefits and Risks of Strategic Management. Formulation of Strategy and Strategic Implementation. Business Environment, Components of Environment, Environmental Scanning, Analysis of Strategies and Choice of Strategy.			CO1
Unit 2	Business, Corporate and Global Strategies - Practices and Issues	(7 Hrs.)	CO2
Introduction to corporate Restructuring, Need for corporate restructuring and forms of corporate restructuring. Evaluation of Strategic Alternatives, Types of Strategic Alternatives like Portfolio Analysis and its techniques, SWOT Analysis, Profit Impact of Market Strategy (PIMS). Strategic Change, Corporate Renewal, Internal and External Causes of Organizational failures. Culture of Organization, Management of Strategies and Cultures. Strategies for Foreign Direct Investment and International Trade in India.			CO2
Unit 3	Emerging Strategies in Information Communication Technology	(7 Hrs.)	CO3
Concept of Outsourcing, Strategic Reasons of growing Outsourcing in India. Meaning of Management Information System (MIS), Strategic MIS, Characteristics of Strategic MIS System and Barriers to Successful Development of Strategic MIS System. Business firms using Information Technology for creating Strategic Advantages - Reengineering Business Process, Virtual Company Strategies, knowledge creating company. Emerging Strategies in Telecommunication Sector.			CO3



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Unit 4	Disaster Management: Development Perspective, Concerns and Strategies (7 Hrs.)	
	Disaster Management Strategies in Global Context. Strategic ways of managing disasters at the National, State, District levels in India. Challenges of Disaster Management of Governance in India. Economic Losses due to disasters - Issues and Strategies. Strategies for preventing disasters and Preparedness Measures. Strategies to cope with Disasters.	CO4
Unit 5	Strategic Alliances, Corporate Strategy and Corporate Governance (7 Hrs.)	
	Meaning of Strategic Alliances, Types and Structure. Problems in Indian Strategic Alliances. Meaning of Corporate Strategy, Corporate Level Strategies - Mergers and Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Liquidation. Corporate Governance Principles and Practices in India. Corporate Governance Practices around the World.	CO5
Unit 6	Emerging Trends in Global Business Environment (7 Hrs.)	
	Introduction – Meaning – Objectives – Scope-Functions-integrating PR in to Promotional Mix-Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR Strategies for growing green economies. Strategies for Governing Public Private Participation of Business Sector in India. Meaning of Corporate Social Responsibility (CSR), Strategies of linking CSR with Profit and Sustainability for obtaining business benefits.	CO6
Text Books: 1. Strategic Management, A Dynamic Perspective - Concepts and Cases - Mason A. Carpenter, Wm. Gerard Sanders, Prashant Salwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in South Asia. 2. Strategic Management and Competitive Advantage - Concepts - Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi. 3. Globalization, Liberalization and Strategic Management - V. P. Michael.		
Reference Books: 1. Business Policy and Strategic Management - Dr. Azhar Kazmi, Published by Tata McGraw Hill Publications. 2. Strategic Management - Bern Banerjee. 3. Business Policy and Strategic Management - Jauch Lawrence R & William Glueck Published		
Online Resources: 1. https://en.wikipedia.org/wiki/Strategic_management.		
MOOC Learning Link: 1. https://www.coursera.org/learn/strategic-management		



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Department of Management Studies

25166302: Decision Science		
Semester: III	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Foundational coursework in quantitative methods-such as introductory statistics, probability, and basic mathematical modelling-and exposure to core management principles.		
Course Objectives: 1. To introduce the fundamental principles and importance of decision sciences in business decision-making processes using quantitative techniques. 2. To equip students with the ability to formulate and solve problems using operations research tools such as Assignment models, Transportation models, and Linear Programming. 3. To develop analytical thinking through the application of probabilistic models, queuing theory, simulation techniques, and project management tools like PERT and CPM. 4. To enable students to apply decision-making frameworks under uncertainty and risk, including decision theory, game theory, and sequencing problems for effective managerial decisions.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Describe the concepts and models associated with decision science.	2
CO2	Understand the different decision-making tools required to achieve optimization in business processes.	2
CO3	Apply the appropriate decision-making approach and tools to be used business environment.	3
CO4	Analyze the real-life situation with constraints and examine the pursuing different decision-making tools.	4
CO5	Evaluate the various facets of a business problem and develop problem solving ability.	5
CO6	Propose the various applications of decision tools in the present business scenario.	6



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Department of Management Studies

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	2	2	2	2	2
CO2	3	2	3	2	2	2	2	-
CO3	3	3	3	2	2	3	-	-
CO4	3	3	2	2	2	3	3	2
CO5	2	2	2	2	2	3	-	-
CO6	3	2	2	3	2	-	3	3

Units			
Unit 1	Introduction to Decision Science, Assignment, and Transportation Models	(7 Hrs.)	CO
Importance of Decision Sciences & role of quantitative techniques in decision making. Assignment Models: Concept, Flood's Technique/ Hungarian method, applications including restricted, multiple assignments and maximization objective. Transportation Models: Concept, formulation, problem types: balanced, unbalanced, restriction and maximization, Basic initial solution using North West Corner, Least Cost & VAM, Optimal solution using MODI, multiple solution case to be considered.			CO1
Unit 2	Linear Programming, Markov Chains, and Simulation	(7 Hrs.)	CO2
Linear Programming- Concept, Formulation & Graphical Solution. Markov Chains: Applications related to management functional areas, estimation of transition probabilities. Simulation Techniques: Monte Carlo Simulation, scope, and limitations.			
Unit 3	Probability, Probability Distribution and Queuing Theory	(7 Hrs.)	CO3
Probability: Concept, Conditional Probability theorem, Bayes Theorem. Probability Distributions: Normal, Binomial, Poisson (Simple numerical for decision-making expected). Queuing Theory: Concept, Single Server (M/M/I, Infinite, FIFO), Introduction of Multi Server (M/M/C, Infinite, FIFO) (Numerical on single server model expected)			
Unit 4	CPM and PERT	(7 Hrs.)	CO4
Concept, Drawing network, identifying critical path, Network calculations- calculating EST, LST, EFT, LFT, Slack, floats & probability of project completion in case of PERT. Network crashing: Concept of project cost and its components, time and cost relationship, crashing of CPM network			



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Unit 5	Decision Theory	(7 Hrs.)	CO5
Decision Theory: Concept, Decision making under uncertainty Maximax, Maximin, Minimax regret, Hurwicz’s & Laplace criterion, Decision making under risk (EMV, EVPI) for items with and without salvage value.			
Unit 6	Game Theory and Sequencing Problem	(7 Hrs.)	CO6
Concept, 2 × 2 zero sum game, Pure & Mixed Strategy, solution of games with dominance, average dominance method. Sequencing problem: Introduction, Problems involving n jobs-2 machines, n jobs- 3 machines & n jobs-m machines, Comparison of priority sequencing rules.			
Text Books:			
1. N.D. Vohra ,Quantitative Techniques in Management by Tata McGraw Hill Publications 2. Hamdy A. Taha,Operations Research Pearson Publication 3. Hira Gupta.Operations research, S. Chand Publication . 4. J K Sharma,Operations Research Theory & Applications ,MacMillan Publishers India Ltd. 5. S.C. Gupta ,Statistical Methods S. Chand Publication. 6. P.N. Arora, Sumeet Arora, S. Arora ,Comprehensive Statistical Methods S. Chand Publication			
Reference Books:			
1. K L Sehgal,Quantitative techniques & statistics , Himalaya Publication . 2. An introduction to management science: Quantitative approach for decision making- Cengage Learning Anderson 3. Billey E. Gilett,Introduction to Operations Research by ,Tata McGraw Hill 4. Nita Shah, Ravi Gor, Hardik Soni,Operations Research Prentice Hall of India . 5. R. Pannerselvam,Operations Research ,Prentice Hall India			
Online Resources:			
Online Learning Link:			
1. eGyanKosh-MS-51 Operations Research Community - https://egyankosh.ac.in/handle/123456789/4755			
NPTEL Learning Link:			
1. Prof. G. Srinivasan, Introduction to Operation Research- NPTEL SWAYAM Course - https://onlinecourses.nptel.ac.in/noc25_mg34			
MOOC Learning Link:			
1. Introduction to Decision Science for Marketing(https://www.mooc-list.com/tags/decision-science)			



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Department of Management Studies

251661EL: Research Project		
Semester: III	Teaching Scheme (L:T:P): 0:0:12	Evaluation Scheme:
Credits: 06	Practical: 12 Hrs./ week	CIA (TW): 100 + ESE (TW): 100
Prerequisite: Business Research Methods		
Course Objectives: • Enable students to identify and define a significant business problem for in-depth study. • Develop skills in applying appropriate research methodologies to real-world business problems. • Facilitate data-driven decision-making using primary and/or secondary data sources. • Encourage ethical standards and integrity in conducting and reporting research. • Enhance students' ability to communicate findings in a structured and academic format. • Promote the dissemination of research through papers at relevant academic forums.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Identify and define a real-world business problem for investigation using research tools and techniques.	2
CO2	Design appropriate research methodology and apply it to collect and analyze relevant data.	3
CO3	Analyze and interpret research findings to draw meaningful conclusions and recommendations.	4
CO4	Apply high standards of research ethics and academic integrity throughout the research process.	3
CO5	Compile a well-structured research report and effectively present the research findings.	5
CO6	Develop a research paper for publication or presentation in a national/ international conference or journal.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	-	2	3	2	2
CO2	3	3	2	2	-	3	3	2
CO3	2	3	2	3	-	3	3	2
CO4	2	2	3	3	2	2	2	3
CO5	2	2	-	2	3	2	2	2
CO6	2	3	2	2	2	3	3	3



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Research Project Guidelines:

The students should take up the research projects during the Third semester. They are part of the prescribed syllabus and are therefore mandatory for the students during the program. The students need to maintain all the ethical standards while undertaking the research project.

The students must regularly apprise the Research Guides about their research progress.

In case of any problems related to the project, the student must consult the Research Guides.

Guidelines for the Research Guides:

The Project Coordinator of the Department will allot the Research Guides as per the preferences received from the students.

The Guide will help the student with:

- Selection of the topic and objectives
- Finalizing the research methodology
- The data collection
- The data analysis
- The report compilation

The Guide will monitor the progress of the student and keep a record of all interactions between the students and themselves.

The Guide will keep a record of the assessments of the student as per the prescribed guidelines.

Guidelines for the Students:

The students must submit the final research report in the prescribed format.

Standard Operating Procedure:

Initiate a discussion with the guide to finalize the topic.

After finalization of the topic, the guide will update the Google Sheet to verify that no duplicate topics have been selected by other students.

Maintain ongoing communication with the internal guide for guidance throughout the research process.

Evaluation and Assessment:

The students will be continuously evaluated based on the submission of the deadline-based tasks allotted to the student by the Research Guide.

The criteria for evaluation will be:

- o Novelty
- o Ethical standards maintained
- o Meeting the deadlines
- o The structure & presentation of the final report
- o The Research findings

It is suggested that students should convert the research project into a research paper and present the same in some national/ international conference or journal.



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Department of Management Studies

Project Report Content:

1. Cover page (Project Title, Name of the student, Name of the Guide, Name of the University & Name of the Institute along with the logo)
2. Institute's Certificate
3. Certificate by the Company (if applicable)
4. Executive Summary
5. Objectives of the Research and Hypothesis (if applicable)
6. Organization/ Industry Profile (if applicable)
7. Literature Review
8. Research Methodology
9. Data Analysis and Interpretations
10. Findings and Conclusions
11. Learning of the Student through the Research Project
12. Recommendations based on the Research Findings
13. Annexure
14. Bibliography



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Department of Management Studies

251653VAC: Indian Knowledge System		
Semester: III	Teaching Scheme (L:T:P): 1:0:0	Evaluation Scheme:
Credits: 01	Lecture : 01 Hr./week	CIA: 25, End-Sem: --
Prerequisite: Taxation- Financial Accounting, Business Law, Economics for Business Decisions, Business Mathematics and Statistics, Fundamentals of Taxation.		
Course Objectives: The student should be able to- 1. To explore Indian Knowledge Systems 2. To understand the leadership principles 3. To examine indigenous practices		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Explain key teachings from the Bhagavad Gita and Shivaji Maharaj's life	1
CO2	Demonstrate awareness of value-based leadership, ethical frameworks, and spiritual Principles.	2
CO3	Analyze and apply Jugaad innovation principles	3
CO4	Compare and contrast Indian and Western management systems.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	-	2
CO2	3	2	2	-	3	2	2	-
CO3	3	2	3	3	3	3	-	-
CO4	3	2	2	-	-	2	2	2



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

Department of Management Studies

Units		
Unit 1	Leadership, Organizational Behavior, and Indigenous Wisdom (7 Hrs.)	CO
	Leadership and Organizational Behavior through Bhagavad Gita: Overview of the Bhagavad Gita: Historical and cultural context, Key themes and teachings: Dharma, Karma Yoga, Nishkama Karma, Role of values, ethics, and spirituality in leadership, Motivation, self-awareness, emotional intelligence, and resilience building, Gita-based decision-making frameworks and conflict resolution strategies, Servant leadership principles and building high-performance teams, Ethical dilemmas, reflection, and personal growth exercises model)	CO1
	Leadership Insights from Shivaji Maharaj: Overview of Shivaji Maharaj's life and historical context, Leadership in adversity: Raj Dharma, Artha, and strategic vision, Governance principles, administration models, and ethical leadership, Innovation in warfare, governance, and entrepreneurship, Balancing tradition with modernity: Relevance to contemporary leadership,	CO2
	Indigenous Management Practices and Frameworks: Jugaad Innovation, Jugaad: Definition, principles, and cultural significance, Characteristics of Jugaad innovators; Frugal innovation mindset, Case studies across healthcare, agriculture, education, and automobiles, Scaling and sustaining Jugaad innovations; Emerging trends	
Unit 2	Comparative Perspectives, Community-Centric Business, and Contemporary Relevance (7 Hrs.)	
	Comparative Analysis: Indian Knowledge Systems vs. Western Management Theories: Overview of Indian Knowledge Systems (Vedas, Upanishads, Darshanas), Philosophical foundations: Individualism vs. collectivism; Hierarchies vs. egalitarianism, Holistic decision-making vs. analytical approaches, Intuition vs. data-driven decision-making; Concepts of Karma, Dharma, and work ethic, Sustainability focus vs. short-term gains; Societal alignment vs. shareholder value	CO3
	Family, Community, and Business Practices in India: Historical role of family and community in Indian business, Joint family systems and community networks in entrepreneurship, Characteristics and leadership styles of family-owned businesses, Cooperative movements and social enterprises: Case studies, Cultural values shaping business ethics and Corporate Social Responsibility (CSR), Succession planning, leadership transition, conflict resolution, and innovation, Technology, globalization, and the evolution of traditional business practices	CO4



Text Books:

1. "The Essence of the Bhagavad Gita: Explained by Paramhansa Yogananda" by Swami Kriyananda
2. "Shivaji: The Great Maratha" by Ranjit Desai
3. "Indian Ethos and Values in Management" by Sankar
4. "East Meets West: Asian Management Approaches" by Kimio Kase

Reference Books :

1. "Family Business in India: A Historical and Socio-cultural Perspective" by Dev Nathan
2. "The Indian Family Business" by Frank K. Gunderson and Bruce R. Kunkel
3. "Shivaji and His Times" by Jadunath Sarkar

Online Resources:

1. Online Learning Link:
https://www.education.gov.in/sites/upload_files/mhrd/files/upload_document/Write_up_on_line_learning_resources.pdf?utm_source
2. NPTEL Learning Link:
3. <https://www.shiksha.com/online-courses/>
4. MOOC Learning Link:
5. https://ugcmoocs.inflibnet.ac.in/?utm_source

25216303: Social Media Marketing		
Semester: III	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Principles of Marketing, Marketing Management, Business Research Methods		
Course Objectives: 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 –		
CO #	Course Outcomes	BTL
CO1	Understand the concept of Digital and Social Media Marketing	2
CO2	Develop the concept of using Social Media Marketing using various Social Media platforms.	6
CO3	Build an understanding of developing Social Media Strategy.	3
CO4	Evaluate the concept of Social Media Analytics with other types of Marketing.	5
CO5	Apply the concept of Social Media Branding.	3
CO6	Identify and utilize the use of Social Media Management.	3

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	1	2	2	3	2	1
CO2	2	3	2	2	3	3	2	2
CO3	3	3	2	3	2	3	3	2
CO4	2	3	2	2	3	3	3	3
CO5	3	2	2	2	3	3	2	3
CO6	2	2	3	2	2	2	3	2

Units			
Unit 1	Introduction to Digital and Social Media Marketing	(7 Hrs.)	CO
Introduction to digital marketing, social media marketing, meaning, definitions, types of digital platforms, websites, mobile apps, emails, social media, blogging, types of blogs, blog platforms like WordPress and Medium, role of social media and blogs in digital marketing.			CO1
Unit 2	Social Media Platforms and Online Communities	(7 Hrs.)	CO2
Understanding social media platforms, Facebook, LinkedIn, Twitter, YouTube, creating a YouTube channel, forums, discussion boards, online communities, blogs, viral campaigns, building relationships through social media, engaging with different stakeholders online.			
Unit 3	Social Media Strategy and Promotion	(7 Hrs.)	CO3
Setting social media goals, planning strategies, content creation, scheduling posts, social media optimization, promotion through paid ads, influencer marketing, tracking performance, measuring social media return on investment, using campaign analytics..			
Unit 4	Branding and SEO through Social Media	(6 Hrs.)	CO4
Using social media to build brand identity, engaging with customers, creating a consistent brand voice, integrating social media with search engine optimization, using tools to manage content, encouraging reviews and user-generated content.			
Unit 5	Social Media Analytics and Automation	(8 Hrs.)	CO5
Understanding social media analytics, key metrics like engagement, impressions, followers, tools for analytics like Facebook Insights and YouTube Analytics, social media automation, scheduling content, using data for strategy improvement.			
Unit 6	Social Media Management and Best Practices	(7 Hrs.)	CO6
Managing brand presence on social media, identifying and targeting audience, sharing suitable content, using bookmarking websites like Pinterest, Flipboard, following do's and don'ts of social media, managing negative feedback professionally.			
Text Books:			
1. Digital Marketing: Strategy, Implementation, and Practice by Dave Chaffey & Fiona Chadwick			
2. Social Media Marketing: A Strategic Approach, Melissa Barker, Donald Barker, Nicholas Z.			
3. Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry			
Reference Books:			
1. The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick			
2. Social Media Marketing Workbook: How to Use Social Media for Business by Jason McDonald			
3. Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya			
Online Resources:			
1. Online Learning Link: https://academy.hubspot.com/courses/digital-marketing			
2. NPTEL Learning Link: NPTEL Digital Marketing Course			
3. MOOC Learning Link: https://www.coursera.org/specializations/digital-marketing			

25166304M: Marketing Research		
Semester: III	Teaching Scheme (L: T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./week	CIA: 40, End-Sem: 60
Prerequisite: Basic knowledge of marketing and Research Methodology		
Course Objectives: 1. To make the students familiar with Marketing Research. 2. To better understand the characteristics and preferences of your customers. 3. To identify opportunities to increase sales and grow your business. 4. To monitor the level of competition in your market. 5. To reduce the risk in your business decisions. 6. To develop and complete your business plan.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Describe the key concepts involved in the marketing research.	2
CO2	Explain various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in marketing research.	2
CO3	Apply the concepts of marketing research in solving real-life marketing problems.	3
CO4	Analyse data and draw appropriate inferences to address real-life marketing issues.	4
CO5	Design a market research proposal for a real life marketing research problem and evaluate a market research proposal.	5
CO6	Plan and undertake qualitative or quantitative marketing research and demonstrate the ability to analyse data to resolve real-life marketing issues.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	2	-	3	2	2
CO2	3	3	-	-	-	3	3	2
CO3	2	3	2	3	-	3	2	3
CO4	3	3	-	-	-	3	3	2
CO5	3	3	-	-	-	3	3	2
CO6	3	2	2	2	3	3	2	3

Units			
Unit 1	Introduction to Marketing Research:	(7 Hrs.)	CO
	Introduction to Marketing Research: Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing Information System and Marketing Research, Marketing Decision Support System, Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function, Evaluating utility of Marketing Research, Online Marketing Research, Recent Trends in Marketing Research, Marketing, Research Industry in India.		CO1
Unit 2	Marketing Research Proposal:	(7 Hrs.)	
	Marketing Research Proposal: The marketing research brief, The Marketing decision problem and marketing research problem, Defining the marketing research problem, developing the research approach, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action, Translating decision problem to research problem, The marketing research proposal (Background - basic problem/opportunity , Objectives , Research Design – Qualitative & Quantitative approaches, Data Requirements, Data collection methods, Data collection instruments, Population definition, Sample Plan, Sample size, Sampling Methodology, Statistical analysis, Cost Estimates, Time line, Appendices), Report Writing, Ethical Issues in Marketing Research – participant issues, sponsor issues, Corporate espionage, code of ethics.		CO2
Unit 3	Sales Analysis and New Product Development	(7 Hrs.)	
	Sales Analysis and Forecasting: Mining internal customer and sales data, In-store shopper marketing research and Retail shop audits, margin trend data, targeting best customers, identifying most efficient and effective advertising and promotion methods to reach existing consumers, Consumer panels, Customer satisfaction research, Concept of Market demand and Market potential, Forecasting. New Product Development and Test Marketing: marketing information for new markets, new Product categories, new product concepts, new product design and market validation research, test marketing – uses, types, methods, limitations.		CO3
Unit 4	Market Segmentation, Positioning and Pricing Research	(7 Hrs.)	
	Market Segmentation and Positioning: Researching traditional market segments, defining meaningful segments, assessing existing product strength and line extension potential, creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets. Pricing Research: Pricing Research and pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities.		CO4

Unit 5	Brand and Advertising Research	(7 Hrs.)	CO5
Brand Research: Brand concepts, brand names, brand power research, brand equity survey measurements, Brand tracking studies. Advertising Research: Concept testing research – evaluating advertising concepts, ad theme concepts and appeals, ad recall surveys, message and theme salience, impact measures, buying motivation and association measures, media research like readership surveys, Media audience tracking studies, TRP, Limitations of advertising research.			
Unit 6	International Marketing Research	(7 Hrs.)	CO6
International Marketing Research: Marketing research in international context - importance, complexities and issues, International secondary data sources, Primary data collection methods and complexities of data collection in international marketing research, Online data sources and research, Issues in multi-country data analysis - Data comparability and validity problems, major sources of errors, Report preparation and presentation			
Text Books:			
1. Marketing Research, G C Beri, TMGH 2. Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education. 3. Marketing Research, Churchill, Jr, G.A. and D. Iacobucci, South Western: Thomson. 4. Marketing Research, Zikmund, Babin, Cengage Learning 5. Marketing Research, Boyd, H.P., R. Westfall and S. F. Stasch, Delhi: A.I.T.B.S. 6. Marketing Research, Burns, G.A. and D. Bush, South Western: Thomson.			
Reference Books:			
1. Marketing Research, Green, P.E., Tull, D.S. and G. Albaum, New Delhi: Prentice Hall of India. 2. Marketing Research, Suja Nair 3. Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India. 4. Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.			
Online Resources:			
1. Coursera – Marketing Analytics Specialization 2. edX – Fundamentals of Market Research 3. LinkedIn Learning – Marketing Research Courses 4. Google Skillshop – Google Surveys and Analytics 5. HubSpot Academy – Free Marketing Analytics Courses			

25216305: E-Commerce Marketing		
Semester: III	Teaching Scheme (L:T:P): 3:0:0	Evaluation Scheme:
Credits: 03	Lecture: 03 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Basic understanding of Marketing Management, Fundamentals of Information Technology, and familiarity with internet usage and digital communication tools.		
Course Objectives: 1. To provide foundational knowledge of e-commerce and its role in modern marketing. 2. To understand consumer behavior in the digital environment and how it influences marketing strategies. 3. To familiarize students with various digital marketing tools and techniques used in e-commerce. 4. To enable students to analyze and interpret web analytics and performance metrics. 5. To examine legal, ethical, and strategic aspects of e-commerce marketing. 6. To develop the ability to design and implement effective e-commerce marketing campaigns.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Define and recall the key concepts, models, and terminology used in e-commerce and digital marketing.	1
CO2	Explain consumer behavior in the online environment and the working of various digital marketing channels.	2
CO3	Apply digital marketing tools and strategies such as SEO, SEM, SMM, and email marketing in simulated or real-life scenarios.	3
CO4	Analyze the effectiveness of e-commerce platforms and marketing campaigns using web analytics and performance indicators.	4
CO5	Evaluate strategic, ethical, and legal challenges in e-commerce marketing and make informed decisions.	5
CO6	Design and develop an integrated e-commerce marketing plan using appropriate digital tools and channels.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	1	1	2	1	2	1	2
CO2	3	2	1	3	2	2	2	2
CO3	3	3	2	3	3	3	3	2
CO4	3	3	2	3	2	3	3	2
CO5	2	3	2	3	2	2	2	3
CO6	3	3	3	3	3	3	3	3

Units			
Unit 1	Introduction to E-Commerce and Digital Marketing (7 Hrs.)		CO
Definition of e-commerce, Scope and evolution of e-commerce, Types of e-commerce models (B2B, B2C, C2C, C2B), Overview of digital marketing, Importance of digital marketing in e-commerce, Key components of digital marketing – SEO, SEM, content marketing, email marketing, E-commerce ecosystem and infrastructure.			CO1
Unit 2	Consumer Behavior in Online Environment (7 Hrs.)		CO2
Models of online consumer behavior, understanding digital buyer journey, Creation and use of buyer personas, Factors influencing online buying decisions, Role of personalization and recommendation systems, Trust, security, and user experience in online platforms.			
Unit 3	Digital Marketing Tools & Techniques (7 Hrs.)		CO3
Search Engine Optimization (SEO) strategies, Search Engine Marketing (SEM) and Google Ads, Social Media Marketing (SMM) platforms and campaigns, Pay-per-click (PPC) advertising, Email marketing strategies and automation, Mobile marketing and location-based marketing.			
Unit 4	Web Analytics and Performance Measurement (6 Hrs.)		CO4
Introduction to web analytics tools (e.g., Google Analytics), Understanding key performance indicators (KPIs) in e-commerce, Conversion rate optimization and funnel analysis, Use of A/B testing for campaign improvement, Measuring ROI of digital campaigns, Tools for customer retention and engagement analysis.			



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Unit 5	Strategic Issues and Ethical Considerations in E-Commerce (8 Hrs.)	
	Legal frameworks and ethical concerns in e-commerce, Data protection, privacy laws (e.g., GDPR), Cyber security threats and fraud prevention, Ethical implications of tracking and targeting, Evaluating and benchmarking e-commerce strategies, Case studies on digital marketing ethics	CO5
Unit 6	Designing E-Commerce Marketing Campaigns (7 Hrs.)	
	Planning and development of digital campaigns, Integration of digital channels for cohesive strategy, Budgeting and resource allocation, Content strategy, calendar and scheduling, Metrics for campaign success, Group project: create and present an e-commerce marketing plan	CO6
Text Books: 1. E-Commerce: Strategy, Technologies and Applications – David Whiteley, McGraw Hill 2. Internet Marketing: Integrating Online and Offline Strategies – Mary Lou Roberts & Debra Zahay, Cengage Learning 3. Digital Marketing – Seema Gupta, McGraw Hill Education		
Reference Books: 1. E-Commerce and E-Business – C.S.V. Murthy, Himalaya Publishing 2. Digital Marketing for Dummies – Ryan Deiss and Russ Henneberry, Wiley 3. Marketing 4.0: Moving from Traditional to Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Wiley		
Online Resources: Online Learning Link 1. HubSpot Academy – https://academy.hubspot.com 2. Google Digital Garage – https://learndigital.withgoogle.com 3. Moz Blog (SEO & Analytics) – https://moz.com/blog NPTEL Learning Link: 1. https://nptel.ac.in/courses/110105146 MOOC Learning Link: 2. Coursera – Digital Marketing Specialization (University of Illinois) https://www.coursera.org/specializations/digital-marketing 3. edX – Digital Branding and Engagement (Curtin University) https://www.edx.org/course/digital-branding-and-engagement		



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25216306: Search Engine Marketing		
Semester: III	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Basic Understanding of Marketing Principles -Students should have a foundational understanding of traditional marketing concepts such as product, price, place, and promotion.		
Course Objectives: 1. Learn the concept of Social Media Marketing and its current trends, challenges, and future evolution. 2. Understand the different social media platforms and how to create, analyze, plan, execute, and evaluate a comprehensive Social Media strategy. 3. Gain the ability to create, manage, and execute effective social media campaigns to engage with target audiences and drive business outcomes. 4. Identify and utilize various social media tools, analytics, and techniques to enhance marketing strategies and measure campaign performance.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Understand and apply fundamental SEM principles, including the setup of SEM accounts and effective keyword research strategies	1
CO2	Develop and manage SEM campaigns using Google Ads and other search engine advertising platforms, and optimize ad copy for better performance	2
CO3	Implement and monitor various SEM bidding strategies, budgeting techniques, and targeting methods to improve ad campaign performance	3
CO4	Analyze SEM campaign performance using key metrics, A/B testing, conversion tracking, and optimization strategies to maximize ROI	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	2	1	3	2	2
CO2	3	3	2	2	2	3	2	3
CO3	3	3	3	2	2	3	2	2
CO4	3	3	3	2	2	3	3	2



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Units			
Unit 1	Introduction to Search Engine Marketing (SEM)	(7 Hrs.)	CO
	Introduction to SEM, Definition, components, and significance of SEM in digital marketing, Difference Between SEO and SEM, Understanding the difference between Search Engine Optimization (SEO) and SEM, Working of Search Engines, How search engines work, search algorithms, crawling, indexing, ranking, Search Engine Algorithms, Overview of search engine algorithms (Google, Bing, etc.), Overview of Paid Search, Paid search advertising, the concept of CPC (Cost Per Click), CPM (Cost Per Thousand Impressions), Benefits and Challenges of SEM, Targeting, budgeting, ROI (Return on Investment), and challenges, Key SEM Tools, Introduction to SEM tools like Google Ads, Bing Ads, SEMrush, Ahrefs, etc.		CO1
Unit 2	Setting up and Managing SEM Campaigns	(7 Hrs.)	CO2
	Account Setup, Setting up Google Ads and Bing Ads accounts, Keyword Research and Selection, Importance of keyword research in SEM, keyword planning tools (Google Keyword Planner, SEMrush), Campaign Structure, Understanding campaign, ad group, and ad structure in SEM, Creating Ad Copy, Writing effective and compelling ad copy for search engine ads, Targeting Options, Geographic, demographic, and device targeting, Ad Extensions, Types of ad extensions (site links, call extensions, location extensions), Budgeting and Bidding, Budget management, bidding strategies (manual CPC, automated bidding, enhanced CPC)		
Unit 3	Optimization and Performance Measurement in SEM	(7 Hrs.)	CO3
	SEM Performance Metrics, Key performance indicators (KPIs) – CTR (Click-Through Rate), CPC, CPA (Cost Per Acquisition), Quality Score, Ad Rank, Quality Score and its Importance, Understanding how Google ranks ads and how Quality Score impacts bidding, Optimizing SEM Campaigns, Adjusting bids, refining keyword targeting, improving ad copy, A/B Testing, Conducting A/B tests to optimize ads and landing pages, Conversion Tracking, Setting up conversion tracking in Google Ads and measuring ROI, Use of Google Analytics in SEM, Integrating Google Analytics with SEM campaigns for advanced tracking and analysis, Continuous Campaign Optimization, Iterative process of campaign refinement based on performance data.		



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Unit 4	Advanced SEM Strategies and Trends	(7 Hrs.)	CO4
Remarketing and Retargeting, Introduction to remarketing, benefits, and strategies for retargeting users who visited the site but didn't convert, Google Shopping Ads, Overview of Google Shopping, setting up Shopping campaigns, optimizing product feeds, SEM and Social Media Integration, Integrating SEM campaigns with social media advertising platforms like Facebook Ads and LinkedIn Ads, Voice Search and SEM, The rise of voice search, implications for SEM strategies, AI and Automation in SEM, Use of artificial intelligence, machine learning, and automation in optimizing SEM campaigns, Future Trends in SEM, Discuss emerging trends in SEM, like mobile-first indexing, local search optimization, and changes in search engine algorithms, Ethical Considerations in SEM, Discussing transparency, privacy concerns, and ethical practices in SEM.			
Text Books:			
1. Google AdWords for Dummies by Howie Jacobson,			
2. Advanced Search Engine Optimization by Jason McDonald,			
3. Search Engine Marketing, Inc. by Dave Evans			
Reference Books:			
1. The Art of SEO by Eric Enge, Stephan Spencer, and Jessie Stricchiola,			
2. Search Engine Optimization All-in-One For Dummies by Bruce Clay			
Online Resources:			
1. NPTEL Learning Link: Web Analytics by Prof. R. Venkatesh, IIT Madras			
2. MOOC Learning Link: https://www.coursera.org/specializations/digital-marketing			

25216307: Mobile and Email Marketing		
Semester: III	Teaching Scheme (L: T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./week	CIA: 40, End-Sem: 60
Prerequisite: Principles of Marketing, Marketing Management, Fundamentals of Digital Marketing		
Course Objectives: 1. To understand the scope, evolution, and strategic importance of mobile and email marketing. 2. To learn mobile marketing tools and techniques such as SMS, app-based marketing, push notifications, and mobile commerce. 3. To Gain insights into creating effective and legally compliant email marketing campaigns using best practices. 4. To analyse and optimize mobile and email campaigns using key performance metrics and automation tools.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the role and significance of mobile and email marketing within the digital marketing ecosystem.	2
CO2	Apply mobile marketing tools such as SMS, app ads, push notifications, and mobile SEO in designing marketing strategies.	3
CO3	Analyse email marketing campaigns using list-building, segmentation, content creation, and automation workflows.	4
CO4	Evaluate mobile and email marketing performance using analytics and testing for campaign optimization.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	2	2	1	1	1	1
CO2	2	2	3	3	2	2	2	2
CO3	2	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3



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Units		
Unit 1	Introduction to Mobile Marketing (7 Hrs.)	CO
Definition and scope of Mobile Marketing, Evolution of mobile as a marketing channel, Mobile consumer behavior and usage patterns, Mobile vs desktop user experience, Mobile as part of the digital marketing mix, Mobile-first strategy, Legal and ethical considerations. Location-based marketing, Mobile SEO and local search optimization, Integrating mobile with other channels (email, social media).		CO1
Unit 2	Mobile Marketing Tools and Techniques (7 Hrs.)	CO2
SMS and MMS marketing: types, timing, personalization, Mobile apps and marketing opportunities, App install campaigns, in-app purchases, gamification, Mobile advertising formats, Banner ads, interstitials, native ads, Push notifications: best practices and timing, Voice search and voice assistants, Mobile commerce (M-Commerce) and payment systems.		
Unit 3	Introduction to Email Marketing (7 Hrs.)	CO3
Definition, evolution, and importance of email marketing, Role of email in the digital marketing funnel, Types of emails: promotional, transactional, lifecycle, Permission-based marketing and opt-in strategies, Legal and ethical issues, privacy laws, Integrating email with other channels (SEO, social media).		
Unit 4	Email Campaigns (7 Hrs.)	CO4
Email list building techniques: forms, lead magnets, gated content, Audience segmentation and targeting strategies, Writing effective subject lines and calls to action (CTAs), Content creation: copy, layout, visuals, mobile responsiveness, A/B testing strategies for subject lines, send times, and layouts, Designing automated workflows (drip, re-engagement, onboarding)		
Text Books: 1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising – Daniel Rowles 2. Email Marketing Rules: A Step-by-Step Guide to the Best Practices – Chad S. White		
Reference Books: 1. Mobile Marketing: An Hour a Day – Rachel Pasqua & Noah Elkin 2. Digital Marketing for Dummies – Ryan Deiss & Russ Henneberry 3. Email Persuasion – Ian Brodie 4. The Art of Digital Marketing – Ian Dodson		
Online Resources: • https://mailchimp.com/resources • https://academy.hubspot.com/courses/email-marketing • https://learndigital.withgoogle.com/digitalgarage • https://www.thinkwithgoogle.com/intl/en-apac • https://www.salesforce.com/products/marketing-cloud/mobile-marketing		



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25216308: Content Marketing		
Semester: III	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Basic knowledge of digital marketing, strong communication skills, creativity, and an understanding of audience behavior and SEO.		
Course Objectives: 1. Understand the core principles and strategies of content marketing. 2. Identify and analyze target audiences and buyer personas. 3. Plan, create, and distribute engaging content across multiple platforms. 4. Utilize content marketing tools and techniques for SEO and performance tracking. 5. Measure content effectiveness and optimize marketing strategies.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the role of content marketing in the digital marketing ecosystem.	2
CO2	Create and implement a basic content marketing plan.	6
CO3	Produce different types of content tailored to target audiences and use basic SEO principles to improve content visibility	6
CO4	Evaluate content marketing performance using analytics tools.	5

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	1	2	2	-	1	2
CO2	1	2	-	3	1	2	-	3
CO3	-	-	2	-	-	2	-	2
CO4	2	1	-	2	2	3	2	-



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Units			
Unit 1	Introduction to Content Marketing	(7 Hrs.)	CO
Definition and Evolution of Content Marketing, Importance in Digital Marketing, Types of Content Marketing (Owned, Earned, Paid), Content Marketing vs. Traditional Marketing.			CO1
Unit 2	Audience & Content Planning	(7 Hrs.)	CO2
Understanding Your Audience (Personas), Setting Content Marketing Goals, Content Types (Blogs, Videos, Infographics, etc.), Content Calendars and Planning Tools			
Unit 3	Content Creation and SEO Basics	(7 Hrs.)	CO3
Writing Effective and Engaging Content, Visual and Video Content Tips, Basics of SEO for Content Creators, Keyword Research Tools (e.g., Google Keyword Planner, Uber suggest).			
Unit 4	Distribution, Analytics & Optimization	(7 Hrs.)	CO4
Content Distribution Channels (Email, Social Media, etc.),Repurposing Content, Measuring Performance (Google Analytics, Social Media Metrics),Improving and Optimizing Content Strategy			
Text Books:			
1. Content Inc." by Joe Pulizzi			
2. Killing Marketing" by Joe Pulizzi & Robert Rose			
3. Epic Content Marketing" by Joe Pulizzi			
4. Content Strategy for the Web" by Kristina Halvorson			
5. The Content Code" by Mark Schaefer			
Reference 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)			
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)			
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)			
Online Resources:			
1. Google Digital Garage – Fundamentals of Digital Marketing			
2. HubSpot Academy			
3. Google Digital Garage : https://learndigital.withgoogle.com			
4. Content Marketing Institute: https://contentmarketinginstitute.com			



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Department of Management Studies

25216309: Affiliate Marketing		
Semester: III	Teaching Scheme (L: T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: A basic understanding of digital marketing, content creation, and audience targeting is a prerequisite to learn affiliate marketing.		
Course Objectives: 1. Understand the basic concepts of affiliate marketing. 2. Learn how to join and manage affiliate programs. 3. Understand how to generate traffic and conversions through affiliate strategies. 4. Gain skills in selecting profitable niches and promoting affiliate products. 5. Learn how to track performance and optimize affiliate campaigns.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Define affiliate marketing and describe its key components.	1
CO2	Identify and join suitable affiliate programs and networks.	2
CO3	Select appropriate affiliate products and niches based on market demand.	3
CO4	Create content and use digital channels to promote affiliate links effectively	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	-	3	-	2	2	-
CO2	3	2	-	2	2	-	-	2
CO3	2	-	2	-	-	3	-	3
CO4	3	2	-	2	-	3	-	-



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Department of Management Studies

Units		
Unit 1	Introduction to Affiliate Marketing (7 Hrs.)	CO
What is Affiliate Marketing? Types of Affiliate Programs (CPS, CPA, and CPL), Key Players: Merchants, Affiliates, Networks, Customers, Benefits and Challenges.		CO1
Unit 2	Affiliate Marketing Planning (7 Hrs.)	CO2
Finding Profitable Niches, Market Research Tools (Google Trends, Uber suggest, etc.), Evaluating Affiliate Products, Target Audience Identification.		
Unit 3	Content Creation for Affiliate Marketing (7 Hrs.)	CO3
Blogging, Reviews, Comparison Articles, Email Marketing for Affiliate Promotions, YouTube and Video Marketing, Social Media Strategies.		
Unit 4	Distribution, Analytics & Optimization (7 Hrs.)	CO4
Free Traffic vs. Paid Traffic, SEO Basics for Affiliate Sites, Google Ads, Facebook Ads (Introductory Level), Influencer and Community Marketing.		
Text Books:		
1. Affiliate Program Management: An Hour a Day – Evgenii Prussakov		
2. The Complete Guide to Affiliate Marketing on the Web – Bruce C. Brown		
Reference Books:		
1. Digital Marketing for Dummies – Ryan Deiss & Russ Henneberry		
2. SEO 2024: Learn Search Engine Optimization – Adam Clarke		
3. The Laptop Millionaire – Mark Anastasi		
4. Passive Income, Aggressive Retirement – Rachel Richards		
Online Resources:		
1. Udemy – Affiliate Marketing Courses https://www.udemy.com		
2. Skillshare – Affiliate Marketing Classes https://www.skillshare.com		
3. HubSpot Academy – Affiliate Marketing Courses https://academy.hubspot.com		

25216310: Influential Marketing		
Semester: III	Teaching Scheme (L: T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Influencer marketing requires authentic content, a clearly defined target audience, trusted relationships, and alignment between brand values and influencer identity.		
Course Objectives: 1. To provide a foundational understanding of influencer marketing by exploring its evolution, key differences from celebrity endorsements, types of influencers (mega to nano), and platform specific strategies across Instagram, YouTube, TikTok, blogs, and more. 2. To enable students to effectively plan influencer campaigns by setting appropriate goals (awareness, engagement, conversion), developing influencer briefs, understanding collaboration models, and managing campaign budgets and compensation strategies. 3. To equip learners with practical knowledge of executing influencer campaigns, including outreach and relationship-building techniques, content co-creation strategies, and the use of specialized tools and platforms like Aspire IQ and Influence. 4. To develop the ability to evaluate influencer marketing efforts through performance metrics and analytics tools, while understanding legal, ethical, and regulatory considerations such as disclosure requirements, contracts, and crisis management.		
Course Outcomes: On completion of the course, learner will be able to –		
CO#	Course Outcomes	BTL
CO1	Explain the key concepts and scope of influencer marketing.	1
CO2	Identify and select suitable influencers for specific campaigns.	2
CO3	Design , manage, and execute an influencer marketing strategy.	3
CO4	Evaluate the impact of influencer marketing using analytics tools and understand legal, ethical considerations in influencer collaboration.	4

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	-	3	1	3	-	2	3
CO2	1	2	-	-	1	2	-	3
CO3	-	-	2	-	3	-	-	-
CO4	3	1	-	2	-	3	3	2

Department of Management Studies

Units		
Unit 1	Introduction to Influencer Marketing (7 Hrs.)	CO
	History and Evolution, Benefits and Challenges, Influencer Marketing vs. Celebrity Endorsement, Mega, Macro, Micro, Nano Influencers. Choosing the Right Platform (Instagram, YouTube, Tok-tok, Blogs, etc.)	CO1
Unit 2	Planning Influencer Campaigns (7 Hrs.)	CO2
	Setting Campaign Goals (Awareness, Engagement, Conversion), Influencer Briefs and Collaboration, Budgeting and Compensation Models,	
Unit 3	Executing Influencer Campaigns (7 Hrs.)	CO3
	Outreach and Relationship Building, Content Creation and Co-Creation, Using Influencer Tools and Platforms (Aspire IQ, Upfluence, etc.)	
Unit 4	Measurement, Ethics, Guidelines and Legal Aspects (7 Hrs.)	CO4
	Key Performance Indicators (KPIs), Analytics Tools and Dashboards, Disclosure & Transparency (FTC Guidelines), Contracts and Agreements, Reputation and Crisis Management	
Text Books: 1. Influencer: Building Your Personal Brand in the Age of Social Media” – Brittany Hennessy 2. The Age of Influence: The Power of Influencers to Elevate Your Brand” – Neal Schaffer		
Reference Books: 1. One Million Followers – Brendan Kane 2. Contagious: How to Build Word of Mouth in the Digital Age – Jonah Berger Crushing It! – Gary Vaynerchuk		
Online Resources: 1. HubSpot Academy – Influencer Marketing Certification 2. Udemy – Influencer Marketing Strategy for Brands & Agencies 3. Coursera – Digital Marketing Specializations with Influencer Modules 4. Skillshare – Grow Your Brand with Influencer Collaborations		

Department of Management Studies

25166311M: Marketing 4.0		
Semester: III	Teaching Scheme (L:T:P): 2:0:0	Evaluation Scheme:
Credits: 02	Lecture: 02 Hrs./ week	CIA: 40, End-Sem: 60
Prerequisite: Principles of Marketing, Marketing Management		
Course Objectives: 1. To understand the evolution of marketing principles and the rise of connectivity in Marketing 4.0. 2. To analyze customer journeys and design impactful engagement strategies. 3. To implement human-centric and content marketing techniques for brand loyalty. 4. To integrate online and offline channels for an effective omni-channel marketing strategy.		
Course Outcomes: On completion of the course, learner will be able to –		
CO #	Course Outcomes	BTL
CO1	Describe the various concepts associated with Marketing 4.0.	2
CO2	Analyze customer journeys and apply metrics to assess marketing productivity.	4
CO3	Apply human-centric marketing strategies and utilize content marketing for enhanced brand interactions.	3
CO4	Develop omni-channel marketing strategies that combine online and offline customer engagement.	6

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	3	-	3	2	3
CO2	3	3	-	2	2	3	3	3
CO3	3	2	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3	3

Unit 1	Introduction to Marketing 4.0	(8 Hrs.)	CO
Introduction to Marketing 4.0: Evolution from Marketing 1.0 to 4.0, blending traditional and digital marketing. Key Paradigm Shifts: From exclusive to inclusive, vertical to horizontal, individual to social. Connected Customers: Understanding behavioral changes and the impact of connectivity. Digital Subcultures: Youth, women, and netizens – their influence on market trends			CO1
Unit 2	The Customer Journey in the Digital Era	(8 Hrs.)	CO2
From Awareness to Advocacy: The shift from Four A's to Five A's in understanding buying behavior. Engagement Models: Awareness to Advocacy through O3 (O-Zone). Marketing Productivity Metrics: Introduction to PAR (Purchase Action Ratio) and BAR (Brand Advocacy Ratio). Best Practices and Archetypes: Funnel, bowtie, and other archetypes for digital engagement.			
Unit 3	Human-Centric and Content Marketing	(6 Hrs.)	CO3
Understanding Humans Using Digital Anthropology, Building the Six Attributes of Human-Centric Brands, When Brands Become Humans, Content Marketing for Brand Curiosity, Content Is the New Ad, #Hashtag Is the New Tagline, Step-by-Step Content Marketing, Creating Conversations with Content			
Unit 4	Omni-Channel and Engagement Marketing	(6 Hrs.)	CO4
The Rise of Omnichannel Marketing. Step-by-Step Omni channel Marketing, Integrating the Best of Online and Offline Channels, Engagement Marketing for Brand Affinity, Enhancing Digital Experiences with Mobile Apps, Providing Solutions with Social CRM, and Driving Desired Behavior with Gamification. Epilogue: Getting to WOW! What Is a "WOW"? Enjoy, Experience, Engage: Are you ready to WOW?			
Text Books: 1. Marketing 4.0 by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, John Wiley & Sons 2. Managing Content Marketing: -The Real-World Guide for creating Passionate subscribers to Your Brand-JiePulizzi, Robert Rose, CMI Books 3. Engagement Marketing: How small business wins in a socially connected world, By Gail Goodman, Wiley Publishers 4. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance -Neil T Bendle, Paul Farris and Philip Pfeifer, Pearson FT Press. Third edition			
Reference Books: 1 The Art of Digital Marketing: The definitive guide to creating strategic, Targeted and Measurable online campaigns-Ian Dodson 2. Permission Marketing, turning strangers into friends and friends into customers by Seth Godin, 3. Collaboration and Co-creation-New platforms for marketing and innovation-Bhalla, Gurav			
Online Learning Resources: 1. https://www.youtube.com/watch?v=utDJMk9kf64, Marketing 4.0 in the Digital Economy 2. https://www.youtube.com/watch?v=gyk83sdL8mw 3. https://www.youtube.com/watch?v=mMKDzADelb0, Marketing and Industry 4.0: Digital Infrastructure			

Semester – IV

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	EL	251662EL	Industry Internship and On-the Job-Training	--	--	--	12	--	150	--	150	300
2	SE	25216401	Specialization Elective*	--	--	--	2	--	50	--	--	50
3	SDC	251662SDC	Customer Analytics	--	--	--	2	--	50	--	--	50
TOTAL				--	--	--	16	--	250	--	150	400

* To be completed through MOOC/ Department Evaluation



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251662EL: Industry Internship and On-the-Job-Training		
Semester: IV	Teaching Scheme (L:T:P): 0:0:0	Examination Scheme:
Credits: 06	Internship and OJT: 30 Hrs/ week	CIA TW: 150, End-Sem TW: 150
Prerequisite: Basic understanding of business operations, industry dynamics, and domain-related concepts, and proficiency in research methodology and report writing techniques.		
Course Objectives: • To enable learners to apply theoretical concepts in real-world business scenarios, • To enhance the understanding of organizational practices, and develop professional skills for industry readiness through OJT.		
Course Outcomes: On completion of the course, learner will be able to – CO1: Identify and analyze the key aspects of the organization and industry, including company profile, core business functions, operational structure, and market positioning. CO2: Demonstrate understanding of how theoretical concepts and frameworks from the MBA curriculum apply to real-world business practices observed during the internship. CO3: Apply relevant managerial knowledge and functional skills to effectively execute tasks, projects, and responsibilities assigned during the internship and OJT. CO4: Critically evaluate the challenges faced during the internship, diagnose key issues, and recommend feasible solutions based on practical insights and academic grounding. CO5: Analyze and assess the strategic and operational approaches adopted by the host organization, and constructively critique them with context-specific feedback. CO6: Compile and present a structured and reflective internship report and OJT presentation that synthesizes academic learning with practical industry exposure.		

CO-PO-PSO Mapping

Course Outcomes	PO's					PSO's		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2
CO6	2	2	2	2	2	2	2	2



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Guidelines for Industry Internship and On-the Job-Training:

a) Nature of the Internship and OJT:

1. The Internship as well as OJT will be for 12 weeks or 3 months (30 Hours/ Week).
2. Primary data collection is mandatory for research-based projects.
3. Each student must complete the Industry Internship and OJT independently; group projects are not allowed.
4. Each student will be assigned a faculty guide who will be responsible for overseeing his/her internship as well as OJT.
5. The tasks assigned during Industry Internship/ OJT should be relevant to the student's specialization and aligned with the organization's requirements.
6. Industry Internship/ OJT should involve on-site fieldwork or desk work in an organization.
7. Students must collect primary data as part of their Industry Internship for research-based projects which can include quantitative, qualitative, or a mix of both approaches.
8. Students can use methods like surveys, interviews, case studies, or observations for their research-based projects.
9. Before starting Internship/ OJT, students must get written approval from their faculty guide and the Head of the Department for the type of work and the organization.

b) Permissible Organizations: Students may collaborate with -

1. Government or Semi-Government organizations and PSUs.
2. NSE/BSE-listed companies or their subsidiaries.
3. Start-ups (minimum 5 years of operation).
4. Established family businesses/ Distributors (minimum 5 years of operation).
5. Large Cooperative Societies / NGOs with an existence of 5 years or more operating in areas such as agriculture, food processing, health care, retail, banking, etc.

c) Mentorship:

Each student will have two mentors: A faculty mentor from the institute and An industry mentor from the organization where the students do their Internship and OJT.

Role of the Industry Mentor:

The industry mentor will guide the students and ensure that they complete the assigned project and OJT to meet the organization's requirements. They will provide practical insights based on their experience and help the students to understand industry practices and expectations.

Role of the Faculty Mentor:

The faculty mentor should oversee the entire Internship and OJT progress, ensuring it meets the objectives of the MBA program. They should evaluate the quality of the Internship and guide the students and facilitate communication between the institution, industry mentor, and students to ensure a fruitful Internship as well as OJT experience.



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d) Submission Guidelines for Internship and OJT Documentation

Internship and OJT Progress Diary:

1. Students must maintain a daily progress diary to record brief details (3-4 sentences) of their tasks, activities, interactions, and learning experiences during the Internship and OJT.
2. The diary will be regularly monitored by the faculty mentor and by the Industry Mentor too.
3. At the end of the Internship, students must submit the diary, along with their Internship report and OJT report.
4. The student should also submit the “Internship Progress Report as well as OJT Performance Report” to the faculty guide every fortnightly.
5. Students must obtain formal feedback from their industry mentor.

e) Internship and OJT Report Submission:

1. Students are required to prepare two structured reports based on their Internship and OJT.
2. Two hard copies and one soft copy of the report must be submitted to the institute.
3. After the external viva-voce, one hard copy will be returned to the student.
4. For the submission of Internship report and OJT report, two different formats and guidelines will be provided by the department.

g) Evaluation Pattern:

Evaluation Type	Marks
(I) Internal Evaluation of Internship Project(TW)	100
(II) External Evaluation of Internship Project (TW)	100
(III) Internal Evaluation of OJT (TW)	50
(IV) External Evaluation of OJT (TW)	50
Total	300



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25216401: Specialization Core (MOOC)		
Semester: IV	Teaching Scheme (L:T:P): 0:0:0	Examination Scheme:
Credits: 02	MOOC/ Online Lectures	CIA: 25, End-Sem: 50

Guidelines for Specialization Core through MOOC:

1. Course Identification and Approval

- Responsibility: The departmental head will nominate a MOOC Coordinator.
- Course Selection Criteria:
 - o Must be from approved platforms: SWAYAM, NPTEL only etc.
 - o Minimum duration: 8–12 weeks (2 credits)
 - o Relevance to curriculum or industry skill enhancement
- Approval: Finalized MOOCs should be approved by the Head of the Department

2. Student Enrolment Process

- Students will be informed at the beginning of the semester.
- Provide a list of recommended MOOCs (course name, platform, duration, credits).
- Students enroll via college facilitation or directly on the platform.
- Maintain a Google Form/sheet tracker with student enrolment details.

3. Mentoring and Monitoring

- Faculty Mentor: One faculty per 20–30 students will be assigned to:
 - o Track weekly progress
 - o Conduct check-ins (biweekly or monthly)
 - o Help with doubts or technical issues
- Progress Monitoring Tools:
 - o Use screenshots, progress reports, or platform dashboards
 - o Students may be required to submit weekly learning summaries

4. Completion and Certification

- Mandatory Submission: Students must submit:
 - o Course Completion Certificate (with a passing grade) OR
 - o Department Assignment (Term Work) – 50 Marks

5. Record Maintenance

- The department MOOC Coordinator will maintain:
 - o List of enrolled students
 - o Completion certificates
 - o Final grading sheet