



K.R. MANGALAM UNIVERSITY



SCHOOL OF MANAGEMENT AND COMMERCE

Masters of Business Administration

With Academic Support of Imarticus (Digital Marketing)

Post Graduate Course

2023–25



PREFACE

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The K. R. Mangalam University visualizes all its programmes in the best interest of their students and in this endeavour; it offers a new vision to all its Post-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its post Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the postgraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The post-graduate Programmes will prepare the students for both, academia and employability. The programmes also state the attributes that it offers to inculcate at the postgraduation level. The graduate attributes encompass values related to emotional stability, well-being, critical thinking and also skills for employability.

The new curriculum of MBA offer courses in the areas of human resources, international business, marketing, finance, Business Analytics and Gandhian Studies. All the courses are having defined objectives and Learning Outcomes, which will help prospective students in choosing the elective courses to broaden their skills in the field of management and interdisciplinary areas. The courses will train students with sound theoretical and experimental knowledge that suits the need of academics and industry. The course also offers ample skills to pursue research as career in the field of management. The K. R. Mangalam University hopes the LOCF approach of the programme MBA will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

Objectives of the program

After the completion of the degree, students would:

- 1) **Develop Business Skills:** One of the primary objectives of an MBA program is to provide students with a broad set of business skills and knowledge. This includes areas such as finance, marketing, operations, strategy, leadership, and entrepreneurship.
- 2) **Foster Critical Thinking and Problem-Solving Abilities:** MBA programs emphasize the development of critical thinking skills and the ability to solve complex business problems.
- 3) **Enhance Leadership and Management Skills:** Another important objective of MBA programs is to cultivate leadership and management skills in students.
- 4) **Build a Professional Network:** MBA programs offer a valuable opportunity for students to build a strong professional network. Through interactions with faculty, guest speakers, alumni, and fellow students, students can establish connections that can be beneficial for their future careers.

Career Avenues

- An MBA degree offers a wide range of career avenues across various industries and sectors. Here are some popular career paths that MBA graduates often pursue:
- **Consulting:** Many MBA graduates enter the field of consulting, working for management consulting firms or as independent consultants. They provide strategic advice to organizations, helping them solve complex business problems, improve operations, and develop growth strategies.
- **Finance:** MBA graduates often find opportunities in finance-related roles, such as investment banking, corporate finance, private equity, venture capital, and asset management. They may work in financial institutions, investment firms, or in the finance departments of corporations.
- **Marketing and Brand Management:** MBA graduates can pursue careers in marketing and brand management, where they develop marketing strategies, conduct market research,



analyze consumer behavior, and manage product portfolios. They may work in sectors such as consumer goods, technology, healthcare, or media.

- **Entrepreneurship and Startups:** Many MBA graduates choose to start their own businesses or join startups. The program equips them with the skills needed to identify business opportunities, create business plans, secure funding, and manage the operations of a new venture.
- **Operations and Supply Chain Management:** MBA graduates with a specialization in operations management can pursue careers in supply chain management, logistics, manufacturing, or process improvement. They work to optimize efficiency, streamline operations, and manage the flow of goods and services within organizations.
- **Human Resources:** MBA graduates with a focus on human resources management can work in HR departments of organizations, where they oversee recruitment, talent management, employee relations, and organizational development strategies.
- **General Management and Leadership:** MBA graduates often take up general management roles, where they oversee the overall operations of a company or business unit. These roles require a combination of business acumen, leadership skills, and strategic thinking.
- **Nonprofit and Social Impact:** MBA graduates interested in making a positive social or environmental impact can pursue careers in the nonprofit sector, social enterprises, or sustainability-focused organizations. They work on projects related to social entrepreneurship, corporate social responsibility, and sustainable business practices.

Prospective Companies

- Deloitte
- ICICI Bank
- Amazon
- Larsen & Turbo
- Pepsico
- KPMG
- Reliance Industries Limited
- Infosys
- Wipro

Duration

- 2 Years (Full-Time)

Eligibility Criteria:

Pass at graduation level (Bachelor's Degree) or equivalent with at least 50% marks in aggregate.

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Institution Vision & Mission

Vision

KR Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research and innovation, preparing socially responsible life-long learners contributing to nation building.

Mission

- 1) Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology.
- 2) Instil notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking.
- 3) Integrate global needs and expectations through collaborative programs with premier universities, research centres, industries and professional bodies.
- 4) Enhance leadership qualities among the youth having understanding of ethical values and environmental realities.

School Vision & Mission

SCHOOL VISION

To create a School that is truly distinctive in its multidisciplinary and integrated approach, which harnesses talent, provides enabling environment for resources to be converted into competitive capabilities and one which “celebrates and rewards” both success and failure as it marches ahead in its relentless pursuit of providing an enriching educational platform connecting students and organization to deliver social and economic impact.

SCHOOL MISSION

SOMC is committed to

- a. Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology.
- b. Instil notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking.
- c. Integrate global needs and expectations through collaborative programs with premier universities, research centres, industries and professional bodies.



- d. Enhance leadership qualities among the youth having understanding of ethical values and environmental realities.

About School

The School of School of Management and Commerce takes pride in its professional and highly qualified intellectual capital, its faculty members. The school boasts of its modern infrastructure and latest technology and resources in the field of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavours by adopting the best of industry practices with a keen focus on research, training and consultancy programmes. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory. School of Management and Commerce typically provides state-of-the-art facilities, including classrooms, computer labs, libraries, and research centers. These resources support learning, research, and collaboration among students and faculty. The school often establishes partnerships and collaborations with industry organizations, businesses, and corporations. These connections facilitate internships, job placements, and guest lectures by industry professionals, providing students with real-world exposure and networking opportunities.

- Prime Collaborations with IBM, NSE Academy, Safexpress, Imarticus Learning, GCEC Global Foundation, Samatrix, ACCA-UK, and Grant Thornton, for advanced academic support.
- Two-week study program at an International University for MBA students
- Preparations for competitive exams including UPSC, Banking, Insurance, Railways, and SSC.
- Specialized iOS labs for the execution of advanced multimedia projects
- Pragmatic Learning and ICT-Driven Teaching Practices
- K.R. Mangalam Entrepreneurship and Incubation Centre for Entrepreneurial focussed Study, Research, and Practices.

MANAGEMENT PROGRAMME OUTCOMES (POs)

PO1: Multi-disciplinary knowledge: The Management programme is designed to develop the conceptual and practical skills of the students to select their professional career from a number of options available in the market. It delivers professional in Management- both Profit and Non-Profit Organization, industry openings in the stream of Marketing, Finance, IB, HR, IT, Operations, Business Analytics, Quality Management, Entrepreneurship, PSUs and Civil Services etc.



PO2: Conceptual and practical skills: The programme enables the students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

PO3: Employability: The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.

PO4: Complex Global Business Environment: The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.

PO5: Integrative Experience and Experimental Learning: The programme provides integrative experience and experimental learning through the application of multi-disciplinary knowledge and analyzing the impact of decisions and actions on various stake holders.

PO6: Innovative thinking for Effective Decision Making: The Programme prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices. The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition.

PO7: Analytical Thinking: The Programme aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and practical education. It seeks to develop students as analytical and rigorous thinkers so that they are able to apply the concepts learnt to all pertinent issues that affect an organization's performance and effectiveness.

PO8: Industry Exposure: The Programme exposes students to the diverse area of application of knowledge in business firms and industrial organizations and enables them to gain the practical knowledge in order to be globally competent.

PO9: Team Building: The programme prepared students to work effectively in a team based environment, persuade and influence others to work collectively for a common goal.

PO10: Blended Learning: : Throughout the management programme, students gain valuable insight and skills from class room, lectures, case studies, conferences, industrial visits and guest lectures delivered by industry professionals and leading academicians from across the world through various teaching methods and platforms.



Programme Specific Outcome

An MBA trains students to excel in activities relating to several fields and supports in personal and professional growth. It helps:

- **PSO1: Effective Leadership:** To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment.
- **PSO2: Proactive Thinking:** To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
- **PSO3: Entrepreneurial Development:** To develop competent entrepreneurial and management professionals with strong ethical values, capable of performing a pivotal role in various sectors, aligned with the national as well as international priorities

Programme Educational Objectives

PEO 1: Possess in-depth subject knowledge and proficiency in managerial skills for employment and future career development and long life learning.

PEO 2: Develop level of competence along with a holistic approach for designing and implementing innovative solutions to deal with complexities of the modern business world.

PEO 3: Adapt to rapidly changing environment by nurturing the spirit of creativity and entrepreneurship while giving a sense of direction to future business.

PEO 4: Develop skills required for professional management practice while being socially responsible and value-driven citizen committed to sustainable development.

PEO 5: Evaluate and integrate ethical consideration coupled with value-based leadership to create productive leader in the business world.



Course Structure

Semester-I

S.No	Category	Course Code	Course Title	L	T	P	C
1	Major	MCSP811	Digital Marketing Fundamentals	4	0	0	4
2	Major	MCMC703	Information Technology in Business	3	0	0	3
3	Major	MCMC705	Statistical Approach to Business Problems	4	0	0	4
4	Major	MCMC707	Economic Analysis for Business	3	0	0	3
5	Major	MCMC709	Accounting for Management	3	1	0	4
6	Major	MCSP812	Content Marketing	2	0	2	3
7	Major	MCMC713	People's Behaviour in An Organisation	3	0	0	3
8	Major	MCMC715	Managing Marketing Operations	3	0	0	3
9	AEC	MCMC717	Business Communication Skills I	2	0	0	2
Total				27	1	2	29

Semester-II

S.No	Category	Course Code	Course Title	L	T	P	C
1	Major	MCSP813	Search Engine Optimization	2	0	2	3
2	Major	MCMC704	Research Methodology for Modern Business	3	1	0	4
3	Major	MCMC706	Creating and Retaining Motivated Work force	3	0	0	3
4	Major	MCMC708	Enhancing Productivity through Operations Management	3	0	0	3
5	Major	MCMC710	Creating An Entrepreneurial Mindset	3	0	0	3
6	Major	MCSP814	Social Media Marketing	2	0	2	3
7	Major	MCMC714	Global Business Operations	3	0	0	3
8	Major	MCMC716	Challenges of Business Environment	3	0	0	3
9	AEC	MCMC718	Business Communication Skills II	2	0	0	2
Total				24	1	4	27

**Semester-III**

S.No	Category	Course Code	Course Title	L	T	P	C
1	INT/PROJ	SIMC701	Summer Internship Project Report	0	0	0	6
2	Major	MCMC801	Business Sustainability, Governance and Ethics	3	0	0	3
3	Major	MCSP815	Mobile Marketing	3	0	0	3
4	Major	MCSP816	Web Design and Development	2	0	2	3
5	Major	MCSP817	Paid Media Marketing	2	0	2	3
6	Major		Specialization II Elective I	3	0	0	3
7	Major		Specialization II Elective II	3	0	0	3
8	Major		Specialization II Elective III	3	0	0	3
9	AEC	MCMC803	Business Communication Skills III	2	0	0	2
Total				21	0	4	29

Semester-IV

S.No	Category	Course Code	Course Title	L	T	P	C
1	INT/PROJ	DIMC701	Dissertation	0	0	0	6
2	Major	MCMC802	Contemporary Issues in Strategic Management	3	0	0	3
3	Major	MCSP818	Online Consumer Behaviour	3	0	0	3
4	Major	MCSP819	Digital Marketing Analytics	3	0	2	4
5	Major		Specialization II Elective IV	3	0	0	3
6	Major		Specialization II Elective V	3	0	0	3
7	Major		Specialization II Elective VI	3	0	0	3
8	Major		Specialization II Elective VII	3	0	0	3
Total				21	0	2	28



Semester-1



Department:		School of Management & Commerce		
Course Name: Digital Marketing Fundamentals		Course Code: MCSP811		L-T-P
				4-0-0
Credits		4		
Type of Course:		Major		
Pre-requisite(s), if any:				
<p>Brief Syllabus: To provide students with a comprehensive understanding of the key concepts and techniques used in digital marketing, and to equip them with the knowledge and skills needed to develop and execute effective digital marketing strategies.</p>				
UNIT WISE DETAILS				
Unit Number: 1	Title: Understanding Digital Marketing		No. of hours: 6	
<p>Content Summary: Understanding marketing through the internet - Definition of digital marketing; origin of digital Marketing, Traditional VS Digital Marketing. - Benefits of Digital marketing e.g. reach, scope, immediacy, interactivity</p>				
Unit Number: 2	Title: Digital Marketing Tools		No. of hours: 10	
<p>Content Summary: The internet micro- and macro-environment, Internet users in India - The internet marketing mix: product and branding; place e.g. channels, virtual Organizations; price e.g. auctions; promotions; people; processes; physical evidence. - Digital marketing tools/e-tools; the online marketing matrix including business and Consumer markets; the online customer</p>				
Unit Number: 3	Title: Order Processing		No. of hours: 10	
<p>Content Summary: Interactive order processing: choosing a supplier; selecting a product; check stock Availability; placing order; authorization of payment; input of data; data transfer; Order processing; online confirmation and delivery information; tracking of order; Delivery; data integrity and security systems; Use the internet for promotion using digital marketing Communications</p>				
Unit Number: 4	Title: SEM/SEO/PPC		No. of hours: 8	
<p>Content Summary: Search engine marketing (SEM): definition of SEM, definition of search engine Optimization (SEO); advantages and disadvantages of SEO; best practice in SEO - Paid search engine marketing, pay per click advertising (PPC); landing pages; long Tail concept; geo-targeting e.g. Google Ad Words; opt in email and email Marketing</p>				
Unit Number: 5	Title: Market Research		No. of hours: 6	



Content Summary: Market research - Customer relationship Marketing - Internet communities

***Self-Learning Components**

Reference Books:

1. Digital Marketing for Dummies by Ryann Deiss and Russ Henneberry – Wiley Jun 2020

Define Course Outcomes (CO)

COs	Statements
CO1	Able to understand the key digital marketing concepts
CO2	Have the ability to create and execute a digital marketing strategy
CO3	Track and measure the effectiveness of digital marketing campaigns
CO4	Understand SEM, SEO, PPC strategies, landing pages, geo-targeting, and email marketing.
CO5	Getting proficient in Market research and analysis

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge		1. Imitation
	2. Understand	1. Receiving	2. Manipulation
	3. Apply	2. Responding	3. Precision
	4. Analyze	3. Valuing	4. Articulation
	5. Evaluate	4. Organizing	5. Improving
	6. Create	5. Characterizing	



CO1	C2		
CO2	C6		
CO3	C4		
CO4	C2		
CO5	C5		

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	1	1	2	1	2	3	0	2
CO2	1	3	1	1	1	2	1	2	1	3
CO3	1	2	3	1	1	1	3	2	1	3
CO4	3	1	1	1	1	1	2	3	1	2
CO5	2	3	1	1	1	1	3	3	1	1

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	1	1
CO2	2	2	3
CO3	1	1	1
CO4	1	1	1
CO5	1	3	2



Relevance of the Syllabus to various indicators

Unit I	
Local	Digital marketing targets local businesses & audiences effectively.
Regional	Adaptable to regional marketing campaigns.
National	Enables nationwide campaigns and audience targeting.
Global	Offers tools to engage international markets.
Employability	Understanding of digital marketing foundational skills.
Entrepreneurship	Vital for digital-first startups.
Skill Development	Develops digital strategy planning skills.
Professional Ethics	Encourages transparent and honest online marketing.
Gender	Provides equal opportunities for online engagement.
Human Values	Promotes user-centric strategies and authenticity.
Environment & Sustainability	Digitally-led methods reduce physical waste.
Unit II	
Local	Tools cater to specific local market needs.
Regional	Regional business can leverage digital tools for growth.
National	Enables national market analysis through online tools.
Global	Analyze global trends & strategies.
Employability	Mastery over tools increases job prospects.
Entrepreneurship	Tools essential for startup growth.
Skill Development	Enhances practical hands-on skills.
Professional Ethics	Ethical use of online tools & data.
Gender	Gender-neutral tools for inclusive marketing.
Human Values	Tools can be used to understand user behavior & values.
Environment & Sustainability	Reduces reliance on paper-based methods.
Unit III	
Local	Local e-commerce greatly benefits from efficient order processing.



Regional	Enhances regional e-commerce scalability.
National	Promotes national e-commerce infrastructure.
Global	Enables international e-commerce operations.
Employability	Increases job opportunities in e-commerce management.
Entrepreneurship	Key for e-commerce startups.
Skill Development	Develops logistical & operational skills.
Professional Ethics	Encourages ethical online trade practices.
Gender	Encourages women entrepreneurs in e-commerce.
Human Values	Emphasizes customer trust & reliability.
Environment & Sustainability	E-commerce reduces physical storefront footprint.
Unit IV	
Local	Geo-targeting local markets.
Regional	Boosting visibility in regional online searches.
National	National level online campaigns & brand visibility.
Global	Accessing global audiences through search engines.
Employability	High demand for SEM/SEO/PPC specialists.
Entrepreneurship	Key for driving traffic to new online businesses.
Skill Development	Deepens technical & analytical skills.
Professional Ethics	Ensures honest & transparent online advertising.
Gender	Gender-neutral field with opportunities for all.
Human Values	Enhances user experience by providing relevant content.
Environment & Sustainability	Digital methods reduce the need for physical ads.
Unit V	
Local	Understand local market dynamics & preferences.
Regional	Analyze regional consumer trends.
National	Contribute to national market strategies.
Global	Gain insights into global market segments.



Employability	Key skill for many marketing roles.
Entrepreneurship	Crucial for startups to understand market fit.
Skill Development	Develops analytical & research skills.
Professional Ethics	Ethical collection & use of market data.
Gender	Inclusive market research includes all genders.
Human Values	Understand & cater to deep-seated consumer values.
Environment & Sustainability	Digital research methods are more sustainable.
SDG	
NEP 2020	
POE/4th IR	

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Networking & Communicate
CHRIST UNIVERSITY	MBA	Cyber Law and Governance

Department:	School of Management & Commerce		
Course Name: Information Technology in Business	Course Code: MCMC703	L-T-P	Credits
		3-0-0	3
Type of Course:	Major		
Pre-requisite(s), if any: Preliminary knowledge of computer, their operations and applications.			



Brief Syllabus: This course provides an introduction to the fundamental concepts of information technology (IT) and its applications in a business environment. Students will gain an understanding of how IT systems are used to support business operations, improve efficiency, and enable strategic decision-making. The course covers a wide range of topics, including hardware and software fundamentals, networking, databases, cybersecurity, e-commerce, and emerging technologies. Through lectures, case studies, and hands-on exercises, students will develop the necessary skills and knowledge to effectively leverage IT for business success.

UNIT WISE DETAILS

Unit Number: 1	Title: Computer Fundamentals and Number System	No. of hours: 12
Content Summary: Block Structure of a Computer System, Characteristics of Computers, Computer Memory and Mass Storage Devices. Logic Gates, Computer Memory, Computer Hierarchy, Input Technologies, Output, Technologies. Computer Software Application and System Software: Programming Languages and their Classification, Assemblers, Compilers and Interpreters.		
Unit Number: 2	Title: Foundation of information systems:	No. of hours: 13
Content Summary: A framework for business users - Roles of information systems - System concept - Organization as a system - components of Information systems - IS Activities - Types of IS, IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction processing systems Information Reporting system - Information for Strategic Advantage.		
Unit Number: 3	Title: Telecommunication and Networks	No. of hours: 10
Content Summary: Basic elements of a communication system, Data transmission modes, Data transmission media, Network topologies, Network Architectures-The OSI Model. Network Types (LAN, WAN and MAN), Client and Servers, Intranet, Extranet. Internet: Protocols, TCP/IP, HTTP, Internet addressing, Domain Names, DNS, URL, World Wide Web. Overview of various services on Internet: Webservers, E-mail, FTP, Telnet.		
Unit Number: 4	Title: DSS, Security and Ethical Challenges	No. of hours: 10



Content Summary:DSS models and software: The decision making process - Structured, semi structured and Unstructured problems; What if analysis, sensitivity analysis, Goal seeking Analysis and Optimizing Analysis.

Security and Ethical Challenges IS controls - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - social challenges of Information technology.

***Self-Learning Components**

- Characteristics of Computers
- Compilers and Interpreters.
- The decision making process
- Ethics for IS professional

Reference Books:

1. "Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance" by Efraim Turban, Linda Volonino, and Gregory R. Wood
2. "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
3. "IT Strategy: Issues and Practices" by James D. McKeen and Heather A. Smith

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the basic concepts and technologies used in the field of information technology, computer software, operating systems and database management system.
CO2	Express the processes of developing and implementing information systems.
CO3	Determine the need and role telecommunication networks and information technology infrastructure.
CO4	Identify the role of information systems in organizations, the strategic management processes, with the implications for the management.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		
CO2			
CO3			
CO4			
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	-	-



CO2	-	2	-
CO3	-	-	3
CO4	-	-	3

Relevance of the Syllabus to various indicators

Unit I	Introduction
Local	Basic computer literacy empowers individuals to access information, communicate effectively, and participate in the digital economy.
Regional	Promoting connectivity, collaboration, and knowledge sharing.
National	Drive job creation, enhance productivity, and foster entrepreneurship.
Global	Essential for achieving sustainable development goals and addressing global challenges
Employability	Specialized computer skills, such as programming, data analysis, and digital marketing, can open doors to lucrative career opportunities
Entrepreneurship	Enables entrepreneurs to leverage digital tools, build an online presence, manage operations efficiently, and analyze market trends
SkillDevelopment	Provide the building blocks for acquiring specialized skills and enable individuals to grasp more complex concepts and technologies.
Professional Ethics	Privacy and Data Protection, Intellectual Property Rights, Cybersecurity and Ethical Hacking.
Gender	By promoting computer literacy and providing equal access to computer education, more women can participate in the tech workfor
Human Values	Allows professionals to design and implement systems that align with ethical principles and respect human value
Environment & Sustainability	Develop energy-efficient systems, promote recycling and responsible disposal of electronic waste
Unit II	
Local	Allowing decision-makers to understand local needs and make informed choices.



Regional	Governments can identify trends, formulate evidence-based policies, and monitor progress towards national development goals
National	Facilitate the sharing of data and resources, leading to regional planning, economic cooperation, and joint initiatives.
Global	Information systems enable the exchange of information, knowledge, and resources across borders
Employability	Enhance employability prospects and qualify for positions such as data analysts, IT consultants, systems administrators, project managers.
Entrepreneurship	Essential for building and scaling successful ventures in the digital era.
Skill Development	Adapt to the rapidly changing technological landscape and become valuable assets in their professional pursuits.
Professional Ethics	Ensuring the integrity and confidentiality of data, and respecting user rights.
Gender	Empower individuals, regardless of gender, to pursue careers in technology.
Human Values	Enables professionals to design and implement technology solutions that align with human values such as privacy, autonomy, transparency, and accessibility
Environment & Sustainability	Optimizing energy efficiency, adopting virtualization and cloud computing, promoting responsible disposal of electronic waste
Unit III	
Local	Plays a vital role in emergency services, enabling quick response times and efficient communication during crises.
Regional	Facilitate e-governance initiatives, digital transformation, and online public services.
National	Enhance regional connectivity and cooperation in areas such as transportation, tourism, and infrastructure development.
Global	Facilitates global access to information, education, and healthcare resources.
Employability	Individuals can qualify for positions such as network administrators, system analysts, IT consultants, telecommunications engineers, and cybersecurity specialists.
Entrepreneurship	Crucial for identifying market opportunities, designing scalable solutions.



Skill Development	Provide a strong foundation for career growth.
Professional Ethics	Can build trust with users and stakeholders.
Gender	Contribute to bridging the gender gap in technology and empowering individuals.
Human Values	Contribute to a more ethical and human-centric use of technology.
Environment & Sustainability	Encourage responsible disposal and recycling of electronic devices and promote telecommunication practices.
Unit IV	
Local	Enhance efficiency, effectiveness, and the overall well-being of the community.
Regional	Enabling evidence-based policymaking and strategic planning.
National	Facilitating collaboration, coordination, and decision-making across multiple jurisdictions.
Global	To analyse complex global issues such as climate change, poverty alleviation, healthcare access.
Employability	Analyse complex data, derive insights, and support decision-making processes.
Entrepreneurship	Effectively can give entrepreneurs a competitive edge and increase their chances of success.
Skill Development	Enhances skills in software applications, data manipulation, and modelling.
Professional Ethics	Ensuring the integrity and reliability of the data.
Gender	Mitigate individuals through unbiased data collection, analysis, and decision-making processes
Human Values	Ensure that human values are respected and upheld throughout the decision-making process.
Environment & Sustainability	Facilitating data-driven decision-making that considers the environmental impact of choices.
SDG	SDG 4
NEP 2020	
POE/4th IR	Aligns with the concepts of internet telephony, multimedia applications, and SEO



Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING

Department:	School of Management & Commerce		
Course Name: Statistical Approach to Business Problems	Course Code: MCMC705	L-T-P	Credits
		4-0-0	4
Type of Course:	Major		
Pre-requisite(s), if any:			
<p>Brief Syllabus: Basic statistical tools & techniques with emphasis on their application in Business decision process and Management. In this course the students will learn the principles and methods of statistical analysis, but will also put them into practice using a range of real-world data sets. The objective is to provide a basic understanding of data analysis using statistics and to use computational tools on problems of applied nature. This course is designed to prepare students to analyse and interpret business problems using Statistical methods. The quantitative evaluation of a problem is imperative to eliminate/minimize the subjectivity associated with the managerial decision-making process. This course is intended to help students “in making-sense-of” enormous amount of statistics to which they are exposed in their everyday life.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Role of statistics	No. of hours: 18	
<p>Content Summary: Application of statistics in managerial decision-making; Descriptive Measures: Measures of central tendency - mean, median, mode and their implications; Measures of Dispersion: range, mean deviation, standard deviation and their significance, Measures of Skewness</p>			
Unit Number: 2	Title: Correlation Analysis	No. of hours: 18	



Content Summary: Meaning and uses; Types of correlation, Methods of calculation of coefficients – Karl Pearson and Rank correlation, Analysis and interpretation; Regression Analysis: Introduction, Difference between correlation and regression, Linear regression equation, Standard error of the estimate, Coefficient of determination		
Unit Number: 3	Title: Probability	No. of hours: 12
Content Summary: Concept of probability and its uses in business decision-making; Addition and multiplication theorem of probability; Bayesian analysis and its application; Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions		
Unit Number: 4	Title: Sampling and Hypothesis Testing	No. of hours: 12
Content Summary: Sampling theory; Formulation of hypotheses; Application of Z-test, t-test and χ^2 (Chi) square-test in testing of the hypothesis		
Self-Learning Components: Regression models, application.		
TEXT BOOK: 1. Lenin Rubin- Statistics for Management, Pearson (2000), 7th Ed., New Delhi		
REFERENCE BOOKS: 1. Beri- Statistics for Management (Tata McGraw-Hill) 2. Chandran J S- Statistics for Business and Economics (Vikas), 1998. 3. Render and Stair Jr- Quantitative Analysis for Management (Prentice-Hall, 7th edition) 4. Sharma J K - Business Statistics (Pearson Education)		

Define Course Outcomes (CO)

COs	Statements
CO1	Facilitate Objective Solutions in Business Decision Making.



CO2	Enhance Knowledge in Probability Theory.
CO3	Describe Normality and its Distribution Concepts. Apply Time Series Analysis in Market Prediction Rates
CO4	Draw Conclusions over the Hypothetical Situations.
CO5	Measure the trend setting factors for projection of Sales and Demand Curves.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		P1
CO2	C3		P2
CO3	C3		P3
CO4	C1		-



CO5	C1		P1
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CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	3	-	-	-	3	-	-	-	-
CO2	-	2	-	-	-	-	-	-	-	2
CO3	-	-	-	-	-	-	-	-	-	-
CO4	-	3	1	-	-	-	2	-	-	-
CO5	-	-	3	2	-	-	1	2	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	-	-	-
CO2	-	-	-
CO3	2	-	-
CO4	-	-	-
CO5	-	2	3

Relevance of the Syllabus to various indicators

Unit I	
Local	Contribute to informed decision-making, resource optimization, and the effective allocation of resources.
Regional	Facilitates the identification of regional disparities, promotes balanced development, and supports regional integration efforts.
National	Provide a basis for evidence-based policymaking and enable monitoring.
Global	Providing accurate and reliable data, statistics contribute to evidence-based decision-making
Employability	Providing accurate and reliable data, statistics contribute to evidence-based decision-making



Entrepreneurship	Enables entrepreneurs to conduct market research, analyze consumer behavior, and make data-driven decisions.
Skill Development	Fosters the ability to communicate findings effectively and make evidence-based decisions.
Professional Ethics	Providing reliable and trustworthy information to inform decision-making.
Gender	Enable evidence-based advocacy and policy formulation to promote gender equity.
Human Values	Evaluating the effectiveness of social programs, policies, and interventions aimed at addressing societal challenges.
Environment & Sustainability	Mitigate environmental risks, promote sustainable practices, and monitor progress towards sustainability goals.
Unit II	
Local	Understanding the impact of different factors on local development outcomes.
Regional	Enables policymakers to prioritize development sectors, allocate resources effectively, and design interventions.
National	Assess the impact of regional cooperation initiatives, identify areas for targeted interventions, and promote balanced regional development.
Global	Relevant to global development efforts by examining relationships between variables across countries and regions.
Employability	Enabling them to provide valuable insights to support decision-making processes
Entrepreneurship	Identify relationships between variables, enabling entrepreneurs to make data-driven decision.
Skill Development	Analytical and problem-solving capabilities
Professional Ethics	Leading to improved decision-making and risk management.
Gender	Helps maintain the credibility and trustworthiness of research findings
Human Values	Policymakers and organizations in designing interventions and policies to address gender inequalities and promote gender equity.
Environment & Sustainability	Providing insights into social dynamics, fairness, and justice and guide policymakers and organizations in developing strategies
Unit III	
Local	Supports resource allocation, project prioritization.



Regional	Enables policymakers to make informed decisions regarding fiscal policies, investment strategies,
National	Prioritize development initiatives, allocate resources efficiently, and design effective strategies.
Global	Informs global financial markets, trade policies, and international cooperation initiatives.
Employability	Assess risks, anticipate outcomes, and develop strategies to mitigate uncertainties.
Entrepreneurship	Supports decision-making in areas such as product development, marketing strategies, and investment decisions
Skill Development	Contribute to overall analytical and problem-solving capabilities
Professional Ethics	Assessing the viability of business ideas, and making informed decisions on resource allocation and strategic planning.
Gender	Maintain the credibility and trustworthiness of research findings.
Human Values	Addressing gender-related issues by providing insights into gender disparities, biases, and inequalities
Environment & Sustainability	Guide policymakers and organizations in making decisions that promote human values, fairness, and social justice
Unit IV	
Local	Enable local development projects to be data-driven and evidence-based, leading to more effective and targeted interventions.
Regional	Evaluate the impact of interventions, and make informed decisions based on statistical evidence.
National	Enable the evaluation of regional development programs and initiatives to ensure their effectiveness and address specific regional needs.
Global	Essential for monitoring progress towards global development goals, such as poverty reduction
Employability	Collect, analyze, and interpret data to inform decision-making
Entrepreneurship	Allows entrepreneurs to test assumptions, make evidence-based decisions, and assess the potential success of their business ventures.
Skill Development	Enhances critical thinking, analytical reasoning, and problem-solving abilities.
Professional Ethics	Enable individuals to collect relevant data, analyze it systematically, and draw meaningful conclusions



Gender	Ethical sampling practices contribute to the integrity, validity, and reliability
Human Values	Ensures that research outcomes provide insights into gender-related issues
Environment & Sustainability	Contributes to the trustworthiness and reliability of research outcomes,
SDG	SDG 4
NEP 2020	
POE/4th IR	Aligns with the concepts of internet telephony, multimedia applications, and SEO

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	FINANCIAL ECONOMETRIC ANALYSIS
CHRIST UNIVERSITY	MBA	Numerical & Statistical Computations

Department:	School of Management & Commerce		
Course Name: Economic Analysis for Business	Course Code: MCMC707	L-T-P	Credits
		3-0-0	3
Type of Course:	Major		
Pre-requisite(s), if any: Basic understanding of economics			



Brief Syllabus: The fundamental and unique course of Micro Economics would encourage the action - leaning and value adding potential business learners who are enthusiastic and passionate with the thought of working in International behemoths and soon-to-be-Indian behemoths of today. Also, then they need to apprehend about Business Economics jargons which are basically related to various disciplines like Management, Accounting, Economics, Basic Finance, Engineering and the like. As Micro economics gives practical inside to solve business dilemmas by using its tools for other disciplines.

UNIT WISE DETAILS

Unit Number: 1	Title: Introduction	No. of hours: 12
Content Summary: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Decision Making under Risk and Uncertainty.		
Unit Number: 2	Title: Consumer Behavior and Demand Analysis	No. of hours: 12
Content Summary: Cardinal and Ordinal Approaches to Consumer Behavior; Demand Functions; Determinants of Demand; Elasticity of Demand; Derivation of Market Demand; Demand Estimation and Forecasting.		
Unit Number: 3	Title: Theory of Production and Cost	No. of hours: 11
Content Summary: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Empirical Estimation of Production Functions; Traditional and Modern Theory of Cost in Short and Long Run, Economies of Scale and Economies of Scope, Empirical Estimation of Cost Function.		
Unit Number: 4	Title: Theory and Behavior of Firm	No. of hours: 10



Content Summary: Profit Maximization; Alternative Objectives of Business Firms; Price Output Decisions; under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Pricing Policies and Methods, Strategic Behavior of Firms; **Game Theory:** Nash Equilibrium, Prisoner's Dilemma Price & Non-Price Competition.

***Self-Learning Components:**

- Provide students with real-world case studies and business simulations that require them to apply economic analysis techniques to solve problems and make strategic decisions.
- Develop a series of online quizzes that cover key concepts and theories in economic analysis.
- Provide students with real-world case studies and business simulations that require them to apply economic analysis techniques to solve problems and make strategic decisions.

Text book [TB]:

1. Salvatore, D. Managerial economics in a global economy. Irwin, McGraw-Hill.

Reference book(s) [RB]:

1. Geetika, Ghosh, P., & Choudhury, P.R. (2nded). Managerial economics. New Delhi: McGraw Hill Education.
2. Dwivedi, D. N. Managerial economics. New Delhi, ND: Vikas Publication House.
3. Christopher, R. Thomas, & S. Charles, Maurice. Managerial economics. New Delhi: Tata McGraw Hill.
4. Dholakia, R.H., & Oza, A.N. Micro economics for management students. New Delhi: Oxford University Press.

Define Course Outcomes (CO)

COs	Statements
CO1	Develops skills in the students to understand functioning of entire economy on the basis of individual.
CO2	Understand economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.
CO3	Enables studying the causes, effects and solutions of general redundancy.



CO4	Analyze about the market at a large level.
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CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Val33333uing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1			
CO2	1		
CO3			
CO4	4		
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	3	-	-	-
CO4	-	-	-	-	1	2	-	-	-	-



CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	-	-
CO2	-	-	-
CO3	-	2	-
CO4	-	-	-

Relevance of the Syllabus to various indicators

Unit I	Introduction
Local	Contribute to informed decision-making, resource optimization, and the effective allocation of resources.
Regional	Facilitates the identification of regional disparities, promotes balanced development, and supports regional integration efforts.
National	Provide a basis for evidence-based policymaking and enable monitoring.
Global	Providing accurate and reliable data, statistics contribute to evidence-based decision-making
Employability	Providing accurate and reliable data, statistics contribute to evidence-based decision-making
Entrepreneurship	Enables entrepreneurs to conduct market research, analyze consumer behavior, and make data-driven decisions.
Skill Development	Fosters the ability to communicate findings effectively and make evidence-based decisions.
Professional Ethics	Providing reliable and trustworthy information to inform decision-making.
Gender	Enable evidence-based advocacy and policy formulation to promote gender equity.
Human Values	Evaluating the effectiveness of social programs, policies, and interventions aimed at addressing societal challenges.
Environment & Sustainability	Mitigate environmental risks, promote sustainable practices, and monitor progress towards sustainability goals.
Unit II	



Local	Local businesses can also identify untapped market segments and explore opportunities for growth based on consumer demand analysis.
Regional	promotes regional economic development, stimulates entrepreneurship, and encourages regional trade and cooperation.
National	Understanding the Consumer Behavior and Demand Analysis
Global	To assess the factors Affecting Elasticity of Demand
Employability	apprehend Business Economics jargons which are basically related to various disciplines like Management, Accounting, Economics, Basic Finance, Engineering
Entrepreneurship	
Skill Development	Contributes to the Demand Forecasting
Professional Ethics	Consumer Behavior and Demand Analysis
Gender	
Human Values	Factors Affecting Elasticity of Demand
Environment & Sustainability	
Unit III	
Local	
Regional	
National	Factors of Production
Global	
Employability	use of ISOQUANTS
Entrepreneurship	
Skill Development	
Professional Ethics	Factors of Production
Gender	
Human Values	
Environment & Sustainability	
Unit IV	
Local	
Regional	
National	Private and Social Cost. Pricing Under Perfect Competition, Monopoly, Monopolistic market
Global	
Employability	Cost Analysis & Price Output Decisions



Entrepreneurship	
Skill Development	
Professional Ethics	
Gender	Private and Social Cost. Pricing Under Perfect Competition, Monopoly, Monopolistic market
Human Values	
Environment & Sustainability	
SDG	SDG 4
NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts Project Management & the risks of Globalization

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Managerial Economics
CHRIST UNIVERSITY	MBA	Managerial Economics

Department:	School of Management & Commerce		
Course Name: Accounting For Management	Course Code: MCMC709	L-T-P	Credits
		3-1-0	4
Type of Course:	Major		
Pre-requisite(s), if any: Basics of accounts			
Brief Syllabus: This course imparts the basic concepts of data structures and algorithms. It enables them to write algorithms for solving problems with the help of fundamental data structures. The course of data structures help organizing the data in variety of ways to solve the problem efficiently. The course introduces the basic concepts about stacks, queues, lists, trees and graphs. It also discusses about daily problems like searching and sorting techniques.			
UNIT WISE DETAILS			



Unit Number: 1	Title: Nature of Accounting Information	No. of hours: 12
Content Summary: Scope of Accounting, Accounting concepts, Principles & Standards, Journal, Ledger, Trial Balance, Depreciation Accounting (straight line and diminishing balance methods), Preparation of Final Accounts Trading Account, Profit and Loss Account; Balance Sheet (with adjustments)		
Unit Number: 2	Title: Cost Accounting	No. of hours: 13
Content Summary: Meaning, Objectives Importance, Methods, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level.		
Unit Number: 3	Title: Performance Evaluation Techniques	No. of hours: 10
Content Summary: Introduction to Budgeting and Budgetary Control; Installation of Budgetary Control system; Classification of Budget; Fixed and Flexible Budgeting; Standard Costing and Variance Analysis (Labour and Materials); Balanced Scorecard; Responsibility Accounting		
Unit Number: 4	Title: Decision Making Techniques:	No. of hours: 10
Content Summary: Marginal Costing; Absorption Costing; Contribution; Key factor; Cost-Volume-Profit Analysis; Decision making under decision involving alternative choice; Introduction to Activity Base Costing, Targeting Costing, Life Cycle Costing; Uniform Costing		
*Self-Learning Components		
<ul style="list-style-type: none">• Students can input financial data and generate key financial ratios, interpret them, and make informed managerial decisions based on the analysis.• Develop virtual budgeting and forecasting exercises where students can practice creating budgets, making projections, and analyzing variances.• Present case studies that focus on managerial accounting practices in different industries and organizational settings. Students can analyze the cases, identify problems or opportunities		
Text Books		
1. Maheshwari, S.N. Accounting for Management. Vikas Publishing House. New Delhi:		
Reference Books/Materials		
1. Shashi K Gupta, Sharma R.K. Management Accounting, Kalyani publications		
2. Arora, M. N. (2015). Cost Accounting (12th ed). New Delhi: Vikas Publishing House.		



3. Khan, M.Y., & Jain, P.K. (2015). Financial Management, Text, Problems & Cases (7th ed). New Delhi: Tata McGraw Hill Company.

4. Maheshwari, S.N. Financial and Cost Accounting. New Delhi: Sultan Chand & Sons.

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the basics of accounting and importance of financial statements with reference to different users of accounting information.
CO2	Understand the various types of costs and preparation of cost sheet and its importance in decision making
CO3	Learn the importance and various types of budgets and its role in performance evaluation
CO4	Decision making through life cycle, target, and activity based costing and learn how CVP analysis helps in decision making

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		



C02	C2		
C03	C3		
C04		A1	
C05			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	3	-	-	-
CO4	-	-	-	-	1	2	-	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	-	-
CO2	-	-	-
CO3	-	2	-
CO4	-	-	-

Relevance of the Syllabus to various indicators

Unit I	Introduction
Local	
Regional	
National	Scope of Accounting, Accounting concepts, Principles & Standards, Journal, Ledger, Trial Balance, Depreciation Accounting
Global	



Employability	Preparation of Final Accounts Trading Account, Profit and Loss Account; Balance Sheet
Entrepreneurship	
Skill Development	
Professional Ethics	
Gender	
Human Values	
Environment & Sustainability	
Unit II	
Local	
Regional	
National	
Global	
Employability	
Entrepreneurship	
Skill Development	Setting of Reorder Level, Maximum Level, Minimum Level
Professional Ethics	Objectives Importance, Methods, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting
Gender	
Human Values	
Environment & Sustainability	
Unit III	
Local	
Regional	
National	Introduction to Budgeting and Budgetary Control; Installation of Budgetary Control system
Global	
Employability	
Entrepreneurship	
Skill Development	
Professional Ethics	Balanced Scorecard; Responsibility Accounting
Gender	
Human Values	
Environment & Sustainability	
Unit IV	



Local	
Regional	
National	
Global	
Employability	
Entrepreneurship	
Skill Development	Decision making under decision involving alternative choice.
Professional Ethics	Activity Base Costing, Targeting Costing, Life Cycle Costing; Uniform Costing
Gender	
Human Values	
Environment & Sustainability	
SDG	SDG 4
NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts of employability skills/practical courses from industry and alumina

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Accounting for Managers
CHRIST UNIVERSITY	MBA	FINANCIAL ACCOUNTING FOR MANAGERS

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
CHRIST University	MBA	INNOVATION AND DESIGN THINKING



Department:		School of Management & Commerce		
Course Name: Content Marketing		Course Code: MCSP812		L-T-P
				2-0-2
		Credits		
		3		
Type of Course:		Major		
Pre-requisite(s), if any:				
Brief Syllabus: To understand the content marketing landscape and the different types of content marketing tactics available and to develop a content marketing strategy that aligns with business goals and target audiences				
UNIT WISE DETAILS				
Unit Number: 1	Title: Introduction to Content Marketing			No. of hours: 8
Content Summary: Overview of the content marketing landscape - Setting content marketing goals and identifying target audiences - Understanding customer behaviour online - Developing a content marketing strategy -Types of content (e.g. blog posts, videos, podcasts, social media posts)				
Unit Number: 2	Title: Content Creation			No. of hours: 8
Content Summary: Researching and identifying topics for content - Crafting compelling headlines and titles - Writing and editing content - Optimising content for search engines -Repurposing content for different channels and formats				
Unit Number: 3	Title: Content Distribution			No. of hours: 8
Content Summary: Identifying appropriate distribution channels for content (e.g. social media, email, paid promotion,podcasts) - Crafting effective calls-to-action - Measuring and tracking content performance - Repurposing and updating content – Digital PR Campaigns				
Unit Number: 4	Title: Content Marketing Tactics			No. of hours: 8
Content Summary: Introduction to content marketing tactics (e.g. guest blogging, influencer marketing) - Developing a content calendar - Managing a content marketing team -Outsourcing content creation				



Unit Number: 5	Title: Advanced Content Marketing Strategies	No. of hours: 8
<p>Content Summary: Introduction to advanced content marketing tactics (e.g. content personalisation, interactive content) - Integrating content marketing with other marketing channels (e.g. paid media, email marketing) - Measuring and tracking the ROI of content marketing campaigns</p>		
<p>*Self-Learning Components</p>		
<p>Reference Books:</p> <p>Content Chemistry: The Illustrated handbook for Content Marketing by Andy Crestodina</p>		

Define Course Outcomes (CO)

COs	Statements
CO1	Define content marketing and its key components.
CO2	Create and optimize diverse content types.
CO3	Analyze content distribution channels and their efficacy.
CO4	Apply content marketing tactics in real-world scenarios.
CO5	Evaluate advanced strategies and their ROI impacts.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving



CO1	C1		
CO2	C6		
CO3	C4		
CO4	C3		
CO5	C5		

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	2	1	1	1	1	2	0	2
CO2	1	2	2	1	1	1	3	2	0	2
CO3	1	1	2	2	1	2	2	3	1	1
CO4	1	3	2	1	2	1	2	2	2	2
CO5	1	2	2	3	1	3	2	2	1	1

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	2	3	2
CO3	2	2	2
CO4	3	3	3
CO5	3	2	2

Relevance of the Syllabus to various indicators



Unit I	
Local	Content marketing allows for local targeting and local audience engagement.
Regional	Region-specific content strategies can be developed.
National	Enables nationwide campaigns through relatable content.
Global	Content can be tailored for international audiences.
Employability	Foundation of content marketing is essential for modern marketing roles.
Entrepreneurship	Fundamental for startups' online presence and audience engagement.
Skill Development	Enhances strategic planning and audience analysis skills.
Professional Ethics	Encourages genuine and authentic content.
Gender	Provides equal opportunities for engagement and targeting all genders.
Human Values	User-centric content fosters trust and reliability.
Environment & Sustainability	Digital content reduces the need for physical promotional materials.
Unit II	
Local	Local topics can be researched and written about.
Regional	Regional issues and interests can be addressed.
National	Content can be created addressing national interests.
Global	Enables creation of globally relevant content.
Employability	Skills in content creation are highly sought after.
Entrepreneurship	Essential for startups to produce engaging content.
Skill Development	Enhances writing, editing, and optimization skills.
Professional Ethics	Promotes honest and original content creation.
Gender	Content creation can be gender-inclusive and represent diverse voices.
Human Values	Content can reflect human stories and values.
Environment & Sustainability	Digital content is environmentally friendly.



Unit III	
Local	Localized content can be distributed to specific local communities.
Regional	Content can be promoted in regional channels.
National	Enables wider distribution on national platforms.
Global	International content distribution channels can be utilized.
Employability	Knowledge of distribution enhances job prospects in marketing.
Entrepreneurship	Effective distribution crucial for startups' growth.
Skill Development	Skills in digital PR and analytics are developed.
Professional Ethics	Ethical promotion and transparency in content sharing.
Gender	Content distribution channels can be chosen to be inclusive.
Human Values	Distribution can respect and cater to users' preferences.
Environment & Sustainability	Digital distribution is sustainable and reduces carbon footprint.
Unit IV	
Local	Tactics can be applied for local audience engagement.
Regional	Regional content collaborations like guest blogging can be explored.
National	National influencers and platforms can be engaged.
Global	Enables global collaborations and tactics.
Employability	Tactical knowledge is essential for advanced marketing roles.
Entrepreneurship	Helps startups navigate the content marketing landscape effectively.
Skill Development	Enhances tactical planning and team management skills.
Professional Ethics	Ensures ethical collaborations and genuine content strategies.
Gender	Tactics can involve diverse and inclusive collaborations.
Human Values	Content tactics can prioritize audience value and engagement.
Environment & Sustainability	Digital collaborations and tactics are sustainable.
Unit V	
Local	Advanced strategies can be localized for specific communities.
Regional	Advanced strategies can cater to regional preferences.



National	Tailored strategies for national campaigns.
Global	Advanced strategies can be made for global audiences.
Employability	Mastery over advanced strategies enhances job suitability.
Entrepreneurship	Crucial for startups to remain cutting-edge in the digital landscape.
Skill Development	Enhances strategic, analytical, and integration skills.
Professional Ethics	Encourages ethical and genuine advanced content practices.
Gender	Advanced strategies can ensure inclusive and diverse content.
Human Values	Advanced strategies can prioritize user-centric approaches.
Environment & Sustainability	Integrated digital strategies reduce physical promotional needs.
SDG	
NEP 2020	
POE/4th IR	

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING

Department:	School of Management & Commerce		
Course Name: People's Behaviour in An Organisation	Course Code: MCMC713	L-T-P	Credits
		3-0-0	3



Type of Course:	Major	
Pre-requisite(s), if any:		
Brief Syllabus: <p>The main objective of Organizational Behavior course is to help the students to acquire and develop skill to take rational decisions in the process of O.B. People have always been regarded as important in managing organizations. Human aspects are critical in each functional aspects of management and equally so for the effective utilization of resources. In view of this, organizational behavior has assumed great importance. This course is designed primarily for students who are being exposed to Organizational Behavior for the first time.</p>		
UNIT WISE DETAILS		
Unit Number: 1	Title: Foundation and background of OB	No. of hours: 12
Content Summary: concept, nature & scope of OB, Foundations of OB, challenges & opportunities, ethical issues in OB.		
Unit Number: 2	Title: Individual behavior and processes	No. of hours: 13
Content Summary: individual differences–values and attitudes; Perception concept, process and applications; Personality–concept, determinants and theories applications; Learning and Reinforcement, Stress–symptoms, causes, consequences and management.		
Unit Number: 3	Title: Interpersonal and team processes	No. of hours: 10
Content Summary: group behavior, group development, group dynamics, social loafing; developing teams–self-directed work teams, virtual teams; team building; Empowerment–concept, significance, Conflict–Concept, sources, types, management of conflict, Power–concept, sources, approaches; organizational politics		
Unit Number: 4	Title: Organizational processes and structure:	No. of hours: 10
Content Summary: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.		
*Self-Learning Components: <ul style="list-style-type: none">• Case studies that explore real-life scenarios related to organizational behavior. These cases can involve topics such as leadership, motivation, communication, teamwork, and conflict resolution		



- Assign self-reflection exercises that encourage students to reflect on their own behavior and experiences in organizational settings.
- Assign video presentations or role-plays where students can demonstrate their understanding of organizational behavior concepts

TEXT BOOKS:

1. Robbins, S.P. (2008) Organizational Behaviour, (7th Edition), New Delhi ND: Prentice Hall of India.

REFERENCE BOOKS

1. Pareek, Udai. (2012). Understanding Organisational Behaviour (3rd Edition). New Delhi ND: Oxford University Press.
2. Prasad, L.M. (2014). Organizational Behaviour (5th Revised Edition) Sultan Chand & Sons.
3. Aswathappa, K. (2007). Organizational Behavior, (7th Edition) New Delhi ND: Himalaya Publishing House.

Define Course Outcomes (CO)

COs	Statements
CO1	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
CO2	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
CO3	Analyze the complexities associated with management of the group behavior in the organization.
CO4	Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1			
CO2			
CO3	C3		
CO4			
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	3	-
CO4	-	-	-	3	-	-	-	2	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
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CO1	-	-	-
CO2	-	2	-
CO3	3	-	-
CO4	-	-	3

Relevance of the Syllabus to various indicators

Unit I	Introduction
Local	-
Regional	-
National	Understanding concept, nature & scope of OB, Foundations of OB, challenges & opportunities, ethical issues in OB.
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	-
Local	-
Regional	-
National	-
Global	Assessing individual differences–values and attitudes; Perception concept, process and applications; Personality-concept, determinants and theories applications
Employability	-
Entrepreneurship	-
Skill Development	To understand the Learning and Reinforcement, Stress–symptoms, causes, consequences and management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-



Unit III	-
Local	-
Regional	-
National	group behavior, group development, group dynamics, social loafing; developing teams–self-directed work teams
Global	virtual teams; team building; Empowerment-concept, significance,
Employability	-
Entrepreneurship	Conflict–Concept, sources, types, management of conflict, Power–concept, sources, approaches; organizational politic
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	-
Local	--
Regional	-
National	-
Global	organizational structure and design, Work and job design
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	organizational learning; organizational culture; organizational change and development.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts of employability skills/practical courses from industry and alumina

Benchmarking Universities:



Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	ORGANIZATIONAL BEHAVIOUR
CHRIST UNIVERSITY	MBA	ORGANIZATIONAL BEHAVIOUR
DELHI UNIVERSITY	MBA	ORGANIZATIONAL BEHAVIOUR

Department:	School of Management & Commerce		
Course Name: Managing Marketing Operations	Course Code: MCMC715	L-T-P	Credits
		3-0-0	3
Type of Course:	Major		
Pre-requisite(s), if any: Basic market understanding			
<p>Brief Syllabus: Marketing, in its core is a practice. The theory aspect of the course is derived from the practice itself. One can say that the practice is independent factor however theory contents are based on this independent factor only. The innovative practice only has the capability to enrich the course contents in true sense.</p> <p>Here the basic is to manage the marketing operations in cheapest way for the growth and development of all the stakeholders of the firm. Marketing operations includes analyzing the market, assessing firm's feasibility to match the requirement, planning the marketing contents, tracking budget and other key metrics for achieving firm's vision and mission.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Marketing	No. of hours: 12	
<p>Content Summary: Meaning, core concepts, nature and scope of marketing; marketing philosophies; concept of marketing myopia & marketing mix; understanding marketing environment; models of consumer and organizational behaviour, buying decision process; market segmentation, targeting and positioning.</p>			
Unit Number: 2	Title: Product & Price	No. of hours: 13	



Content Summary: Product: Product concept; new product development process; product levels; product classifications; introduction of product mix, major product decisions; branding, packaging and labeling; product differentiation; product life cycle.

Price: Concept of price and pricing, applications of pricing; determinants of price; pricing process, important pricing strategies and policies.

Unit Number: 3	Title: Place & Promotion	No. of hours: 10
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Content Summary: Place (distribution): Nature, functions, and types of distribution channels; channel functions and flows; channel levels; channel-design decisions; channel conflict, coordination and competition.

Promotion (communication): Developing effective communications; characteristics of the marketing communications mix; factors in setting the marketing communications mix; elements of promotion mix-advertising, personal selling, publicity and sales promotion.

Unit Number: 4	Title: Marketing organization and control	No. of hours: 10
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Content Summary: Marketing organization and control: Emerging trends and issues in marketing-consumerism, wholesaling and retailing; rural marketing, social marketing; direct and interactive marketing; green marketing.

***Self-Learning Components**

Take advantage of online learning platforms that offer courses specifically focused on managing marketing operations. These courses can cover topics such as marketing planning, campaign management, data analysis, and marketing technology.

Read books and publications that provide insights into marketing operations. Look for titles that discuss best practices, case studies, and strategies for managing marketing operations effectively.

Follow industry-specific blogs and websites that provide valuable information and updates on marketing operations. These platforms often share practical tips, trends, and expert advice to help you stay up to date with the latest developments in the field.

Text Books

Kotler, P., Keller, K., Koshy, L., &Jha, M. (2016). *Marketing management* (16thed.). New Delhi: Pearson.

Reference Books/Materials

1. Kurtz, D. L., & Boone, L. E.(2013), *Principles of contemporary marketing* (16th ed.). New Delhi: Cengage Learning India.
2. Douglas, I. D. & Leonard J. P., *Marketing management: text and cases* (7thed.). U.S.A.: John Wiley and Sons.



3. Pride, W. M. and Ferrel, O. C. (2004), *Marketing: concepts and strategies (12th ed.)*. New Delhi: iztantra/Wiley India Pvt. Ltd..

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding the concept of marketing management, its fundamentals in accordance with ethical issues in marketing practices with its application in the life, business & allied disciplines, jobs, leading opportunities in entrepreneurship practices and in higher studies as well.
CO2	Understanding of product and price concept of marketing, as how to plan a new product and to price it in most innovative manner to gain competitive edge over others.
CO3	Understanding of the distribution system and marketing communication elements in detail to place and promote the products profitably.
CO4	Gaining knowledge of few emerging trends such as retailing, wholesaling, green marketing, social marketing, rural marketing and interactive

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	<ol style="list-style-type: none"> 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create 	<ol style="list-style-type: none"> 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing 	<ol style="list-style-type: none"> 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
	C1		



CO1			
C02	C1		
CO3	C1		
CO4			
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	-	-	2	1	1	-	2
CO2	3	-	2	-	-	-	-	1	-	2
CO3	3	-	2	-	-	-	-	1	2	2
CO4	3	-	2	-	-	-	-	1		2

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	-	1	2
CO2	-	1	-
CO3	-	1	-
CO4	-	-	-

Relevance of the Syllabus to various indicators

Unit I	
Local	Targeting and serving customers within a specific geographical area. Marketing managers will understand local consumer preferences, behavior, and trends to create effective marketing strategies for the local market.
Regional	Regional marketing focuses on specific regions or areas, usually larger than a local market. Marketing managers analyze regional



	demographics, competition, and cultural factors to develop marketing plans that cater to the needs and preferences of the target audience in that particular region.
National	National marketing refers to marketing activities that span an entire country. Marketing managers need to consider the diverse cultural, economic, and social factors within the country to design marketing campaigns that resonate with the national audience.
Global	Global marketing involves marketing products and services across international borders. Marketing managers face the challenge of adapting marketing strategies to different countries and cultures while maintaining a consistent brand image and message.
Employability	Employability in marketing management refers to the skills, knowledge, and attributes that make individuals desirable to potential employers in the marketing field. This includes a combination of technical marketing skills, communication abilities, analytical thinking, and a strong understanding of market dynamics.
Entrepreneurship	Entrepreneurship in marketing management refers to the ability to identify market opportunities, develop innovative marketing strategies, and create and manage marketing ventures. Marketing managers with an entrepreneurial mindset can drive growth and create competitive advantages for their organizations.
Skill Development	Skill development in marketing management focuses on enhancing the specific skills required for effective marketing practice. This includes areas such as market research, consumer behavior analysis, brand management, digital marketing, advertising, and strategic planning.
Professional Ethics	Professional ethics in marketing management refers to the moral principles and values that guide ethical behavior in marketing practices. Marketing managers need to consider ethical considerations such as truthfulness in advertising, respecting consumer privacy, fair competition, and social responsibility in their decision-making processes.
Gender	Gender plays a significant role in marketing management as marketing strategies and campaigns often target specific gender segments. Understanding gender dynamics and addressing gender-



	related issues can help marketers create more inclusive and effective marketing campaigns.
Human Values	Human values encompass the principles and ideals that guide human behavior and decision-making. In marketing management, considering human values involves understanding and aligning marketing strategies with the values, beliefs, and aspirations of the target audience to build meaningful connections and relationships.
Environment & Sustainability	Environment and sustainability are crucial considerations in modern marketing management. Marketing managers need to develop strategies that are environmentally responsible, minimize waste and carbon footprint, promote sustainable consumption, and address the growing demand for environmentally-friendly products and services.
Unit II	
Local	Local factors influence product and price decisions. Local market conditions, consumer preferences, and competition play a role in determining the types of products to offer and the appropriate pricing strategies for the local market.
Regional	Regional factors, such as regional preferences, cultural differences, and economic conditions, impact product and price decisions. Marketing managers consider these factors to tailor products and pricing strategies to meet the specific needs and demands of different regions.
National	National factors, including national consumer behavior, economic trends, and legal regulations, affect product and price decisions. Marketing managers analyze national market dynamics to develop products that cater to the preferences of the national consumer base and set competitive pricing strategies.
Global	Global factors, such as global market trends, cultural diversity, and exchange rates, influence product and price decisions for international markets. Marketing managers adapt products to suit global markets and consider pricing strategies that account for regional variations in purchasing power and market competitiveness.
Employability	Employability in product and price management refers to the skills and knowledge required to effectively manage and optimize product offerings and pricing strategies. Marketing managers with strong



	product management and pricing skills are highly sought after by organizations.
Entrepreneurship	Entrepreneurship in product and price management involves identifying market opportunities, developing innovative products, and creating pricing strategies that provide a competitive edge. Entrepreneurs in marketing management often introduce unique products and pricing models to disrupt existing markets.
Skill Development	Skill development in product and price management focuses on enhancing the specific skills required to manage products effectively and set appropriate pricing strategies. This includes skills such as market research, product development, pricing analysis, and competitor analysis.
Professional Ethics	Professional ethics in product and price management involve ensuring fair and transparent practices in product development and pricing. Marketing managers must adhere to ethical guidelines, such as avoiding deceptive product claims and implementing fair pricing practices.
Gender	Gender considerations in product and price management involve understanding the different preferences and needs of various gender segments. Marketing managers may tailor product features, packaging, and pricing strategies to appeal to specific gender groups.
Human Values	Human values influence product and price decisions by considering the impact of products and pricing on consumers' well-being and values. Marketing managers may align products with values such as health, safety, and social responsibility. Pricing strategies may reflect fairness and affordability.
Environment & Sustainability	Environment and sustainability considerations in product and price management involve developing environmentally-friendly products and implementing pricing strategies that encourage sustainable consumption. Marketing managers may promote eco-friendly products and use pricing incentives to drive sustainable behavior.
Unit III	
Local	Local considerations in place and promotion involve determining the most effective distribution channels and marketing communication methods within a specific geographical area. Marketing managers analyze local market conditions, customer behavior, and preferences



	to develop strategies for efficient distribution and targeted promotional activities.
Regional	Regional factors play a role in determining the distribution channels and promotional tactics across a specific region. Marketing managers consider regional market characteristics, competition, and consumer preferences to optimize the placement and promotion strategies within that particular region.
National	National considerations in place and promotion encompass distribution and marketing communication strategies that cover an entire country. Marketing managers analyze national distribution networks, logistics, and infrastructure, as well as develop national marketing campaigns and promotional activities to reach a broader audience.
Global	Global factors in place and promotion involve distribution and marketing communication strategies in international markets.
Employability	Employability in place and promotion management refers to the skills and knowledge required to manage distribution channels effectively and develop successful marketing communication campaigns.
Entrepreneurship	Entrepreneurship in place and promotion management involves identifying innovative distribution channels and developing creative marketing communication strategies to gain a competitive advantage.
Skill Development	skill development in place and promotion management focuses on enhancing skills related to channel management, supply chain optimization, retailing, logistics, and marketing communication.
Professional Ethics	Professional ethics in place and promotion management involve ensuring fair and ethical practices in distribution and marketing communication
Gender	Gender considerations in place and promotion management involve understanding the different preferences and behaviors of various gender segments in distribution channels and marketing communication.
Human Values	Human values influence decisions related to place and promotion by considering the impact of distribution channels and marketing communication on consumers' values and well-being.



Environment & Sustainability	Environment and sustainability considerations in place and promotion management involve implementing environmentally-friendly distribution practices and developing sustainable marketing communication campaigns.
Unit IV	
Local	Local considerations in marketing organization and control involve structuring and managing marketing teams and activities within a specific geographical area.
Regional	Regional factors play a role in structuring marketing organizations and implementing control mechanisms across a specific region.
National	National considerations in marketing organization and control encompass structuring marketing departments and control systems that cover an entire country.
Global	Global factors in marketing organization and control involve managing marketing teams and activities across international markets.
Employability	Employability in marketing organization and control refers to the skills and competencies required to effectively organize marketing teams and implement control systems.
Entrepreneurship	Entrepreneurship in marketing organization and control involves fostering an entrepreneurial culture within the marketing organization.
Skill Development	Skill development in marketing organization and control focuses on enhancing skills related to team management, organizational design, performance measurement, and control mechanisms
Professional Ethics	Professional ethics in marketing organization and control involve promoting ethical behavior and transparency in managing marketing teams and implementing control systems.
Gender	Gender considerations in marketing organization and control involve promoting gender diversity and equality within the marketing organization
Human Values	Human values influence decisions related to marketing organization and control by considering the well-being, growth, and development of employees within the marketing organization



Environment & Sustainability	Environment and sustainability considerations in marketing organization and control involve integrating environmental and social sustainability principles into marketing practices.
SDG	SDG 4
NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts of employability skills/practical courses from industry and alumina

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	MARKETING MANAGEMENT
CHRIST UNIVERSITY	MBA	MARKETING MANAGEMENT

Department:	School of Management & Commerce		
Course Name: Business Communication Skills I	Course Code: MCMC717	L-T-P:	Credits
		2-0-0	2
Type of Course:	AEC		
Pre-requisite(s), if any: Basic Communication skills			
Brief Syllabus: Business Communication Skills encompasses a wide range of essential topics and skills for effective communication in the business world. It covers areas such as written communication, including crafting professional emails and reports, as well as oral communication skills, such as delivering engaging presentations and actively listening in conversations. Interpersonal communication and teamwork, business etiquette, persuasive communication, and crisis communication are also covered.			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Communication		No. of hours: 6



Content Summary: Communication ,Introduction to Communication ,Types of communication Verbal & Nonverbal Communication ,Barriers to Communication ,Body language ,Listening Skills, Activity, Language		
Unit Number: 2	Title: Vocabulary Building & general speaking	No. of hours: 8
Content Summary: Basic Grammar/Communicative Grammar,Parts of speech ,Nouns ,Pronouns: Noun Pronoun Agreement, Types with special emphasis over relative pronouns ,Verbs: Introduction Principal verbs and auxiliary verbs, subject-verb agreement ,Adjectives: degrees of comparison ,Adverb: Types and its usage in sentences ,Conjunctions: Coordinating and Co-relative conjunctions ,Prepositions ,Articles: Definite and Indefinite articles ,Usage of Tenses ,Subject verb agreement ,Sentence Structure: Simple Complex and Compound sentences ,Clauses .		
Unit Number: 3	Title: Relational Database Design	No. of hours: 8
Content Summary: Word formation ,Theory and exercise ,Synonyms and antonyms ,One-word substitutes ,Idioms ,Phrasal verbs ,Pair of words ,Homonyms, hyponyms, hypernyms Linking words: sequencing of sentences (to form a coherent paragraph),Paragraph writing Supplying a suitable beginning/ending/middle sentence to make the paragraph coherent Idiomatic language (with emphasis on business communication), Punctuation depending on the meaning of the sentence, run on errors, sentence fragments, coma splices		
Unit Number: 4	Title: Query Languages	No. of hours: 8
Content Summary: General Essay writing, Writing Issues and Arguments (with emphasis on creativity and analysis of a topic) ,Story writing ,Business letter writing: Guidance in framing a ‘Statement of purpose’, Letters of Recommendation ,Email writing, email and business letter writing etiquette, Letters of complaints/responses to complaints		
*Self-Learning Components <ol style="list-style-type: none">1. Enroll in online courses that focus on business communication skills. Look for courses that cover topics such as professional writing, presentation skills, interpersonal communication, and effective business correspondence.2. Read books and publications that provide insights and guidance on business communication. Look for titles that offer practical tips, strategies, and examples to improve your written and verbal communication skills in a business context.3. Follow industry-specific blogs and websites that offer articles and resources on business communication. These platforms often provide tips, trends, and best practices for effective communication in the business world.		



Reference Books:

1. "Effective Business Communication" by Herta A. Murphy and Herbert W. Hildebrandt
2. "Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy
3. "The Essentials of Business Communication" by Mary Ellen Guffey and Dana Loewy
4. "Business Communication Today" by Courtland L. Bovee and John V. Thill
5. "Communicating for Results: A Guide for Business and the Professions" by Cheryl Hamilton

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the basics of Grammar to improve written and oral communication skills
CO2	Understand the correct form of English with proficiency
CO3	Improve student’s personality and enhance their self-confidence Enhance academic writing skills
CO4	Improve professional communication.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	<ol style="list-style-type: none"> 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 	<ol style="list-style-type: none"> 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing 	<ol style="list-style-type: none"> 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving



	6. Create		
CO1	C2		
CO2	C2		
CO3			P5
CO4			P5

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	-	-		-	-	-	-	-	2
CO2	-	2	1	-	-	-	2	-	-	-
CO3	3	-	1	-	-	-	-	-	-	-
CO4	-	2	2	-	-	-	2	-	-	2

CO-PSO Mapping

PSO	PSO1	PSO2	PSO3
CO1	-	-	-
CO2	2	1	-
CO3	-	2	-
CO4	1	-	-

Relevance of the Syllabus to various indicators

Unit I	
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Local	Exploring communication within local communities, focusing on interpersonal interactions, cultural norms, and communication dynamics in a specific geographic area.
Regional	Examining communication patterns and practices within a particular region, considering regional dialects, communication styles, and cultural nuances that influence interactions.
National	Analyzing communication on a national level, including mass media, public discourse, and shared cultural narratives that shape communication patterns within a country.
Global	Understanding communication in a global context, exploring cross-cultural communication, intercultural competence, and the impact of globalization on communication dynamics.
Employability	Recognizing the importance of effective communication skills in the workplace, emphasizing the ability to convey ideas, collaborate with colleagues, and engage with customers or clients.
Entrepreneurship	Highlighting communication skills necessary for entrepreneurs, including pitching ideas, negotiating contracts, and networking to establish and grow businesses.
Skill Development	Fostering the development of various communication skills, such as listening, speaking, writing, nonverbal communication, and digital literacy, to enhance overall communication effectiveness.
Professional Ethics	Exploring ethical considerations in communication, including honesty, respect, and privacy, as well as addressing ethical dilemmas that arise in professional contexts.
Gender	Examining the role of gender in communication, including communication styles, power dynamics, and societal expectations, to promote understanding and effective communication between genders.
Human Values	Recognizing the importance of values such as empathy, compassion, and fairness in communication, and understanding how they influence interpersonal and intercultural interactions.
Environment & Sustainability	Addressing the role of communication in environmental and sustainability issues, including raising awareness, advocating for change, and promoting sustainable practices through effective communication.
Unit II	



Local	Exploring communication within local communities, focusing on interpersonal interactions, cultural norms, and communication dynamics in a specific geographic area.
Regional	Examining communication patterns and practices within a particular region, considering regional dialects, communication styles, and cultural nuances that influence interactions.
National	Analyzing communication on a national level, including mass media, public discourse, and shared cultural narratives that shape communication patterns within a country.
Global	Understanding communication in a global context, exploring cross-cultural communication, intercultural competence, and the impact of globalization on communication dynamics.
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Skill Development	Fostering the development of various communication skills, such as listening, speaking, writing, nonverbal communication, and digital literacy, to enhance overall communication effectiveness.
Professional Ethics	Exploring ethical considerations in communication, including honesty, respect, and privacy, as well as addressing ethical dilemmas that arise in professional contexts.
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Human Values	Recognizing the importance of values such as empathy, compassion, and fairness in communication, and understanding how they influence interpersonal and intercultural interactions.
Environment & Sustainability	Addressing the role of communication in environmental and sustainability issues, including raising awareness, advocating for change, and promoting sustainable practices through effective communication.
Unit III	



Local	Exploring communication within local communities, focusing on interpersonal interactions, cultural norms, and communication dynamics in a specific geographic area.
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Entrepreneurship	Highlighting communication skills necessary for entrepreneurs, including pitching ideas, negotiating contracts, and networking to establish and grow businesses.
Skill Development	Fostering the development of various communication skills, such as listening, speaking, writing, nonverbal communication, and digital literacy, to enhance overall communication effectiveness.
Professional Ethics	Exploring ethical considerations in communication, including honesty, respect, and privacy, as well as addressing ethical dilemmas that arise in professional contexts.
Gender	Examining the role of gender in communication, including communication styles, power dynamics, and societal expectations, to promote understanding and effective communication between genders.
Human Values	Recognizing the importance of values such as empathy, compassion, and fairness in communication, and understanding how they influence interpersonal and intercultural interactions.
Environment & Sustainability	Addressing the role of communication in environmental and sustainability issues, including raising awareness, advocating for change, and promoting sustainable practices through effective communication.
Unit IV	



Local	Exploring communication within local communities, focusing on interpersonal interactions, cultural norms, and communication dynamics in a specific geographic area.
Regional	Examining communication patterns and practices within a particular region, considering regional dialects, communication styles, and cultural nuances that influence interactions.
National	Analyzing communication on a national level, including mass media, public discourse, and shared cultural narratives that shape communication patterns within a country.
Global	Understanding communication in a global context, exploring cross-cultural communication, intercultural competence, and the impact of globalization on communication dynamics.
Employability	Recognizing the importance of effective communication skills in the workplace, emphasizing the ability to convey ideas, collaborate with colleagues, and engage with customers or clients.
Entrepreneurship	Highlighting communication skills necessary for entrepreneurs, including pitching ideas, negotiating contracts, and networking to establish and grow businesses.
Skill Development	Fostering the development of various communication skills, such as listening, speaking, writing, nonverbal communication, and digital literacy, to enhance overall communication effectiveness.
Professional Ethics	Exploring ethical considerations in communication, including honesty, respect, and privacy, as well as addressing ethical dilemmas that arise in professional contexts.
Gender	Examining the role of gender in communication, including communication styles, power dynamics, and societal expectations, to promote understanding and effective communication between genders.
Human Values	Recognizing the importance of values such as empathy, compassion, and fairness in communication, and understanding how they influence interpersonal and intercultural interactions.
Environment & Sustainability	Addressing the role of communication in environmental and sustainability issues, including raising awareness, advocating for change, and promoting sustainable practices through effective communication.
SDG	SDG 4



NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts of employability skills/practical courses from industry and alumina

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	COMMUNICATION
CHRIST UNIVERSITY	MBA	COMMUNICATION



Semester- 2



Department:	School of Management & Commerce		
Course Name: Search Engine Optimization	Course Code: MCSP813	L-T-P	Credits
		2-0-2	3
Type of Course:	Major		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The "Search Engine Optimization" course offers a comprehensive exploration of the principles and practices in enhancing online visibility through search engines. Students will begin with an overview, understanding the significance of SEO tools, and the impact of SEO on businesses. Subsequent units delve into strategic keyword planning, content optimization techniques, technical aspects of webpage coding, and advanced strategies such as link building and performance measurement.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Overview of SEO	No. of hours: 4	
<p>Content Summary: What is Search Engine Optimisation, Tools used for SEO, On page and Off page SEO, Reading Search Engine Result Pages, How SEO affect Businesses.</p>			
Unit Number: 2	Title: SEO - Keywords	No. of hours: 6	
<p>Content Summary: Planning and research your SEO keywords, Tools used in keyword planning, Introduction to Keyword Bidding, Google Keyword Planner, Analysing SEO Keywords and Leveraging keywords attributes, Mapping SEO Keyword Distribution and Continually Evaluating.</p>			
Unit Number: 3	Title: Content and Page Optimisation	No. of hours: 4	
<p>Content Summary: Outlining content Optimisation, Optimising Site Structure, Optimising on-page Elements, Tools used for content optimisation.</p>			
Unit Number: 4	Title: Technical Optimisation	No. of hours: 8	
<p>Content Summary: Interpreting the Code behind Webpages for SEO, Outlining how search engines index content, Working with canonical URLs & Redirect, Leveraging structured data, Using Google Search Console SEO, Using the Google Page Experience signal and Core Web Vitals, Planning Content Over the Long Term.</p>			
Unit Number: 5	Title: Advanced SEO Strategies	No. of hours: 8	



Content Summary: Link Building and Measurement Strategies: Outlining the importance of links for SEO, Building links for SEO, Tools used, Measuring SEO Performance, Analysing keywords and links.

***Self-Learning Components**

Reference Books:

1. SEO 2023 : Learn Search engine optimization with smart internet marketing strategies by Adam Clarke
2. SEO Black Book: A Guide to the search Engine Optimization Industry’s secrets: The SEO Series

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding how search engine works and factors influencing search rankings
CO2	Ability to analyse website performance using tools
CO3	Understanding of tools and resources available for SEO
CO4	Ability to plan and execute effective SEO strategy

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	<ol style="list-style-type: none"> 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create 	<ol style="list-style-type: none"> 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing 	<ol style="list-style-type: none"> 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		



CO2			
CO3			
CO4			
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	5	-	-	3	-	3	3	-	-	-
CO2	-	-	-	-	3	-	-	3	-	-
CO3	5	3	-	-	-	3	-	-	-	-
CO4	-	3	-	-	-	-	-	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	2	3	3
CO2	-	1	3
CO3	3	3	2
CO4	-	3	3

Relevance of the Syllabus to various indicators

Unit I	Overview of SEO
Local	Improved local search rankings, increased visibility in local search results, and growth in local customer base.
Regional	Growth in regional search rankings, positive response to region-specific content, and increased market share in the region.
National	Improved national search rankings, increased visibility in national search results, and successful participation in national conversations.
Global	Growth in global search rankings, positive response from diverse global audiences, and international participation in trending conversations.
Employability	Successful application of SEO techniques in professional projects, certification in relevant SEO tools, and positive feedback on SEO-driven campaigns.



Entrepreneurship	Increased online visibility for entrepreneurial ventures, successful application of SEO strategies, and positive audience response to optimized content.
Skill Development	Improved proficiency in using SEO tools, successful implementation of on-page and off-page SEO techniques, and positive outcomes in skill-based assessments.
Professional Ethics	Adherence to ethical guidelines in SEO strategies, transparent communication in reporting, and responsible use of optimization techniques.
Gender	Positive response from diverse gender groups to SEO campaigns, gender-inclusive content in optimization strategies, and successful implementation of gender-sensitive SEO practices.
Human Values	Positive audience response to values-aligned SEO campaigns, incorporation of human values in optimization strategies, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in SEO campaigns, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
Unit II	SEO – Keywords
Local	Improved local search rankings, increased visibility for local search terms, and growth in local customer base through targeted keywords.
Regional	Growth in regional search rankings, positive response to region-specific keywords, and increased market share in the regional context.
National	Improved national search rankings, increased visibility for national search terms, and successful participation in national conversations.
Global	Growth in global search rankings, positive response from diverse global audiences, and international participation in trending conversations.
Employability	Successful application of keyword planning techniques in professional projects, certification in relevant keyword planning tools, and positive feedback on keyword-driven campaigns.
Entrepreneurship	Increased online visibility for entrepreneurial ventures, positive engagement from targeted keywords, and successful implementation of keyword-driven strategies.
Skill Development	Improved proficiency in keyword planning tools, successful application of keyword analysis techniques, and positive outcomes in skill-based assessments.
Professional Ethics	Adherence to ethical considerations in keyword planning, transparent communication in content creation, and responsible use of optimization techniques.
Gender	Positive response from diverse gender groups to keyword-driven campaigns, gender-inclusive content in optimization strategies, and successful implementation of gender-sensitive keyword planning practices.
Human Values	Positive audience response to values-aligned keyword-driven campaigns, incorporation of human values in keyword planning strategies, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in keyword-driven campaigns, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
Unit III	Content and Page Optimisation



Local	Improved local search rankings, increased visibility in local search results, and growth in local customer engagement through optimized content.
Regional	Growth in regional search rankings, positive response to region-specific content, and increased market share in the regional context through optimized pages.
National	Improved national search rankings, increased visibility in national search results, and successful participation in national conversations through optimized content.
Global	Growth in global search rankings, positive response from diverse global audiences, and international participation in trending conversations through optimized pages.
Employability	Successful application of content optimization techniques in professional projects, certification in relevant optimization tools, and positive feedback on content-driven campaigns.
Entrepreneurship	Increased brand visibility through optimized content, positive audience response to entrepreneurial content, and successful implementation of optimization strategies.
Skill Development	Improved proficiency in using content optimization tools, successful implementation of optimization strategies, and positive outcomes in skill-based assessments.
Professional Ethics	Adherence to ethical considerations in content optimization, transparent communication in website structuring, and responsible use of optimization techniques.
Gender	Positive response from diverse gender groups to optimized content, gender-inclusive site structures, and successful implementation of gender-sensitive optimization practices.
Human Values	Positive audience response to values-aligned content optimization, incorporation of human values in optimization strategies, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in content optimization, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
Unit IV	Technical Optimisation
Local	Improved local search rankings, increased visibility for local search terms, and positive user experience leading to growth in local customer engagement.
Regional	Growth in regional search rankings, positive response to region-specific content, and an improved regional user experience.
National	Improved national search rankings, increased visibility for national search terms, and a positive national user experience.
Global	Growth in global search rankings, positive response from diverse global audiences, and a positive global user experience.
Employability	Successful application of technical optimization techniques in professional projects, certification in relevant technical SEO tools, and positive feedback on websites optimized for user experience.
Entrepreneurship	Increased online visibility through technical optimization, positive audience response to optimized websites, and successful implementation of technical SEO strategies.
Skill Development	Improved proficiency in technical SEO tools, successful implementation of technical optimization techniques, and positive outcomes in skill-based assessments.



Professional Ethics	Adherence to ethical considerations in technical optimization, transparent communication in website structuring, and responsible use of optimization techniques.
Gender	Positive response from diverse gender groups to technically optimized websites, gender-inclusive website structuring, and successful implementation of gender-sensitive technical SEO practices.
Human Values	Positive audience response to values-aligned technical optimization, incorporation of human values in website structuring, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in technical optimization, positive audience response to eco-friendly websites, and increased brand loyalty due to sustainability efforts.
Unit V	Advanced SEO Strategies
Local	Improved local search rankings, increased visibility for local search terms, and growth in local customer engagement through advanced link-building strategies.
Regional	Growth in regional search rankings, positive response to region-specific content, and an improved regional SEO performance through advanced link-building techniques.
National	Improved national search rankings, increased visibility for national search terms, and a positive national SEO performance through advanced link-building strategies.
Global	Growth in global search rankings, positive response from diverse global audiences, and an improved global SEO performance through advanced link-building techniques.
Employability	Successful application of advanced SEO techniques in professional projects, certification in relevant SEO tools, and positive feedback on link-building campaigns.
Entrepreneurship	Increased online visibility through advanced link-building, positive audience response to entrepreneurial content, and successful implementation of advanced SEO strategies.
Skill Development	Improved proficiency in using advanced SEO tools, successful application of link-building techniques, and positive outcomes in skill-based assessments.
Professional Ethics	Adherence to ethical considerations in link-building, transparent communication in SEO performance reporting, and responsible use of advanced SEO techniques.
Gender	Positive response from diverse gender groups to link-building campaigns, gender-inclusive SEO performance reporting, and successful implementation of gender-sensitive advanced SEO practices.
Human Values	Positive audience response to values-aligned link-building and SEO performance measurement, incorporation of human values in advanced SEO strategies, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in advanced SEO strategies, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
SDG	
NEP 2020	
POE/4th IR	



Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING

Department:	School of Management & Commerce		
Course Name: Research Methodology for Modern Business	Course Code: MCMC704	L-T-P 3-1-0	Credits 4
Type of Course	Major		
Pre-requisite(s): Basic understanding about research			
Brief Syllabus: This course intends to acquaint the learners to the concept of Business Research and knowledge of proper modern techniques, methods and methodologies to be used in gaining satisfactory solution of the given research problem. Here the purpose is to serve the economic activities, life and humanity as a whole in most sustainable way. The purpose of this course is to enhance students’ abilities to critically analyse the given situation proactively for strategic performance and gain strategic advantage over others. The business research concept is very essential for the sustainability of any organization and proper use of the business research methods may lead to enhance the organizational strength in tackling the challenges of the business environment and to grab the most prominent opportunities in cost effective way. It also pave the way for career opportunities in many entities including NGOs, Government sector, private sector entrepreneurship and even in daily life.			
UNIT WISE DETAILS			
Unit Number: 1	Introduction to Business Research	No. of hours:15	
Introduction to Business Research: Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research; Marketing Research.			



Unit Number:2	Types of Research Design	No. of hours:15
Research Design and Data Collection: Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments -Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.		
Unit Number:3	Sample Design	No. of hours:15
Sample Design: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors		
Unit Number:4	Data Analysis, Interpretation and Report Preparation	No. of hours:15
Data Analysis, Interpretation and Report Preparation: Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data Analysis Techniques- Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi-Dimensional Scaling; use of SPSS/Mini-Tab in data analysis, Report Preparation and Presentation.		
Content Summary: Introduction to Business Research, Research Design and Data Collection, Sample Design, Data Analysis, Interpretation and Report Preparation		
*Self-Learning Components: <ol style="list-style-type: none">1. Exploring probability and non-probability sampling techniques2. Evaluating the appropriateness of different sampling techniques based on research objectives and constraints.3. Exploring data visualization techniques for presenting research findings4. Interpreting research results and drawing meaningful conclusions		
Reference Books: <ol style="list-style-type: none">1. Business Research Methods – Zikmund- Thomson2. Marketing Research – Naresh Kumar Malhotra & David F. Birks		

Define Course Outcomes (CO)



COs	Statements
CO1	Understanding the conceptual framework of Business Research Methods and ethics in research.
CO2	Understand the elements of data collection and data collection techniques.
CO3	Gaining the clarity about sampling techniques and sampling design
CO4	Understanding of proper modern analytical tool to be used in different situations and to write suitable report.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO11	C2		
C02	C2		
CO3			
CO4	C2		

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	-	-	-	-	-	-	-	-



CO2	-	-	-	-	-	-	-	-	3	-
CO3	-	-	3	-	-	3	-	-	-	-
CO4	-	-	3	3	-	-	3	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	2	3
CO2	2	3	3
CO3	1	3	2
CO4	2	3	3

Relevance of the Syllabus to various indicators

Unit I- Introduction to Business Research	
Local	Understanding the fundamentals of business research in the local context, considering local industries, market dynamics, and regulations.
Regional	Exploring business research practices within a specific region, considering regional economic factors and trends.
National	Understanding the national landscape of business research, including national-level data, policies, and industry practices.
Global	Exploring the global dimensions of business research, considering international markets, cross-border collaborations, and global business trends.
Employability	Marketing Research
Entrepreneurship	
Skill Development	
Professional Ethics	Ethical issues in Research
Gender	
Human Values	
Environment & Sustainability	



SDG	
NEP	
POE/4th IR	
Unit II- Types of Research Design	
Local	Understanding sample design techniques and considerations specific to the local business context.
Regional	Exploring sample design methodologies suitable for regional research, considering regional demographics and characteristics.
National	Analyzing sample design approaches commonly used in national-level research studies.
Global	Exploring global research design frameworks, methodologies, and best practices applicable to global business research.
Employability	
Entrepreneurship	Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.
Skill Development	
Professional Ethics	
Gender	
Human Values	
Environment & Sustainability	
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Hands-on Experience
Unit III- Sample Design	
Local	
Regional	



National	Analyzing sample design approaches commonly used in national-level research studies.
Global	Exploring sample design considerations in global research studies, considering diverse cultural, social, and economic factors.
Employability	
Entrepreneurship	Data Collection and Survey Errors.
Skill Development	Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors.
Professional Ethics	
Gender	
Human Values	
Environment & Sustainability	
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Hands-on Experience
Unit IV- Data Analysis, Interpretation and Report Preparation	
Local	Analyzing and interpreting data collected from local business research studies, with a focus on local business practices and requirements.
Regional	Applying data analysis and interpretation techniques to regional research studies, considering regional market dynamics and trends.
National	Utilizing data analysis tools and methods to analyze national-level research data and present meaningful insights.
Global	
Employability	
Entrepreneurship	Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data Analysis Techniques



Skill Development	
Professional Ethics	
Gender	
Human Values	
Environment & Sustainability	
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Hands-on Experience

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	MBA	Research Methodology
Symbiosis University	MBA	Research Methodology
Amity University	MBA	Business Research Methods

Department:	School of Management & Commerce		
Course Name: Creating and Retaining Motivated Work force	Course Code: MCMC706	L-T-P	Credits
		3-0-0	3
Type of Course	Major		
Pre-requisite(s): Basic understanding about human resources.			



Brief Syllabus:

Today’s competitive business environment owes its success to effective management of its human resource. The quality of the organization’s employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm’s productivity, level of customer service, reputation, and survival. The students of human resources management must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting. Therefore, this introductory course on Human Resource Management is designed for engineering students who wants

UNIT WISE DETAILS

Unit Number: 1	Introduction to HRM	No. of hours:11
Introduction to HRM: Nature scope Characteristics, objectives, functions, evolution, role of HR Manager, strategic HRM, HR Policies, challenges to HR professionals;		
Unit Number:2	Talent acquisition	No. of hours:12
Talent acquisition: HRP, Job analysis, Recruitment and Selection, Placement, Induction, Socialization, training and development; executive development; career planning and management, succession planning; HRD; Employee empowerment		
Unit Number:3	Managing performance Appraisal	No. of hours:11
Managing performance Appraisal: Performance appraisal; Wage and Salary administration; Incentive Compensation; Maintaining and Retaining HR: Job changes, Employee Health and Safety, employee welfare, social security, Discipline and Grievances.		
Unit Number: 4	Integrating HR	No. of hours:12
Integrating HR: Industrial Relations and Disputes, Collective bargaining, QWL, trade Unions. HR in knowledge era: HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing, employee leasing, HR audit, international HRM, HRIS		



Content Summary:

Introduction to HRM, Talent acquisition, Managing performance Appraisal, Integrating HR

***Self-Learning Components:**

- 1. Promoting work-life balance**
- 2. Enhancing employee autonomy and empowerment**
- 3. Building trust and rapport with employees**
- 4. Implementing retention programs and initiatives**

Reference Books:

1.Durai, P. (2010), Human Resource Management, Pearson Education

2.Snell/ Bohlander, Human resource Management, Cengage Learning 3.David Lepak \ Mary Gowan, Human Resource Management: managing Employees for the Competitive advantage

Define Course Outcomes (CO)

COs	Statements
CO1	Relate the role of HRM in modern business and Ability to plan human resources and implement techniques of job design
CO2	Competencies to recruit, train, and appraise the performance of employees
CO3	Outlining the rational design of compensation and salary administration in industry
CO4	Ability to handle employee issues and evaluate the new trends in HRM

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO11			
C02			
CO3	C3		
CO4	C3		

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-
CO3	-	-	-	-	-	3	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	3

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	2	3
CO2	2	3	3
CO3	1	3	2
CO4	2	3	3

Relevance of the Syllabus to various indicators



Unit I- Introduction to HRM	
Local	Emphasizes building relationships with local stakeholders, such as community organizations, educational institutions, and government bodies
Regional	Considers regional labor market dynamics, economic conditions, and industry trends
National	Considers national cultural norms, customs, and languages in HR practices, communication, and training
Global	Manages global talent acquisition, mobility, and cross-cultural training and development program
Employability	Role of HR Manager
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Role of HR Manager
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit II- Talent acquisition	
Local	Addresses local employment laws, cultural factors, and labor relations specific to the local area.
Regional	Expands the scope beyond a single locality to encompass a broader regional area, such as a state, province, or group of neighboring cities
National	Focuses on HR practices and policies at the national level, spanning an entire country.
Global	Deals with HR issues and challenges in a global context, involving operations and workforce across multiple countries and regions.



Employability	HRP, Job analysis, Recruitment and Selection, Placement, Induction, Socialization, training and development; executive development; career planning and management, succession planning; HRD; Employee empowerment
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	HRP, Job analysis, Recruitment and Selection, Placement, Induction, Socialization, training and development; executive development; career planning and management, succession planning; HRD; Employee empowerment
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit III- Managing Performance Appraisal	
Local	Involves recruitment, selection, training, and development of employees based on local labor market conditions and regulations.
Regional	Considers regional labor market dynamics, economic conditions, and industry trends.
National	Complies with national employment laws, regulations, and labor standards
Global	Addresses the complexities of managing a geographically dispersed workforce, including different time zones, cultures, and legal frameworks.
Employability	Performance appraisal; Wage and Salary administration; Incentive Compensation; Maintaining and Retaining HR: Job changes, Employee Health and Safety, employee welfare, social security, Discipline and Grievances.



Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Performance appraisal; Wage and Salary administration; Incentive Compensation; Maintaining and Retaining HR: Job changes, Employee Health and Safety, employee welfare, social security, Discipline and Grievances.
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit IV- Integrating HR	
Local	Deals with the unique needs and challenges of the local workforce
Regional	Considers regional labor market dynamics, economic conditions, and industry trends.
National	Considers national cultural norms, customs, and languages in HR practices, communication, and training
Global	Ensures compliance with international labor standards, regulations, and employment practices.
Employability	Industrial Relations and Disputes, Collective bargaining, QWL, trade Unions. HR in knowledge era: HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing, employee leasing, HR audit, international HRM, HRIS
Entrepreneurship	-
Skill Development	-
Professional Ethics	-



Gender	Industrial Relations and Disputes, Collective bargaining, QWL, trade Unions. HR in knowledge era: HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing, employee leasing, HR audit, international HRM, HRIS
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	MBA	Talent Management
Symbiosis	MBA	Human Resource Management
Amity University	MBA	Human Resource Management

Department:	School of Management & Commerce		
Course Name: Enhancing Productivity through Operations Management	Course Code: MCMC708	L-T-P	Credits
		3-0-0	3
Type of Course	Major		
Pre-requisite(s): Understanding of basic operations			



Brief Syllabus:

Operations Management is the systematic approach and control of the processes that transform inputs (e.g. human resources, facilities, materials, Information systems etc.) into finished goods and services. The operations function consists of the core wealth creation processes of a business and helps an organization to efficiently achieve its mission while constantly increasing productivity and quality. This course focuses on the role of operations management as a strategic element of the total organization.

UNIT WISE DETAILS

Unit Number: 1	Nature, Evolution and scope of Production and Operations management	No. of hours:11
Nature, Evolution and scope of Production and Operations management, Operations as a competitive strategy, Product and service design: Factors and issues, Facility location: planning and analysis		
Unit Number:2	Flow strategies and process design	No. of hours:12
Flow strategies and process design. Lean processing and operations, Cellular manufacturing, (Re-) design of work systems, work measurement, aggregate production planning, scheduling: Flow shop and job shop, Management of quality.		
Unit Number:3	Statistical process control, process capability analysis and six sigma approach	No. of hours:11
Statistical process control, process capability analysis and six sigma approach, Concept and Framework of a TQM System, Elements and objectives of Supply Chain Management, Inventory Management: Models and Applications.		
Unit Number:4	Introduction to contemporary productivity improvement techniques	No. of hours:12
Content Summary:		
Nature, Evolution and scope of Production and Operations management, Flow strategies and process design, Statistical process control, process capability analysis and six sigma approach, Introduction to contemporary productivity improvement techniques.		



***Self-Learning Components:**

1. **Process Optimization**
2. **Strategies for identifying and eliminating bottlenecks,**
3. **streamlining workflows, and**

Improving efficiency in operations.

Reference Books:

1. Jex, Steve M. (2006). *Organisational Psychology – A Scientist Practitioner Approach*, 1/e; New Delhi: Wiley India
2. McKenna, Eugene F. (2000). *Business Psychology and Organisational Behaviour*, 3/e; New Delhi: Vikas Publishing

Baron, Robert A., Donn Byrne, and Nyla R. Branscombe (2006). *Social Psychology*, 11/e; New Delhi: Prentice Hall India

Define Course Outcomes (CO)

COs	Statements
CO1	Understand and relate the basic concepts and theories of the production management with industry.
CO2	Comprehend the operations management situations with greater confidence.
CO3	Outline the issues in production and operations processes they may face during their careers expand individual knowledge of operations management principles and practices
CO4	Apply or translate operations management concepts and their influence on business decisions.

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO11	C2		
C02	C2		
CO3	C1		
CO4	C3		

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	-	-	-	-	-	-	-	-
CO2	-	3	-	3	-	-	-	-	-	-
CO3	-	-	-	-	3	3	-	-	-	-
CO4	-	-	-	-	-	-	3	3	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	1	2	3
CO2	2	3	3
CO3	1	3	2
CO4	2	3	3

Relevance of the Syllabus to various indicators



Unit I- Nature, Evolution and scope of Production and Operations management	
Local	Local operations management: Examining the specific operational challenges and opportunities faced by local businesses or organizations in the community.
Regional	Regional operations management: Analyzing regional supply chains, logistics, and distribution networks to enhance productivity and efficiency.
National	National sustainability frameworks: Assessing national sustainability frameworks and targets that guide operations management practices towards environmental and social responsibility.
Global	Global supply chain management: Analyzing global supply chain networks and logistics to optimize operations and enhance productivity on a global scale.
Employability	Identifying the key skills required for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Exploring how entrepreneurship and operations management intersect, including topics such as lean startup principles, supply chain management, and production planning.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit II- Flow strategies and process design	
Local	Local employability in operations management: Identifying the local job market and employment opportunities in operations management roles within the community.



Regional	Regional skill development: Identifying regional training programs and educational opportunities to develop skills relevant to operations management in the region.
National	National operations management strategies: Investigating national-level policies, regulations, and best practices for enhancing productivity in various sectors through effective operations management.
Global	Global supply chain management: Analyzing global supply chain networks and logistics to optimize operations and enhance productivity on a global scale.
Employability	Identifying the key skills required for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Exploring how entrepreneurship and operations management intersect, including topics such as lean startup principles, supply chain management, and production planning.
Skill Development	Developing strategies for enhancing employability in the field of operations management.
Professional Ethics	Examining ethical considerations and dilemmas in operations management, such as ensuring workplace safety, fair labor practices, and responsible sourcing.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	-
NEP	-
POE/4th IR	
Unit III- Statistical process control, process capability analysis and six sigma approach	
Local	Local entrepreneurship in operations management: Exploring local entrepreneurial ventures and startups focused on improving productivity through effective operations management practices.
Regional	Regional entrepreneurship ecosystem: Assessing regional resources, incubators, and support networks available to foster entrepreneurship in the field of operations management.



National	National skill development initiatives: Analyzing national-level skill development programs and certifications to improve the overall competence of operations management professionals.
Global	Global talent pool and employability: Exploring international job opportunities and talent mobility in operations management across different countries.
Employability	Identifying the key skills required for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Exploring how entrepreneurship and operations management intersect, including topics such as lean startup principles, supply chain management, and production planning.
Skill Development	Developing strategies for enhancing employability in the field of operations management.
Professional Ethics	Examining ethical considerations and dilemmas in operations management, such as ensuring workplace safety, fair labor practices, and responsible sourcing.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit IV- Introduction to contemporary productivity improvement techniques/systems	
Local	Local sustainability initiatives: Investigating local initiatives related to sustainable operations management, such as waste reduction programs or renewable energy adoption.



Regional	Regional sustainability collaborations: Exploring regional partnerships and collaborations for implementing sustainable practices in operations management across different industries.
National	National skill development initiatives: Analyzing national-level skill development programs and certifications to improve the overall competence of operations management professionals.
Global	Global sustainability standards and certifications: Understanding international sustainability standards and certifications applicable to operations management, promoting global environmental and social sustainability
Employability	Identifying the key skills required for effective operations management, such as problem-solving, decision-making, and project management.
Entrepreneurship	Exploring how entrepreneurship and operations management intersect, including topics such as lean startup principles, supply chain management, and production planning.
Skill Development	Developing strategies for enhancing employability in the field of operations management.
Professional Ethics	Examining ethical considerations and dilemmas in operations management, such as ensuring workplace safety, fair labor practices, and responsible sourcing.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
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Christ University	MBA	Lean Operation Management
Symbiosis	MBA	Research Methodology
Amity University	MBA	Operations Management

Department:	School of Management & Commerce		
Course Name: Creating An Entrepreneurial Mindset	Course Code: MCMC710	L-T-P	Credits
		3-0-0	3
Type of Course	Major		
Pre-requisite(s):			
Brief Syllabus:			
<p>Building the foundation today's Entrepreneurs, Creating An Entrepreneurial Mind set (CEM) will provide students with an understanding of issues facing entrepreneurs and an exposure to the skills involved in addressing them. We will explore how executives should approach making critical decisions during the different phases of an entrepreneurial company's life. Starting from the vantage point of the individual, we will put ourselves in the shoes of decision makers ranging from technology entrepreneurs to venture capitalists, from real estate developers to inventors. CEM will give students the opportunity to hone their skills in identifying and testing business opportunities, decomposing complex business problems, determining what decisions the responsible business executive must make, and establishing a 'burden of proof' standard for making those decisions. We will also introduce a range of specific tools—including business model design, lean testing, and customer and channel analytics—that are particularly relevant to entrepreneurs, as well as introduce students to the fundamentals of entrepreneurial finance and governance. The course will provide insight as to how the interests of other important constituencies—employees, potential and actual investors, business partners, suppliers, and distribution channels—constrain and contribute to an entrepreneur's ability to create value.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Entrepreneurship	No. of hours:11	



<p>Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship</p>		
Unit Number:2	Starting the venture	No. of hours:12
<p>Starting the venture: generating business idea –sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study –market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report; presenting business plan to investors</p>		
Unit Number:3	Functional plans	No. of hours:11
<p>Functional plans: marketing plan –marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan– form of ownership, designing organization structure, job design, manpower planning; Financial plan – cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis</p>		
Unit Number:4	Sources of finance	No. of hours:12
<p>Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues –intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising. Role of Central and State Governments in promoting entrepreneurship – Start-up India, Standup India, PM Yuva Yojna, NITI Aayog.</p>		
<p>Content Summary: Nature, Evolution and scope of Production and Operations management, Flow strategies and process design, Statistical process control, process capability analysis and six sigma approach, Introduction to contemporary productivity improvement techniques.</p>		



***Self-Learning Components:**

1. **Process Optimization**
2. **Strategies for identifying and eliminating bottlenecks,**
3. **Streamlining workflows, and**
4. **Improving efficiency in operations.**

Reference Books:

1. Jex, Steve M. (2006). *Organisational Psychology – A Scientist Practitioner Approach*, 1/e; New Delhi: Wiley India
2. McKenna, Eugene F. (2000). *Business Psychology and Organisational Behaviour*, 3/e; New Delhi: Vikas Publishing
3. Baron, Robert A., Donn Byrne, and Nyla R. Branscombe (2006). *Social Psychology*, 11/e; New Delhi: Prentice Hall India

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding the concept and objective of Entrepreneurship.
CO2	Familiarize with the concept of business idea and feasibility study with real live examples.
CO3	Develop the ability to develop various marketing and financial plan.
CO4	Provide a basic understanding of sources of finance and Role of Central and State Governments in promoting entrepreneurship

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO11	C2		
C02	C2		
CO3	C1		
CO4	C3		

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	3	-	-	-	-	-	-	-	-
CO2	-	-	3	3	-	-	-	-	-	-
CO3	-	-	-	3	-	3	3	-	-	-
CO4	-	3	-	-	-	-	-	-	-	-

PO	PSO1	PSO2	PSO3
CO1	1	2	3
CO2	2	3	1
CO3	1	2	2
CO4	2	3	1



Relevance of the Syllabus to various indicators

Unit I- Entrepreneurship	
Local	Understanding the local market dynamics, identifying local opportunities, and leveraging local resources for entrepreneurial ventures.
Regional	Exploring regional markets, networking with regional business communities, and understanding regional economic trends and opportunities.
National	-
Global	-
Employability	-
Entrepreneurship	Entrepreneurship Skills: Building skills specific to entrepreneurship, such as creativity, innovation, risk-taking, opportunity recognition, strategic thinking, and business planning.
Skill Development	Skill Development: Continuous improvement of technical, managerial, and leadership skills through training, workshops, and experiential learning.
Professional Ethics	Professional Ethics: Understanding and practicing ethical conduct in business, including integrity, honesty, accountability, and respect for stakeholders.
Gender	Gender and Entrepreneurship: Exploring the challenges and opportunities faced by women entrepreneurs, promoting gender equality in entrepreneurship, and fostering inclusive business environments.
Human Values	-
Environment & Sustainability	-
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit II- Starting the venture	
Local	Understanding the local market dynamics, identifying local opportunities, and leveraging local resources for entrepreneurial ventures.



Regional	Exploring regional markets, networking with regional business communities, and understanding regional economic trends and opportunities.
National	-
Global	Global Entrepreneurship: Embracing the global market, understanding international business practices, and exploring opportunities for international trade and expansion.
Employability	Employability Skills: Developing skills that enhance employability, such as communication, teamwork, problem-solving, adaptability, and continuous learning.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Gender and Entrepreneurship: Exploring the challenges and opportunities faced by women entrepreneurs, promoting gender equality in entrepreneurship, and fostering inclusive business environments.
Human Values	Human Values: Integrating human values like empathy, compassion, and social responsibility into entrepreneurial endeavors, considering the impact on employees, customers, and society.
Environment & Sustainability	Environment & Sustainability: Incorporating sustainable practices and considering environmental impact in entrepreneurial activities, promoting eco-friendly and socially responsible business models.
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit III- Functional plans	
Local	Understanding the local market dynamics, identifying local opportunities, and leveraging local resources for entrepreneurial ventures.
Regional	Exploring regional markets, networking with regional business communities, and understanding regional economic trends and opportunities.
National	-



Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Gender and Entrepreneurship: Exploring the challenges and opportunities faced by women entrepreneurs, promoting gender equality in entrepreneurship, and fostering inclusive business environments.
Human Values	Human Values: Integrating human values like empathy, compassion, and social responsibility into entrepreneurial endeavors, considering the impact on employees, customers, and society.
Environment & Sustainability	Environment & Sustainability: Incorporating sustainable practices and considering environmental impact in entrepreneurial activities, promoting eco-friendly and socially responsible business models.
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge
Unit IV- Sources of finance	
Local	Understanding the local market dynamics, identifying local opportunities, and leveraging local resources for entrepreneurial ventures.
Regional	Exploring regional markets, networking with regional business communities, and understanding regional economic trends and opportunities.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-



Gender	Gender and Entrepreneurship: Exploring the challenges and opportunities faced by women entrepreneurs, promoting gender equality in entrepreneurship, and fostering inclusive business environments.
Human Values	Human Values: Integrating human values like empathy, compassion, and social responsibility into entrepreneurial endeavors, considering the impact on employees, customers, and society.
Environment & Sustainability	Environment & Sustainability: Incorporating sustainable practices and considering environmental impact in entrepreneurial activities, promoting eco-friendly and socially responsible business models.
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	MBA	Entrepreneurship
Symbiosis	MBA	Introduction to Entrepreneurship
Amity University	MBA	Entrepreneurship & New Venture Creation

Department:	School of Management & Commerce		
Course Name: Social Media Marketing	Course Code: MCSP814	L-T-P	Credits
		2-0-2	3
Type of Course:	Major		



Pre-requisite(s), if any:		
Brief Syllabus: The "Social Media Marketing" course offers a comprehensive overview of key concepts and strategies in the dynamic realm of social media. Students will delve into building effective social media strategies, setting goals, and implementing successful campaigns. The course explores emerging trends in digital marketing, with dedicated units on platforms such as YouTube, Facebook, Instagram, and Snapchat, providing practical insights into optimizing content, leveraging advertising features, and engaging with target audiences.		
UNIT WISE DETAILS		
Unit Number: 1	Title: Overview of Social Media Marketing	No. of hours: 4
Content Summary: Introduction to social Media, how to build a successful Social Media Strategy, Goal setting, Strategy and implementation, Measure and Improvement		
Unit Number: 2	Title: Social Media Trends	No. of hours: 6
Content Summary: Listening to Market, Digital Marketing Trends, Branding on the Net, Branding your Website, Trends in Social Media Marketing		
Unit Number: 3	Title: YouTube Marketing	No. of hours: 6
Content Summary: Google Pages for You Tube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset. Associated Website Linking, Custom Channel URL, Channel – ART, Links, Keywords, Main Trailer, Uploading Videos, Defaults, Creator Library, Channel Navigation, Video Thumbnail.		
Unit Number: 4	Title: Facebook for Business	No. of hours: 8
Content Summary: Facebook for Business-Facebook fan Engagement, Anatomy of Ad Campaign, Adverts Types of adverts, Adverts Targeting. Adverts Placement, Adverts Bidding, Adverts Budget, Adverts Scheduling, Adverts Objectives, Adverts optimisation, Adverts Delivery. Audience Insights, page Insights, Facebook groups, Hashtags, Facebook Apps, Facebook live, Facebook Avatar, Facebook Ad manager, Facebook Power editor.		
Unit Number: 5	SnapChat and Instagram	No. of hours: 6
Content Summary: Instagram- Objectives, Content Strategy, Style Guidelines, Hashtags, Videos, Sponsored Ads, Apps, generate Leads - Snapchat, Digital Public Relations- Influencer Marketing, Blogger relations		
*Self-Learning Components		



Reference Books:

1. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman
2. Digital Marketing by Seema Gupta

Define Course Outcomes (CO)

COs	Statements
CO1	To create and manage social media content
CO2	Understanding the advertising on social media
CO3	Able to track and analyse social media metrics
CO4	To develop a comprehensive social media strategy

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		
CO2			



CO3			
CO4	C3		
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	5	4	-	-	3	4	-	3	-	-
CO2	5	4	-	4	-	4	-	3	-	-
CO3	5	4	-	-	3	4	5	3	-	-
CO4	5	4	-	4	3	5	-	4	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	3	4	3
CO2	3	4	-
CO3	3	3	-
CO4	4	3	-

Relevance of the Syllabus to various indicators

Unit I	Overview of Social Media Marketing
Local	Increased foot traffic to local businesses, higher participation in local events, and a stronger local online presence.
Regional	Growth in regional audience engagement, positive feedback from region-specific campaigns, and increased market share in the region.
National	National brand recognition, increased customer base across the country, and successful execution of nationwide marketing campaigns.
Global	Increased international audience engagement, successful adaptation of campaigns to diverse cultures, and expansion into new global markets.
Employability	Certification in social media marketing, successful completion of social media projects, and a strong online portfolio showcasing relevant skills.



Entrepreneurship	Successful launch and growth of an entrepreneurial venture through social media, increased brand visibility, and positive customer interactions.
Skill Development	Improvement in proficiency with social media tools, successful execution of campaigns, and the ability to adapt strategies based on analytics.
Professional Ethics	Adherence to ethical guidelines, transparent communication in marketing campaigns, and responsible use of data and information.
Gender	Gender-inclusive campaigns, increased engagement from diverse gender groups, and positive feedback from different segments of the audience.
Human Values	Campaigns that showcase corporate social responsibility (CSR) initiatives, inclusivity in advertising, and support for social causes.
Environment & Sustainability	Sharing content about sustainable products, showcasing green initiatives within the company, and encouraging eco-friendly practices among the audience.
Unit II	Social Media Trends
Local	Increased local engagement, relevance in local conversations, and a heightened understanding of local consumer behavior.
Regional	Successful incorporation of regional trends into marketing campaigns, positive feedback from regional audiences, and increased regional brand awareness.
National	National engagement with trending content, increased visibility in national discussions, and alignment with popular national themes.
Global	Global engagement, international brand recognition through trending content, and successful integration into global conversations.
Employability	Successful application of current trends in projects, staying ahead of industry trends, and receiving positive feedback on trend-driven campaigns.
Entrepreneurship	Trend-driven content success, increased brand visibility through trending topics, and positive audience response to trend-based entrepreneurial initiatives.
Skill Development	Improved trend analysis skills, successful application of trend insights in campaigns, and positive outcomes in skill-based assessments.
Professional Ethics	Awareness of ethical considerations in trend-related content, transparent communication about trend usage, and adherence to ethical guidelines.
Gender	Gender-inclusive trend utilization, positive response from diverse gender groups, and awareness of potential gender-related sensitivities in trends.
Human Values	Positive audience response to values-aligned trend content, incorporation of human values in trend-driven campaigns, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in trend-driven content, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
Unit III	YouTube Marketing
Local	Increased local subscriber base, higher views from the local audience, and engagement in local community discussions.
Regional	Growth in regional subscribers, positive response to region-specific content, and increased visibility in regional search results.



National	Increased national subscribers, trending on national platforms, and successful participation in national conversations.
Global	Growth in global subscribers, international trending videos, and positive response from diverse global audiences.
Employability	Successful application of YouTube marketing techniques in professional projects, certification in relevant skills, and positive feedback on YouTube marketing campaigns.
Entrepreneurship	Increased brand visibility through YouTube, successful use of channel customization for branding, and positive audience response to entrepreneurial content.
Skill Development	Improved proficiency in YouTube channel management, successful implementation of video optimization techniques, and positive outcomes in skill assessments.
Professional Ethics	Adherence to ethical guidelines in video creation and promotion, transparent communication in marketing campaigns, and responsible use of viewer data.
Gender	Gender-inclusive channel art, positive response from diverse gender groups, and successful implementation of gender-sensitive marketing campaigns.
Human Values	Positive audience response to values-aligned content, incorporation of human values in video campaigns, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in video campaigns, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
Unit IV	Facebook for Business
Local	Increased local fan engagement, positive responses from local audiences, and growth in local customer base.
Regional	Growth in regional fan engagement, positive feedback from regional campaigns, and increased visibility in regional markets.
National	Increased national fan engagement, successful participation in national conversations, and growth in the national customer base.
Global	Growth in global fan engagement, positive responses from diverse global audiences, and international participation in trending conversations.
Employability	Successful application of Facebook for Business tools in professional projects, certification in relevant skills, and positive feedback on Facebook advertising campaigns.
Entrepreneurship	Increased brand visibility through Facebook, successful engagement in entrepreneurial groups, and positive audience response to entrepreneurial content.
Skill Development	Improved proficiency in Facebook Ad Manager, successful application of ad campaign strategies, and positive outcomes in skill-based assessments.
Professional Ethics	Adherence to ethical guidelines in advertising, transparent communication in Facebook campaigns, and responsible use of user data.
Gender	Gender-inclusive advertising content, positive response from diverse gender groups, and successful implementation of gender-sensitive advertising campaigns.
Human Values	Positive audience response to values-aligned advertising, incorporation of human values in ad campaigns, and building a brand image that reflects positive values.



Environment & Sustainability	Successful integration of sustainability themes in ad campaigns, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
Unit V	SnapChat and Instagram
Local	Increased local follower engagement, positive feedback from locally targeted ads, and successful participation in local events.
Regional	Growth in regional followers, positive response to region-specific content, and increased market share in the region.
National	Increased national follower engagement, successful participation in national trends, and growth in the national customer base.
Global	Growth in global followers, positive response from diverse global audiences, and international participation in trending conversations.
Employability	Successful application of Instagram marketing techniques in professional projects, certification in relevant skills, and positive feedback on Snapchat marketing efforts.
Entrepreneurship	Increased brand visibility through Instagram, positive engagement in entrepreneurial content, and successful collaboration with influencers on Snapchat.
Skill Development	Improved proficiency in Instagram marketing tools, successful application of influencer marketing on Snapchat, and positive outcomes in skill assessments.
Professional Ethics	Adherence to ethical guidelines in Instagram advertising, transparent communication in Snapchat campaigns, and responsible use of user data.
Gender	Gender-inclusive advertising content on Instagram, positive response from diverse gender groups on Snapchat, and successful implementation of gender-sensitive campaigns.
Human Values	Positive audience response to values-aligned content on Instagram and Snapchat, incorporation of human values in marketing campaigns, and building a brand image that reflects positive values.
Environment & Sustainability	Successful integration of sustainability themes in Instagram and Snapchat campaigns, positive audience response to eco-friendly initiatives, and increased brand loyalty due to sustainability efforts.
SDG	
NEP 2020	
POE/4th IR	

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	
CHRIST UNIVERSITY	MBA	

Department:	School of Management & Commerce		
	Course Code: MCMC714	L-T-P	Credits



Course Name:			
Global Business Operations		3-0-0	3
Type of Course	Major		
Pre-requisite(s): Basic Understanding about Global Environment			
Brief Syllabus:			
<p>This course will provide the student with information about business operations and business vocabulary in International Business and explores the techniques for entering the international marketplace. It emphasizes on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Other topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. The course covers how and why the world's countries differ, a thorough review of the economics and politics of international trade and investment. It explains the functions of the global monetary system, & examines the strategies and structures of international businesses.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Overview of Global Business Operations	No. of hours:11	
<p>Overview Need, Scope, Tasks, Contrast in domestic and international marketing, EPRG Framework, Socio cultural environment – culture defined, elements of culture, culture analysis, Political & Legal Environment – Embargoes & sanctions, Political risk, legal factors, legal differences hofstede model.</p>			
Unit Number:2	International Business Entry & Development Strategic effects of going international	No. of hours:12	
<p>International Business Entry & Development Strategic effects of going international, Strategies employed by Indian companies to sustain globally, Global Market Entry Strategies – Export/Import, International Intermediaries – EMC's, Trading Companies, Licensing, Franchising, FDI, Local presence – Inter firm co-operation, MNC's and Globalization, Mergers and Acquisitions. Pricing for International Market Key factors in global pricing & methods, International branding perspectives.</p>			
Unit Number:3	Finance function in a multinational firm	No. of hours:11	
<p>Finance function in a multinational firm; structure of international financial markets; cost and availability of international financial flows; international financial instruments, Exposures in international finance and how to contain them.</p>			



Unit Number:4	International Portfolio investment	No. of hours:12
International Portfolio investment, International cash management, Financial engineering: Currency derivatives, strategic considerations in euro -equity issues, Global depository receipts (GDRs) and American Depository receipts (ADRs), International bond financing.		
Content Summary: Overview of Global Business Operations, International Business Entry & Development Strategic effects of going international, Finance function in a multinational firm, International Portfolio investment		
*Self-Learning Components: <ol style="list-style-type: none"> 1. Cross-Cultural Communication 2. International Trade and Supply Chain Management 3. Global Market Entry Strategies 4. Global Risk Management 		
Reference Books: <ol style="list-style-type: none"> 1. Daniels & Lee, International Business Keegan, Global Marketing 2. Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva 3. Buckley A., Multinational Finance, Prentice-Hall of India, New Delhi 4. Shapiro A.C., Multinational Financial Management, Prentice-Hall, New Delhi 		

Define Course Outcomes (CO)

COs	Statements
CO1	Students will increase their understanding of global markets and the way they trade with other countries.
CO2	Students studying international business will have in-depth insights into the global economic and business climates



CO3	Students can expect career in the public, private, and non-profit sectors, with work profile of revolving around international trade, global business operations and planning, or industrial development.
CO4	Understand the concept of optimal portfolio and CAPM and understand the benefits of international diversification.

COs Mapping with Levels of Bloom’s taxonomy

	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	a. Receiving b. Responding c. Valuing d. Organizing e. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO	C2		
CO2	C4		
CO			
CO	C2		

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	-	3	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-



CO3	-	-	3	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	3	-	-

CO-PSO Mapping

PSO	PSO1	PSO2	PSO3
CO1	-	-	-
CO2	2	1	-
CO3	-	2	-
CO4	1	-	-

Relevance of the Syllabus to various indicators

Unit I- Overview of Global Business Operations	
Local	Local factors can include market conditions, consumer preferences, and regulatory requirements that impact business operations at the grassroots level.
Regional	
National	These may include government policies, legal frameworks, economic stability, infrastructure, and political climate. Understanding national dynamics is essential for successful market entry and sustainable operations.
Global	Organizations must adapt to global trends, technological advancements, and changing consumer behaviors on a global scale.
Employability	In the context of global business operations, employability includes skills such as cross-cultural communication, adaptability, foreign language proficiency, and an understanding of international business practices.
Entrepreneurship	entrepreneurs may identify opportunities in emerging markets, create international networks, and leverage technology to launch and scale businesses across borders.
Skill Development	



Professional Ethics	
Gender	Gender diversity and equal opportunities are critical for fostering innovation, achieving sustainable growth, and addressing social and economic disparities.
Human Values	Organizations that prioritize human values in their global operations tend to foster positive relationships with stakeholders, build trust, and contribute to societal well-being.
Environment & Sustainability	
SDG	Businesses can contribute to the SDGs by aligning their operations with these goals and actively pursuing sustainable practices.
NEP	NEP emphasizes the need for skill development, entrepreneurship education, and fostering a global mindset among students to meet the demands of the global job market.
POE/4th IR	organizations must adapt to the rapid changes brought about by emerging technologies such as artificial intelligence, robotics, blockchain, and the Internet of Things (IoT).
Unit II- International Business Entry & Development Strategic effects of going international	
Local	Local: Going international can lead to the creation of new job opportunities and increased economic development in the local community where the business expands.
Regional	Regional: Expansion into regional markets can foster regional integration and collaboration, leading to enhanced trade relationships and economic growth.
National	National: International business activities contribute to a country's GDP, foreign exchange earnings, and overall economic competitiveness. It can also facilitate knowledge transfer and technological advancements.
Global	Global: By entering global markets, businesses gain access to a larger customer base, new market opportunities, and potential for increased revenue. It also fosters cultural exchange and global economic interdependence.



Employability	Going international can create employment opportunities, both locally and abroad, as businesses expand their operations and establish new branches or subsidiaries in different countries.
Entrepreneurship	International expansion can provide entrepreneurial individuals with new markets to explore and expand their business ventures.
Skill Development	Going international requires employees and entrepreneurs to develop cross-cultural communication skills, adaptability, and an understanding of international business practices.
Professional Ethics	International business operations necessitate adherence to ethical standards and responsible business practices, considering the diverse legal, cultural, and social contexts in different countries.
Gender	International business expansion can contribute to gender equality and women's empowerment by providing equal opportunities for employment, leadership roles, and entrepreneurship in different countries.
Human Values	It promotes the recognition and respect for human values by fostering cultural exchange, understanding, and tolerance.
Environment & Sustainability	Environment & Sustainability: Incorporating environmental and sustainability considerations into decision science frameworks, assessing the environmental impact of decisions, and promoting sustainable practices in business decision-making.
SDG	International business expansion can contribute to achieving the UN Sustainable Development Goals by addressing poverty, hunger, education, gender equality, decent work, economic growth, and responsible consumption and production, among others.
NEP	Going international can facilitate collaborations between educational institutions and international partners, supporting the exchange of knowledge, research, and educational programs that align with the objectives of the National Education Policy.
POE/4th IR	International business entry and development can be influenced by the philosophy of education and the transformative impact of the Fourth Industrial Revolution.
Unit III- Finance function in a multinational firm	



Local	Local: Understanding the local financial regulations, tax laws, and business practices in each country where the multinational firm operates is crucial. Local knowledge helps in compliance and managing financial risks effectively.
Regional	Regional: In addition to the local perspective, regional economic trends, integration, and market conditions should be considered when formulating financial strategies. This includes factors such as regional trade agreements, currency fluctuations, and regional economic indicators
National	. National: The finance function needs to align with the national financial regulations, reporting standards, and tax requirements of the countries in which the multinational firm operates. Compliance with national laws is vital for financial stability and avoiding legal issues.
Global	Global: The finance function plays a critical role in managing the multinational firm's global financial operations. This includes overseeing financial planning, risk management, treasury management, foreign exchange exposure, and coordinating financial reporting across multiple jurisdictions.
Employability	Employability: The finance function requires individuals with strong financial skills, analytical abilities, and knowledge of financial tools and systems. Employability in this context refers to the development of these skills and competencies to enhance career prospects within the finance profession.
Entrepreneurship	Entrepreneurship: In the finance function, entrepreneurship can involve identifying and pursuing new business opportunities, assessing financial viability, and supporting the strategic decision-making process. Entrepreneurial skills can help finance professionals drive innovation and value creation within the multinational firm.
Skill Development	Skill Development: Continuous skill development is crucial for finance professionals to stay updated with industry trends, regulatory changes, and emerging technologies. Skills such as financial analysis, financial modeling, data analytics, and communication are essential for success in the finance function.



Professional Ethics	Professional Ethics: Ethical conduct is fundamental in the finance function, where individuals handle sensitive financial information and make decisions that impact stakeholders. Upholding professional ethics involves integrity, transparency, confidentiality, and compliance with ethical standards and codes of conduct.
Gender	Gender: Promoting gender diversity and equal opportunities within the finance function is essential for creating an inclusive work environment. Encouraging gender balance at all levels fosters a diverse perspective and helps organizations harness the full potential of their workforce.
Human Values	Human Values: Incorporating human values in the finance function involves considering the impact of financial decisions on stakeholders, employees, and society at large. Values such as integrity, fairness, social responsibility, and trustworthiness guide ethical behavior and responsible financial management.
Environment & Sustainability	Environment & Sustainability: The finance function can contribute to environmental sustainability by integrating environmental factors into financial decision-making processes. This includes assessing environmental risks, investing in sustainable projects, and adopting environmentally friendly practices.
SDG	The finance function can align its strategies with the United Nations' Sustainable Development Goals (SDGs). By incorporating the SDGs into financial planning and investment decisions, multinational firms can contribute to social and environmental progress while driving economic growth.
NEP	The National Education Policy of a country outlines the framework for education and skill development. Finance functions can benefit from aligning their talent development initiatives with the objectives and provisions of the NEP to foster a skilled and knowledgeable workforce.
POE/4th IR	The power of exponential technologies and the Fourth Industrial Revolution can transform the finance function. This includes leveraging technologies like artificial intelligence, machine learning, automation, and blockchain to



	streamline financial processes, improve decision-making, and enhance efficiency in multinational firms.
Unit IV- International Portfolio investment	
Local	Local: Understanding the local market conditions, economic stability, political environment, regulatory framework, and cultural factors is crucial for assessing the investment landscape. Factors such as local industry growth, consumer behavior, and market competition should be analyzed.
Regional	Regional: Assessing regional economic integration, trade agreements, infrastructure development, and regional stability can provide insights into potential investment opportunities and risks within a particular region.
National	National: Analyzing the national economic indicators, government policies, legal and regulatory frameworks, taxation system, labor market conditions, and political stability are essential when considering portfolio investments in a specific country.
Global	Global: Understanding global economic trends, geopolitical dynamics, international trade relations, and the impact of global events such as pandemics or economic crises can help in identifying investment opportunities and managing risks associated with international portfolio investments.
Employability	Employability: Evaluating the local labor market's employability prospects, including the availability of skilled workforce, talent pool, education system, vocational training programs, and government initiatives for human capital development, can influence investment decisions, particularly in sectors that rely on skilled labor.
Entrepreneurship	Entrepreneurship: Assessing the entrepreneurial ecosystem, including the presence of startup hubs, access to capital, government support for entrepreneurship, innovation culture, and intellectual property protection, can highlight investment prospects in emerging sectors and innovative ventures.
Skill Development	Skill Development: Considering the availability of skill development programs, vocational training institutes, and the alignment of educational institutions with industry requirements is important for industries that



	demand specific skill sets. Adequate skill development initiatives contribute to a more capable workforce and potentially attract investments in such sectors.
Professional Ethics	Professional Ethics: Evaluating the ethical standards and corporate governance practices within a country or region is essential for responsible investments. Investors may prefer markets that demonstrate transparency, accountability, and adherence to ethical business practices.
Gender	Gender: Assessing gender equality and women's empowerment indicators, as well as the presence of policies supporting gender diversity in the workforce, can provide insights into the inclusivity of the market and potential investment opportunities in companies promoting gender equality.
Human Values	Human Values: Considering social factors such as respect for human rights, labor standards, employee welfare, and community engagement can be crucial for assessing the sustainability and ethical practices of potential investment targets.
Environment & Sustainability	Environment & Sustainability: Evaluating a country's environmental policies, commitment to sustainable practices, renewable energy adoption, and efforts towards climate change mitigation can provide insights into long-term investment prospects, considering the growing importance of environmental sustainability.
SDG	SDGs (Sustainable Development Goals): Analyzing a country's progress towards achieving the UN's Sustainable Development Goals can indicate its commitment to sustainable development, social progress, and environmental responsibility, aligning with responsible investment objectives.
NEP	NEP (National Education Policy): Understanding a country's national education policy can shed light on the government's focus on education, skill development, and research and development, which can impact the long-term growth prospects and competitiveness of a nation.
POE/4th IR	Assessing a country's preparedness for the Fourth Industrial Revolution, including technological advancements, digital infrastructure, investment in research and development, and initiatives focusing on emerging



technologies, can help identify investment opportunities in the tech sector and other sectors poised for digital transformation.

Benchmarking Universities:

Name of the University	Program Referred for Syllabus contents	Subject referred
Christ University	MBA	Global Business Environment
Symbiosis	MBA	Global Business Environment
Amity University	MBA	International Business Environment

Department:	School of Management & Commerce		
Course Name: Challenges of Business Environment	Course Code: MCMC716	L-T-P	Credits
		3-0-0	3
Type of Course	Major		
Pre-requisite(s): Basic knowledge of Business			
Brief Syllabus: This course will provide the student with information about business operations and business vocabulary in International Business and explores the techniques for entering the international marketplace. It emphasizes on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Other topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. The course covers how and why the world’s countries differ, a thorough review of the economics and politics of international trade and investment. It explains the functions of the global monetary system, & examines the strategies and structures of international businesses.			
UNIT WISE DETAILS			
Unit Number: 1	Overview of Global Business Operations	No. of hours:11	



<p>Overview Need, Scope, Tasks, Contrast in domestic and international marketing, EPRG Framework, Socio cultural environment – culture defined, elements of culture, culture analysis, Political & Legal Environment – Embargoes & sanctions, Political risk, legal factors, legal differences Hofstede model.</p>		
<p>Unit Number:2</p>	<p>International Business Entry & Development Strategic effects of going international</p>	<p>No. of hours:12</p>
<p>International Business Entry & Development Strategic effects of going international, Strategies employed by Indian companies to sustain globally, Global Market Entry Strategies – Export/Import, International Intermediaries – EMC’s, Trading Companies, Licensing, Franchising, FDI, Local presence – Inter firm co-operation, MNC’s and Globalization, Mergers and Acquisitions. Pricing for International Market Key factors in global pricing & methods, International branding perspectives.</p>		
<p>Unit Number:3</p>	<p>Finance function in a multinational firm</p>	<p>No. of hours:11</p>
<p>Finance function in a multinational firm; structure of international financial markets; cost and availability of international financial flows; international financial instruments, Exposures in international finance and how to contain them.</p>		
<p>Unit Number:4</p>	<p>International Portfolio investment</p>	<p>No. of hours:12</p>
<p>International Portfolio investment, International cash management, Financial engineering: Currency derivatives, strategic considerations in euro -equity issues, Global depository receipts (GDRs) and American Depository receipts (ADRs), International bond financing.</p>		
<p>Content Summary: Overview of Global Business Operations, International Business Entry & Development Strategic effects of going international, Finance function in a multinational firm, International Portfolio investment</p>		
<p>*Self-Learning Components:</p> <ol style="list-style-type: none"> 1 Cross-Cultural Communication 2 International Trade and Supply Chain Management 3 Global Market Entry Strategies 4 Global Risk Management 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1 Daniels & Lee, International Business Keegan, Global Marketing 		



2 Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

3 Buckley A., Multinational Finance, Prentice-Hall of India, New Delhi

4 Shapiro A.C., Multinational Financial Management, Prentice-Hall, New Delhi

Define Course Outcomes (CO)

COs	Statements
CO1	Students will increase their understanding of global markets and the way they trade with other countries.
CO2	Students studying international business will have in-depth insights into the global economic and business climates
CO3	Students can expect career in the public, private, and non-profit sectors, with work profile of revolving around international trade, global business operations and planning, or industrial development.
CO4	Understand the concept of optimal portfolio and CAPM and understand the benefits of international diversification.

COs Mapping with Levels of Bloom’s taxonomy

	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1.Knowledge 2.Understand 3.Apply 4.Analyze 5.Evaluate 6.Create	1.Receiving 2.Responding 3. Valuing 4Organizing 5.Characterizing	1.Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO	C2		



C02	C4		
CO			
CO	C2		

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	-	3	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	3	-	-

CO-PSO Mapping

PSO	PSO1	PSO2	PSO3
CO1	-	-	1
CO2	2	1	2
CO3	-	2	1
CO4	1	-	-

Relevance of the Syllabus to various indicators

Unit I- Overview of Global Business Operations	
Local	Local factors can include market conditions, consumer preferences, and regulatory requirements that impact business operations at the grassroots level.
Regional	



National	These may include government policies, legal frameworks, economic stability, infrastructure, and political climate. Understanding national dynamics is essential for successful market entry and sustainable operations.
Global	Organizations must adapt to global trends, technological advancements, and changing consumer behaviors on a global scale.
Employability	In the context of global business operations, employability includes skills such as cross-cultural communication, adaptability, foreign language proficiency, and an understanding of international business practices.
Entrepreneurship	entrepreneurs may identify opportunities in emerging markets, create international networks, and leverage technology to launch and scale businesses across borders.
Skill Development	
Professional Ethics	
Gender	Gender diversity and equal opportunities are critical for fostering innovation, achieving sustainable growth, and addressing social and economic disparities.
Human Values	Organizations that prioritize human values in their global operations tend to foster positive relationships with stakeholders, build trust, and contribute to societal well-being.
Environment & Sustainability	
SDG	Businesses can contribute to the SDGs by aligning their operations with these goals and actively pursuing sustainable practices.
NEP	NEP emphasizes the need for skill development, entrepreneurship education, and fostering a global mindset among students to meet the demands of the global job market.
POE/4th IR	organizations must adapt to the rapid changes brought about by emerging technologies such as artificial intelligence, robotics, blockchain, and the Internet of Things (IoT).

Unit II- International Business Entry & Development Strategic effects of going international



Local	Local: Going international can lead to the creation of new job opportunities and increased economic development in the local community where the business expands.
Regional	Regional: Expansion into regional markets can foster regional integration and collaboration, leading to enhanced trade relationships and economic growth.
National	National: International business activities contribute to a country's GDP, foreign exchange earnings, and overall economic competitiveness. It can also facilitate knowledge transfer and technological advancements.
Global	Global: By entering global markets, businesses gain access to a larger customer base, new market opportunities, and potential for increased revenue. It also fosters cultural exchange and global economic interdependence.
Employability	Going international can create employment opportunities, both locally and abroad, as businesses expand their operations and establish new branches or subsidiaries in different countries.
Entrepreneurship	International expansion can provide entrepreneurial individuals with new markets to explore and expand their business ventures.
Skill Development	Going international requires employees and entrepreneurs to develop cross-cultural communication skills, adaptability, and an understanding of international business practices.
Professional Ethics	International business operations necessitate adherence to ethical standards and responsible business practices, considering the diverse legal, cultural, and social contexts in different countries.
Gender	International business expansion can contribute to gender equality and women's empowerment by providing equal opportunities for employment, leadership roles, and entrepreneurship in different countries.
Human Values	It promotes the recognition and respect for human values by fostering cultural exchange, understanding, and tolerance.
Environment & Sustainability	Environment & Sustainability: Incorporating environmental and sustainability considerations into decision science frameworks, assessing the



	environmental impact of decisions, and promoting sustainable practices in business decision-making.
SDG	International business expansion can contribute to achieving the UN Sustainable Development Goals by addressing poverty, hunger, education, gender equality, decent work, economic growth, and responsible consumption and production, among others.
NEP	Going international can facilitate collaborations between educational institutions and international partners, supporting the exchange of knowledge, research, and educational programs that align with the objectives of the National Education Policy.
POE/4th IR	International business entry and development can be influenced by the philosophy of education and the transformative impact of the Fourth Industrial Revolution.
Unit III- Finance function in a multinational firm	
Local	Local: Understanding the local financial regulations, tax laws, and business practices in each country where the multinational firm operates is crucial. Local knowledge helps in compliance and managing financial risks effectively.
Regional	Regional: In addition to the local perspective, regional economic trends, integration, and market conditions should be considered when formulating financial strategies. This includes factors such as regional trade agreements, currency fluctuations, and regional economic indicators
National	. National: The finance function needs to align with the national financial regulations, reporting standards, and tax requirements of the countries in which the multinational firm operates. Compliance with national laws is vital for financial stability and avoiding legal issues.
Global	Global: The finance function plays a critical role in managing the multinational firm's global financial operations. This includes overseeing financial planning, risk management, treasury management, foreign exchange exposure, and coordinating financial reporting across multiple jurisdictions.
Employability	Employability: The finance function requires individuals with strong financial skills, analytical abilities, and knowledge of financial tools and



	systems. Employability in this context refers to the development of these skills and competencies to enhance career prospects within the finance profession.
Entrepreneurship	Entrepreneurship: In the finance function, entrepreneurship can involve identifying and pursuing new business opportunities, assessing financial viability, and supporting the strategic decision-making process. Entrepreneurial skills can help finance professionals drive innovation and value creation within the multinational firm.
Skill Development	Skill Development: Continuous skill development is crucial for finance professionals to stay updated with industry trends, regulatory changes, and emerging technologies. Skills such as financial analysis, financial modeling, data analytics, and communication are essential for success in the finance function.
Professional Ethics	Professional Ethics: Ethical conduct is fundamental in the finance function, where individuals handle sensitive financial information and make decisions that impact stakeholders. Upholding professional ethics involves integrity, transparency, confidentiality, and compliance with ethical standards and codes of conduct.
Gender	Gender: Promoting gender diversity and equal opportunities within the finance function is essential for creating an inclusive work environment. Encouraging gender balance at all levels fosters a diverse perspective and helps organizations harness the full potential of their workforce.
Human Values	Human Values: Incorporating human values in the finance function involves considering the impact of financial decisions on stakeholders, employees, and society at large. Values such as integrity, fairness, social responsibility, and trustworthiness guide ethical behavior and responsible financial management.
Environment & Sustainability	Environment & Sustainability: The finance function can contribute to environmental sustainability by integrating environmental factors into financial decision-making processes. This includes assessing environmental risks, investing in sustainable projects, and adopting environmentally friendly practices.



SDG	The finance function can align its strategies with the United Nations' Sustainable Development Goals (SDGs). By incorporating the SDGs into financial planning and investment decisions, multinational firms can contribute to social and environmental progress while driving economic growth.
NEP	The National Education Policy of a country outlines the framework for education and skill development. Finance functions can benefit from aligning their talent development initiatives with the objectives and provisions of the NEP to foster a skilled and knowledgeable workforce.
POE/4th IR	The power of exponential technologies and the Fourth Industrial Revolution can transform the finance function. This includes leveraging technologies like artificial intelligence, machine learning, automation, and blockchain to streamline financial processes, improve decision-making, and enhance efficiency in multinational firms.
Unit IV- International Portfolio investment	
Local	Local: Understanding the local market conditions, economic stability, political environment, regulatory framework, and cultural factors is crucial for assessing the investment landscape. Factors such as local industry growth, consumer behavior, and market competition should be analyzed.
Regional	Regional: Assessing regional economic integration, trade agreements, infrastructure development, and regional stability can provide insights into potential investment opportunities and risks within a particular region.
National	National: Analyzing the national economic indicators, government policies, legal and regulatory frameworks, taxation system, labor market conditions, and political stability are essential when considering portfolio investments in a specific country.
Global	Global: Understanding global economic trends, geopolitical dynamics, international trade relations, and the impact of global events such as pandemics or economic crises can help in identifying investment opportunities and managing risks associated with international portfolio investments.



Employability	Employability: Evaluating the local labor market's employability prospects, including the availability of skilled workforce, talent pool, education system, vocational training programs, and government initiatives for human capital development, can influence investment decisions, particularly in sectors that rely on skilled labor.
Entrepreneurship	Entrepreneurship: Assessing the entrepreneurial ecosystem, including the presence of startup hubs, access to capital, government support for entrepreneurship, innovation culture, and intellectual property protection, can highlight investment prospects in emerging sectors and innovative ventures.
Skill Development	Skill Development: Considering the availability of skill development programs, vocational training institutes, and the alignment of educational institutions with industry requirements is important for industries that demand specific skill sets. Adequate skill development initiatives contribute to a more capable workforce and potentially attract investments in such sectors.
Professional Ethics	Professional Ethics: Evaluating the ethical standards and corporate governance practices within a country or region is essential for responsible investments. Investors may prefer markets that demonstrate transparency, accountability, and adherence to ethical business practices.
Gender	Gender: Assessing gender equality and women's empowerment indicators, as well as the presence of policies supporting gender diversity in the workforce, can provide insights into the inclusivity of the market and potential investment opportunities in companies promoting gender equality.
Human Values	Human Values: Considering social factors such as respect for human rights, labor standards, employee welfare, and community engagement can be crucial for assessing the sustainability and ethical practices of potential investment targets.
Environment & Sustainability	Environment & Sustainability: Evaluating a country's environmental policies, commitment to sustainable practices, renewable energy adoption, and efforts towards climate change mitigation can provide insights into long-



	term investment prospects, considering the growing importance of environmental sustainability.
SDG	SDGs (Sustainable Development Goals): Analyzing a country's progress towards achieving the UN's Sustainable Development Goals can indicate its commitment to sustainable development, social progress, and environmental responsibility, aligning with responsible investment objectives.
NEP	NEP (National Education Policy): Understanding a country's national education policy can shed light on the government's focus on education, skill development, and research and development, which can impact the long-term growth prospects and competitiveness of a nation.
POE/4th IR	Assessing a country's preparedness for the Fourth Industrial Revolution, including technological advancements, digital infrastructure, investment in research and development, and initiatives focusing on emerging technologies, can help identify investment opportunities in the tech sector and other sectors poised for digital transformation.

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	MBA	Global Business Environment
Symbiosis	MBA	Global Business Environment
Amity University	MBA	International Business Environment

Department:	School of Management & Commerce		
Course Name:	Course Code: MCMC718	L-T-P	Credits
Business Communication Skills II		2-0-0	2
Type of Course	Major		
Pre-requisite(s): Basic communication skills II			



Brief Syllabus:

This course will provide the student with information about business operations and business vocabulary in International Business and explores the techniques for entering the international marketplace. It emphasizes on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Other topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. The course covers how and why the world's countries differ, a thorough review of the economics and politics of international trade and investment. It explains the functions of the global monetary system, & examines the strategies and structures of international businesses.

UNIT WISE DETAILS

Unit Number:	Basics of Communication	No. of hours:8
Unit Number: 1	<ul style="list-style-type: none">• General speaking -Just a minute session,• Reading news clippings in the class,• Extempore speech, expressing opinions,• Making requests/suggestions/complaints, telephone etiquette.• Professional Speaking• Elocutions• Debate	
Unit Number:2	Types of communication	No. of hours:7
	<ul style="list-style-type: none">• Describing incidents and developing positive nonverbal communication. Analogies, YES-NO statements (sticking to a particular line of reasoning)• Group discussion,• Intricacies of a group discussion, topics for GD (with special focus on controversial topics),• Structure of participation in a group discussion,• Words often mis-used, words often mis-spelt,• Multiple meanings of the same word (differentiating between meanings with the help of the given context),• Business idioms and expressions foreign phrases, Enhanced difficulty level in spotting errors will be taken up with reference to competitive test based exercises..	
Unit Number:3	Activities related to communication	No. of hours:8



- Group discussion Advance
- Role Plays
- Video Showcasing
- Just a minute rounds
- Extempore
- Presentations – Team and Individual
- Team Lead activities
- Debates
- Free speech sessions

Unit Number:4	Inter-personal communication	No. of hours:7
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- Professional grooming
- Inter personal skills,
- brushing up on general awareness,
- latest trends in their respective branches,
- resume preparation,
- Different types of interviews (with emphasis on personal interview), preparation for an interview,
- Areas of questioning,
- Answering questions on general traits like strengths/weaknesses/ hobbies/extracurricular activities,
- Importance of non verbal communication while participating in interviews, tips to reduce nervousness during personal interviews

Content Summary:
Basics of Communication, Types of communication, Activities related to communication,, Inter-personal communication

- *Self-Learning Components:**
- 1. Case Studies and Real-World Examples**
 - 2. Interactive Online Simulations**
 - 3. Virtual Networking Opportunities**
 - 4. Reflective Journaling**

Reference Books:

1. Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek
2. Business Communication Today" by Courtland L. Bovee and John V. Thill



3. "Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the basics of Grammar to improve written and oral communication skills
CO2	Understand the correct form of English with proficiency
CO3	Improve student’s personality and enhance their self-confidence Enhance academic writing skills
CO4	Improve professional communication

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3		3					
CO2			3						3	
CO3			3	3			3			
CO4			3							

CO-PSO Mapping

PSO	PSO1	PSO2	PSO3
CO1	-	-	1
CO2	2	1	2



CO3	-	2	1
CO4	1	-	-

COs Mapping with Levels of Bloom’s taxonomy

	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO	C2		
C02	C2		
CO			P5
CO			P5

Relevance of the Syllabus to various indicators

Unit I- Basics of Communication	
Local	Local Communication: Local communication focuses on interactions within a specific community or locality. It involves effective communication with individuals or groups in a particular area, considering their cultural, social, and linguistic aspects.
Regional	Regional Communication: Regional communication refers to the exchange of information and ideas within a specific geographic region. It involves



	understanding the unique characteristics and challenges of the region and tailoring communication strategies accordingly.
National	National Communication: National communication deals with communication processes that occur at a countrywide level. It encompasses various aspects of communication, including intercultural communication, mass media, public relations, and government communication.
Global	Global Communication: Global communication explores communication in a globalized world, where individuals and organizations interact across borders. It involves understanding cultural diversity, language barriers, intercultural communication competence, and the use of technology in global communication.
Employability	Employability: Employability refers to the skills, knowledge, and personal attributes that make an individual suitable for employment. Communication skills play a crucial role in employability, as they enable effective interaction, teamwork, and conveying ideas and information in the workplace.
Entrepreneurship	Entrepreneurship: Entrepreneurship involves the process of creating and managing a business or startup. Communication skills are essential for entrepreneurs as they need to pitch their ideas, negotiate partnerships, attract investors, and market their products or services effectively.
Skill Development	Skill Development: Skill development encompasses acquiring new abilities and enhancing existing skills. Communication skills are fundamental in various domains, including public speaking, presentation skills, active listening, written communication, and interpersonal communication.
Professional Ethics	Professional Ethics: Professional ethics refers to the moral principles and conduct expected in a specific profession or workplace. Communication ethics involves understanding and practicing honesty, respect, confidentiality, and integrity in all forms of communication, both internally and externally.
Gender	Gender: Gender plays a significant role in communication dynamics. Understanding gender differences in communication styles, cultural norms, and power dynamics can help foster inclusive and effective communication practices.



Human Values	Human Values: Human values refer to the principles and beliefs that guide human behavior and interaction. Communication based on values such as empathy, respect, fairness, and compassion can contribute to meaningful and ethical interactions
Environment & Sustainability	Environment & Sustainability: Communication plays a vital role in raising awareness about environmental issues, promoting sustainable practices, and mobilizing collective action. Effective communication strategies can help convey the importance of environmental conservation and inspire behavior change.
SDG	The Sustainable Development Goals are a set of 17 global goals established by the United Nations to address various social, economic, and environmental challenges. Communication is crucial for spreading awareness, mobilizing action, and facilitating collaboration towards achieving these goals.
NEP	Communication skills are essential for effective implementation of the NEP, including teacher-student communication, parent engagement, and communication of policy objectives.
POE/4th IR	The Fourth Industrial Revolution represents the current era of technological advancements, where emerging technologies like artificial intelligence, automation, and robotics impact various industries.
Unit II- Types of communication	
Local	Interpersonal communication within a local community or neighborhood.
Regional	Communication between different cities or regions within a country.
National	Communication that occurs within a country on a broader scale. Government announcements and public addresses to the entire nation. National media coverage and broadcasting.
Global	International communication involving individuals, organizations, or governments from different countries.



	<p>Global conferences, international diplomacy, and negotiations.</p> <p>Global media platforms and social networks connecting people worldwide.</p>
Employability	<p>Communication skills necessary for job interviews, resumes, and cover letters.</p> <p>Workplace communication, including written emails, reports, and presentations.</p> <p>Networking and professional communication within a specific industry.</p>
Entrepreneurship	<p>Pitching ideas and business plans to potential investors or partners.</p> <p>Marketing and promotional communication to attract customers.</p> <p>Negotiation and communication skills for partnerships and collaborations.</p>
Skill Development	<p>Communication in educational settings, including classrooms and workshops.</p> <p>Training sessions and workshops aimed at improving specific skills.</p> <p>Online courses and tutorials that facilitate learning and skill development.</p>
Professional Ethics	<p>Ethical guidelines and codes of conduct communicated within professional communities.</p> <p>Discussions and debates on ethical issues within a specific industry.</p> <p>Communication of ethical practices and standards within organizations.</p>
Gender	<p>Communication regarding gender-related issues, equality, and inclusivity.</p> <p>Dialogue on gender stereotypes, gender roles, and gender-based discrimination.</p> <p>Communication campaigns promoting gender equality and women empowerment.</p>
Human Values	<p>Communication related to promoting universal values such as empathy, compassion, and integrity.</p> <p>Ethical dilemmas and moral discussions within society.</p>



	Communication initiatives aimed at instilling human values in education and social systems
Environment & Sustainability	<p>Communication related to environmental issues, conservation, and sustainable practices.</p> <p>Awareness campaigns about climate change, pollution, and natural resource management.</p> <p>Communication of sustainable business practices and corporate social responsibility.</p>
SDG	<p>Communication efforts aimed at achieving the UN's Sustainable Development Goals.</p> <p>Awareness campaigns on poverty eradication, quality education, clean energy, etc.</p> <p>Reporting and communication of progress made towards achieving the SDGs.</p>
NEP	<p>Communication related to the implementation and understanding of national education policies.</p> <p>Dialogue on educational reforms, curriculum changes, and skill development.</p> <p>Communication between policymakers, educators, and students regarding the NEP.</p>
POE/4th IR	<p>Communication on the impact and implications of the Fourth Industrial Revolution.</p> <p>Discussions on emerging technologies like artificial intelligence, automation, and robotics.</p> <p>Communication about the ethical and social considerations of the Fourth Industrial Revolution.</p>
Unit III- Activities related to communication	
Local	Conduct workshops or seminars on effective communication skills for individuals in the local community.



Regional	Arrange conferences or forums on regional communication strategies, emphasizing collaboration and knowledge sharing among neighboring communities.
National	Organize national-level communication conferences or symposiums to discuss challenges and innovations in the field.
Global	Facilitate cross-cultural communication workshops to foster understanding and respect among individuals from different countries and backgrounds.
Employability	Offer training programs or workshops focusing on communication skills sought by employers, such as effective presentations, negotiation, and interpersonal communication.
Entrepreneurship	Organize communication-focused workshops for aspiring entrepreneurs, covering topics like pitching ideas, persuasive communication, and building professional networks.
Skill Development	Provide communication skill-building sessions for individuals seeking to enhance their overall communication proficiency, including areas such as active listening, non-verbal communication, and conflict resolution.
Professional Ethics	Conduct workshops or seminars that emphasize the importance of ethical communication practices, such as maintaining confidentiality, respecting diversity, and adhering to professional standards.
Gender	Organize awareness campaigns or panel discussions to address gender-related communication barriers and promote inclusive communication practices..
Human Values	Incorporate discussions and activities centered around empathy, respect, and compassion into communication workshops, fostering a human-centered approach to interaction.
Environment & Sustainability	Promote effective communication strategies to raise awareness about environmental issues, encourage sustainable behaviors, and advocate for environmental conservation.



SDG	Align communication activities with specific SDGs, creating campaigns, workshops, or projects that address the goals and encourage action within communities.
NEP	Develop communication-related programs or initiatives that support the goals and principles outlined in the national education policy, focusing on effective communication in educational settings..
POE/4th IR	Organize communication-focused conferences or seminars that explore the impact of the post-oil economy or the fourth industrial revolution, and how communication can drive progress and adaptation
Unit IV- Inter-personal communication	
Local	Conduct workshops or seminars on effective communication skills for individuals in the local community.
Regional	Arrange conferences or forums on regional communication strategies, emphasizing collaboration and knowledge sharing among neighboring communities.
National	Organize national-level communication conferences or symposiums to discuss challenges and innovations in the field.
Global	Facilitate cross-cultural communication workshops to foster understanding and respect among individuals from different countries and backgrounds.
Employability	Employability: Evaluating the local labor market's employability prospects, including the availability of skilled workforce, talent pool, education system, vocational training programs, and government initiatives for human capital development, can influence investment decisions, particularly in sectors that rely on skilled labor.
Entrepreneurship	Entrepreneurship: Assessing the entrepreneurial ecosystem, including the presence of startup hubs, access to capital, government support for entrepreneurship, innovation culture, and intellectual property protection, can highlight investment prospects in emerging sectors and innovative ventures.
Skill Development	Skill Development: Considering the availability of skill development programs, vocational training institutes, and the alignment of educational



	<p>institutions with industry requirements is important for industries that demand specific skill sets. Adequate skill development initiatives contribute to a more capable workforce and potentially attract investments in such sectors.</p>
Professional Ethics	<p>Interpersonal communication should be guided by ethical principles such as honesty, integrity, and respect for others' privacy and boundaries.</p> <p>Ethical communication promotes trust, credibility, and positive relationships in professional settings.</p>
Gender	<p>Interpersonal communication can be influenced by gender dynamics, stereotypes, and biases.</p> <p>Recognizing and addressing gender-related communication challenges promotes equality, inclusivity, and effective collaboration..</p>
Human Values	<p>Effective interpersonal communication reflects human values such as empathy, compassion, and mutual respect.</p> <p>Aligning communication practices with human values enhances understanding, trust, and cooperation in personal and professional relationships.</p>
Environment & Sustainability	<p>Interpersonal communication plays a role in raising awareness and fostering collective action on environmental and sustainability issues.</p> <p>Communicating about eco-friendly practices, conservation efforts, and sustainable development goals can inspire positive change.</p>
SDG	<p>Interpersonal communication can contribute to achieving the SDGs by disseminating information, mobilizing resources, and fostering collaboration on issues such as poverty, education, health, and climate action</p>
NEP	<p>The NEP emphasizes the development of communication skills as a foundational aspect of education.</p> <p>Interpersonal communication is crucial for effective teaching and learning, collaborative projects, and student engagement.</p>



POE/4th IR

The Fourth Industrial Revolution, characterized by digital transformation and technological advancements, has transformed interpersonal communication. Skills such as digital literacy, virtual collaboration, and adaptability to new communication platforms are increasingly important..

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Amity University	MBA	Communication



Semester -3



Department:	School of Management & Commerce		
Course Name: Business Sustainability, Governance and Ethics.	Course Code: MCMC801	L-T-P	Credits
		3-0-0	3
Type of Course:	Major		
Pre-requisite(s), if any: Basic understanding about business and environment			
<p>Brief Syllabus: The course on Business Sustainability, Governance, and Ethics aims to provide students with a comprehensive understanding of the principles, challenges, and practices related to sustainable business operations, corporate governance, and ethical decision-making. Students will explore the interconnections between business, society, and the environment, and develop skills to navigate complex ethical dilemmas in the corporate world. The course will emphasize the importance of responsible and sustainable business practices, and the role of effective governance in fostering long-term success and stakeholder value. Through a combination of theoretical concepts, case studies, and interactive discussions, students will gain the knowledge and competencies required to promote sustainable and ethically responsible business practices. The purpose of the course is to instill a sustainability, good governance and ethical-oriented mindset and aspiration among students, at the broad level. To inspire them to apply it further in their respective streams, career and lives, so as to contribute to the society and the planet as holistic, responsible individuals and ethical business leaders.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Sustainable Business Management Strategies	No. of hours: 12	
<p>Content Summary: Introduction to sustainability and sustainable business management, guiding principles of business sustainability; Social, Ecological and Economic indicators of sustainability. Enablers, risks, opportunities and challenges of sustainable businesses. Business opportunities for integrating sustainability issues within the core Business Strategy.</p>			
Unit Number: 2	Title: Managing Sustainable Businesses & Transforming to sustainable businesses	No. of hours: 13	
<p>Content Summary: Sustainable supply chains: Designing sustainable products and services, Re-features in Supply Chain Design (Re use, Recycle, Re-manufacture), Cradle to Cradle protocol. Life Cycle Analysis (LCA). Stakeholder engagement models. Sustainable business models – Product</p>			



service system (PSS). Tools for transformation such as Innovation, Collaboration, Technology, Process improvement, bio-mimicry and performance measurement systems. Measuring and reporting sustainability.		
Unit Number: 3	Title: Transforming to sustainable businesses	No. of hours: 10
Content Summary: Sustainable business models – Product service system (PSS). Tools for transformation such as Innovation, Collaboration, Technology, Process improvement, bio-mimicry and performance measurement systems. Measuring and reporting sustainability.		
Unit Number: 4	Title: Understanding Corporate Governance and Roles and Responsibilities in Corporate Governance	No. of hours: 10
Content Summary: Understanding Corporate Governance and Roles and Responsibilities in Corporate Governance, Understanding Corporate Governance and Roles and Responsibilities in Corporate Governance, Understanding Corporate Governance and Roles and Responsibilities in Corporate Governance		
*Self-Learning Components 1. Case Studies: Dive into real-life case studies that explore the application of sustainability, governance, and ethics principles in various business scenarios. Ethical Dilemma Exercises: Engage in ethical dilemma exercises where you are presented with challenging situations that require you to make ethical decisions.		
Reference Books: 1. Business Ethics: Concepts and Cases" by Manuel G. Velasquez 2. "Corporate Governance: Principles, Policies and Practices" by A. C. Fernando 3. "Sustainability in Contemporary India: Economy, Politics and Governance" by Shreekant Gupta and Debashish Bhattacharjee 4. "Business Ethics and Corporate Governance" by C. B. Gupta 5. "Sustainable Development and Corporate Governance: A Comparative Study" by Anil K. Sain		

Define Course Outcomes (CO)



Cos	Statements
CO1	Understand about business sustainability as a strategy imperative.
CO2	Demonstrate ability to transform and nurture environment friendly, socially responsive and ethically governed business entities.
CO3	Interpret the impact of relevant governance models
CO4	Evaluate the reasons for the success or/and failure of various business entities not following ESG theme as their strategies

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		
CO2			
CO3			
CO4	C5		



CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	-	-	-	-	-	-	-	-
CO2	-	-	1	-	-	-	-	-	-	-
CO3	1	-	-	-	-	-	-	-	-	-
CO4	-	2	-	-	-	-	1	-	-	1

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	-	-	1
CO2	1	2	-
CO3	-	-	-
CO4	1	-	-
CO5	-	-	-

Relevance of the Syllabus to various indicators

Unit I	
Local	Understanding the local environmental and social challenges that businesses face.
Regional	Understanding the impact of regional factors on sustainable business management.
National	Analyzing the role of national policies and regulations in promoting sustainable business practices.
Global	Exploring best practices and case studies of global companies implementing sustainable business strategies.
Employability	Enhancing employability through knowledge of sustainable business strategies and practices.
Entrepreneurship	Identifying sustainable business opportunities and business models.
Skill Development	Building analytical and problem-solving skills for sustainable business management.
Professional Ethics	Understanding the ethical considerations and responsibilities of sustainable business management.



Gender	Recognizing the gender dimensions of sustainable business management.
Human Values	Fostering a culture of social responsibility and ethical conduct.
Environment & Sustainability	Developing strategies for reducing environmental impact and promoting resource efficiency.
Unit II	
Local	Understanding the local context and sustainability challenges faced by businesses.
Regional	Examining regional sustainability trends and initiatives.
National	Assessing the national-level support systems and resources available for sustainable businesses.
Global	Assessing the global market opportunities and risks associated with sustainable business practices.
Employability	Enhancing employability through knowledge and practical application of sustainable business strategies.
Entrepreneurship	Developing sustainable business models and strategies for long-term success.
Skill Development	Enhancing skills in sustainable supply chain management and resource optimization.
Professional Ethics	Addressing ethical challenges and conflicts that arise during the transformation process.
Gender	Promoting gender equality and diversity in sustainable business practices and leadership roles.
Human Values	Incorporating human-centric approaches in the design and implementation of sustainable business strategies.
Environment & Sustainability	Embracing sustainable practices, such as renewable energy adoption and waste reduction.
Unit III	
Local	Understanding the local environmental and social challenges that businesses face.
Regional	Understanding the impact of regional factors on sustainable business management.
National	Analyzing the role of national policies and regulations in promoting sustainable business practices.
Global	Exploring best practices and case studies of global companies implementing sustainable business strategies.



Employability	Enhancing employability through knowledge of sustainable business strategies and practices.
Entrepreneurship	Identifying sustainable business opportunities and business models.
Skill Development	Building analytical and problem-solving skills for sustainable business management.
Professional Ethics	Understanding the ethical considerations and responsibilities of sustainable business management.
Gender	Recognizing the gender dimensions of sustainable business management.
Human Values	Fostering a culture of social responsibility and ethical conduct.
Environment & Sustainability	Developing strategies for reducing environmental impact and promoting resource efficiency.
Unit IV	
Local	Understanding the local context and sustainability challenges faced by businesses.
Regional	Examining regional sustainability trends and initiatives.
National	Assessing the national-level support systems and resources available for sustainable businesses.
Global	Assessing the global market opportunities and risks associated with sustainable business practices.
Employability	Enhancing employability through knowledge and practical application of sustainable business strategies.
Entrepreneurship	Developing sustainable business models and strategies for long-term success.
Skill Development	Enhancing skills in sustainable supply chain management and resource optimization.
Professional Ethics	Addressing ethical challenges and conflicts that arise during the transformation process.
Gender	Promoting gender equality and diversity in sustainable business practices and leadership roles.
Human Values	Incorporating human-centric approaches in the design and implementation of sustainable business strategies.
Environment & Sustainability	Embracing sustainable practices, such as renewable energy adoption and waste reduction.
SDG	SDG 4



NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts of employability skills/practical courses from industry and alumina

Department:	School of Management & Commerce		
Course Name: Mobile Marketing	Course Code: MCSP815	L-T-P	Credits
		3-0-0	3
Type of Course:	Major		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The Mobile Marketing course provides a comprehensive exploration of the mobile marketing landscape, starting with an overview and goal-setting in the introductory section. It delves into SMS Marketing, covering list building, segmentation, campaign crafting, and performance tracking, emphasizing best practices. Mobile App Marketing is introduced with a focus on strategy development, app promotion, and performance measurement. Mobile Advertising explores platforms like Google AdMob, Facebook Ads, and LinkedIn Ads, guiding students in goal-setting, audience identification, budget planning, ad copy creation, and performance tracking. The course concludes with Advanced Mobile Marketing Strategies, covering tactics such as location-based marketing and mobile video advertising, along with integrating mobile marketing with other channels and measuring campaign ROI.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Fundamentals of Mobile Marketing	No. of hours: 6	
<p>Content Summary: Overview of the mobile marketing landscape - Setting mobile marketing goals and identifying target audiences - Understanding customer behaviour on mobile devices - Developing a mobile marketing strategy - Types of mobile marketing (e.g. SMS marketing, mobile app marketing, mobile advertising)</p>			
Unit Number: 2	Title: SMS Marketing	No. of hours: 4	
<p>Content Summary: SMS marketing and its benefits - Building and segmenting SMS lists - Crafting effective SMS campaigns - Measuring and tracking SMS marketing performance - Best practices for SMS marketing</p>			
Unit Number: 3	Title: Mobile App Marketing	No. of hours: 6	
<p>Content Summary: Introduction to mobile app marketing and its benefits - Developing a mobile app marketing strategy - Promoting mobile apps through app stores and other channels - Measuring and tracking mobile app performance</p>			



Unit Number: 4	Title: Mobile Advertising	No. of hours: 8
Content Summary: Mobile advertising platforms (e.g. Google AdMob, Facebook Ads, LinkedIn Ads) - Setting mobile advertising goals and identifying target audiences - Developing a mobile advertising budget and campaign plan - Crafting effective ad copy and selecting appropriate ad formats - Measuring and tracking mobile advertising performance		
Unit Number: 5	Title: Advanced Mobile Marketing Strategies	No. of hours: 6
Content Summary: Introduction to advanced mobile marketing tactics (e.g. location-based marketing, mobile video advertising) - Integrating mobile marketing with other marketing channels (e.g. email, content marketing) - Measuring and tracking the ROI of mobile marketing campaigns		
*Self-Learning Components		
Reference Books: 1. Mobile Marketing – An hour a day by Rachel Pasqua and Noah Elkin – Sybex Publishing		

Define Course Outcomes (CO)

COs	Statements
CO1	To effectively reach and engage mobile users
CO2	To implement mobile marketing plan
CO3	Measure and analyse the performance of mobile campaigns
CO4	Familiarising in latest trends and best practices in mobile marketing

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1 Knowledge		1 Imitation
	2 Understand	1 Receiving	2 Manipulation
	3 Apply	2 Responding	3 Precision
	4 Analyze	3 Valuing	4 Articulation
	5 Evaluate	4 Organizing	5 Improving
	6 Create	5 Characterizing	



CO1	C1		
CO2	C1		
CO3	C1		
CO4			
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	-	4	-	-	-	-	-	-
CO2	-	-	-	-	-	5	-	-	-	-
CO3	-	-	-	4	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	4	-	-
CO2	-	5	-
CO3	-	-	-
CO4	4	3	4

Relevance of the Syllabus to various indicators

Unit I	Fundamentals of Mobile Marketing
Local	Utilization of local mobile marketing strategies, Integration of location-based services in campaigns, Consideration of local consumer preferences and behavior.
Regional	Adaptation of goals to regional market dynamics, Identification of target audiences based on regional variations, Tailoring of mobile marketing strategies to regional preferences.
National	Alignment of mobile marketing goals with national trends, Identification of diverse target demographics within the country, Development of strategies resonating with the national audience.
Global	Understanding of the global mobile marketing landscape, Adaptation of strategies to diverse international markets, Implementation of types of mobile marketing suitable for global reach.



Employability	Acquisition of skills in mobile marketing, Increased marketability in digital marketing roles, Application of knowledge to enhance career prospects.
Entrepreneurship	Implementation of effective mobile marketing goals for business growth, Identification of target audiences for entrepreneurial ventures, Development of strategies to promote products or services.
Skill Development	Acquisition of skills in data analysis and interpretation, Proficiency in strategic planning for mobile marketing, Understanding customer behavior on mobile devices.
Professional Ethics	Adherence to ethical standards in data handling, Transparent communication in mobile advertising campaigns, Consideration of privacy and security in mobile marketing practices.
Gender	Inclusion of gender-specific considerations in marketing strategies, Tailoring of campaigns to address diverse gender preferences, Recognition of gender-related nuances in customer behavior.
Human Values	Alignment of mobile marketing goals with positive human values, Creation of campaigns that resonate with audience values, Establishment of a meaningful connection with the target audience.
Environment & Sustainability	Consideration of eco-friendly practices in mobile marketing, Implementation of sustainable approaches in mobile app development, Incorporation of environmental considerations in mobile advertising.
Unit II	SMS Marketing
Local	Number of local subscribers on SMS lists, Localization of SMS campaigns targeting local events or promotions.
Regional	Inclusion of regional characteristics in SMS campaign content, Expansion of SMS lists to cover a broader regional audience.
National	Number of subscribers on a national SMS list, Inclusion of national trends in SMS campaign strategies.
Global	Number of international subscribers on SMS lists, Localization of SMS campaigns for global audiences.
Employability	Inclusion of SMS marketing skills on resumes, Successful implementation of SMS campaigns in a professional setting.
Entrepreneurship	Integration of SMS marketing into entrepreneurial ventures, Conversion rates and engagement metrics from SMS campaigns.
Skill Development	Proficiency in crafting effective SMS campaigns, Ability to segment SMS lists based on customer characteristics.
Professional Ethics	Adherence to privacy regulations in SMS marketing, Inclusion of opt-in and opt-out options in SMS communications.
Gender	Inclusion of gender-specific content in SMS campaigns, Segmentation based on gender-related preferences.
Human Values	Integration of values-aligned messaging in SMS campaigns, Positive feedback and engagement reflecting shared values.
Environment & Sustainability	Inclusion of sustainability messaging in SMS campaigns, Monitoring and reducing the environmental footprint of SMS marketing practices.
Unit III	Mobile App Marketing
Local	Number of app downloads from local users, Inclusion of local features or promotions in the app marketing strategy.
Regional	Expansion of app reach to cover a regional user base, Inclusion of region-specific features or promotions in the marketing strategy.



National	Number of app downloads on a national scale, Inclusion of national trends in the app marketing strategy.
Global	Number of international app downloads, Inclusion of multilingual and culturally sensitive features in the app marketing.
Employability	Inclusion of mobile app marketing skills on resumes, Successful execution of app marketing campaigns in a professional setting.
Entrepreneurship	Integration of mobile app marketing into entrepreneurial ventures, Conversion rates and engagement metrics from app marketing campaigns.
Skill Development	Proficiency in developing effective app marketing strategies, Ability to analyze and optimize app performance metrics.
Professional Ethics	Implementation of transparent communication in app marketing campaigns, Adherence to privacy regulations in app promotion.
Gender	Inclusion of gender-specific content or features in app marketing, Segmentation based on gender-related preferences in app promotion.
Human Values	Integration of values-aligned messaging in app marketing campaigns, Positive feedback and engagement reflecting shared values.
Environment & Sustainability	Inclusion of sustainability messaging in app marketing campaigns, Monitoring and reducing the environmental footprint of app marketing practices.
Unit IV	Mobile Advertising
Local	Impressions and engagement metrics from local mobile advertising campaigns, Inclusion of location-based targeting in mobile ad campaigns.
Regional	Expansion of mobile advertising reach to cover a regional audience, Tailoring ad copy based on regional characteristics.
National	Metrics such as reach and engagement from national mobile advertising campaigns, Inclusion of national trends in mobile advertising strategies.
Global	Metrics indicating global reach and engagement from mobile advertising, Inclusion of multilingual and culturally sensitive content in mobile ads.
Employability	Inclusion of mobile advertising skills on resumes, Successful execution of mobile advertising campaigns in a professional setting.
Entrepreneurship	Integration of mobile advertising into entrepreneurial ventures, Conversion rates and engagement metrics from mobile advertising campaigns.
Skill Development	Proficiency in developing effective mobile advertising campaigns, Ability to analyze and optimize mobile advertising performance metrics.
Professional Ethics	Implementation of transparent communication in mobile advertising campaigns, Adherence to privacy regulations in mobile advertising.
Gender	Inclusion of gender-specific content or features in mobile ads, Segmentation based on gender-related preferences in mobile advertising.
Human Values	Integration of values-aligned messaging in mobile advertising campaigns, Positive feedback and engagement reflecting shared values.
Environment & Sustainability	Inclusion of sustainability messaging in mobile advertising campaigns, Monitoring and reducing the environmental footprint of mobile advertising practices.



Unit V	Advanced Mobile Marketing Strategies
Local	Increased local engagement and conversions from advanced mobile marketing tactics, Alignment of integrated marketing campaigns with local events and trends.
Regional	Expansion of regional reach through advanced mobile marketing strategies, Improved synergy and consistency in regional marketing efforts.
National	Enhanced national visibility and engagement through advanced tactics, Effective integration of mobile marketing with other channels at the national level.
Global	Improved global reach and impact through advanced mobile marketing tactics, Successful integration with other channels for global marketing initiatives.
Employability	Inclusion of advanced mobile marketing skills on resumes, Successful measurement and reporting of ROI in professional settings.
Entrepreneurship	Integration of advanced mobile marketing in entrepreneurial marketing plans, Positive ROI and increased engagement from integrated marketing efforts.
Skill Development	Proficiency in implementing advanced mobile marketing tactics, Ability to analyze and report on the ROI of marketing campaigns.
Professional Ethics	Implementation of ethical practices in advanced mobile marketing strategies, Clear and transparent communication in ROI reporting.
Gender	Inclusion of gender-specific content or features in advanced mobile marketing, Consideration of gender-related nuances in integrated marketing campaigns.
Human Values	Integration of values-aligned messaging in advanced mobile marketing campaigns, Positive feedback and engagement reflecting shared values in integrated campaigns.
Environment & Sustainability	Inclusion of sustainability messaging in advanced mobile marketing campaigns, Optimization of resources based on ROI metrics for sustainability.
SDG	
NEP 2020	
POE/4th IR	

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING



Department:	School of Management & Commerce		
Course Name: Web Design and Development	Course Code: MCSP816	L-T-P	Credits
		2-0-2	3
Type of Course:	Major		
Pre-requisite(s), if any: Basic understanding of internet			
<p>Brief Syllabus: The Web Design and Development course encompasses a comprehensive journey through the web development landscape. In the introductory section, students explore goal-setting, audience identification, user experience (UX), and user interface (UI) design, developing a website plan and content strategy, and understanding various website types. HTML and CSS are covered in detail, teaching the creation of basic web pages and styling techniques, along with layout design and validation. The course then introduces JavaScript and jQuery, emphasizing interactivity, DOM manipulation, animations, and effects. Responsive web design is addressed, covering planning, design, layout creation, and testing. The course concludes by exploring advanced technologies like PHP, MySQL, AJAX, dynamic website development, API integration, and website performance measurement.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Overview of Web design landscape	No. of hours: 6	
<p>Content Summary: Setting goals for a website and identifying target audiences - Understanding user experience (UX) and user interface (UI) design - Developing a website plan and content strategy - Types of websites (e.g. business, e-commerce, blog)</p>			
Unit Number: 2	Title: HTML and CSS	No. of hours: 6	
<p>Content Summary: Introduction to HTML and CSS - Creating basic web pages with HTML - Styling web pages with CSS - Working with web page layouts - Validating HTML and CSS</p>			
Unit Number: 3	Title: JavaScript and jQuery	No. of hours: 6	
<p>Content Summary: Introduction to JavaScript and jQuery - Adding interactivity to web pages with JavaScript and jQuery - Working with DOM manipulation - Creating animations and effects with jQuery</p>			
Unit Number: 4	Title: Responsive web design	No. of hours: 6	
<p>Content Summary: Planning and designing responsive websites - Creating responsive layouts with CSS - Testing and debugging responsive websites</p>			
Unit Number: 5	Title: Advanced website design and development	No. of hours: 6	



Content Summary: Introduction to advanced web development technologies (e.g. PHP, MySQL, AJAX) - Building dynamic websites with databases and server-side languages - Integrating websites with APIs and third-party services - Measuring and tracking website performance

***Self-Learning Components**

Reference Books:

1. Responsive Web Design with HTML5 & CSS by Jessica Minnick – Feb 2020

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding of web design principles and user experience
CO2	Proficiency in web development language
CO3	Knowledge of web development tools and frameworks
CO4	Capability to build and deploy a web application

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C1		
CO2	C1		
CO3	C1		
CO4			



CO5			
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CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	4	-	-	-	-	-	5	-	-	-
CO2	-	5	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	4	-	-
CO4	-	-	-	4	-	-	-	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	-	-	1
CO2	-	1	-
CO3	2	-	-
CO4	-	-	-

Relevance of the Syllabus to various indicators

Unit I	Overview of Web design landscape
Local	Number of local businesses with newly designed websites, Integration of local features and content in websites.
Regional	Adoption of regionally relevant design elements in websites, Increased regional engagement and traffic on websites.
National	Recognition of national design trends in websites, Inclusion of features catering to a diverse national audience.
Global	Inclusion of multilingual and culturally sensitive features in websites, Increased global reach and engagement.
Employability	Inclusion of web design skills on resumes, Successful execution of website development projects in a professional setting.
Entrepreneurship	Integration of website goals into entrepreneurial ventures, Successful implementation of content strategies for online businesses.
Skill Development	Proficiency in creating visually appealing and user-friendly websites, Ability to plan and execute comprehensive website strategies.
Professional Ethics	Implementation of ethical standards in website design, Inclusion of accessibility features in websites.
Gender	Inclusion of gender-inclusive features in websites, Consideration of gender-related preferences in UX/UI design.
Human Values	Integration of values-aligned messaging in websites, Positive user feedback reflecting shared values.



Environment & Sustainability	Implementation of sustainability measures in website design, Monitoring and reducing the environmental footprint of websites.
Unit II	HTML and CSS
Local	Number of locally hosted websites created using HTML and CSS, Local businesses adopting basic web pages for online visibility.
Regional	Regional organizations utilizing HTML and CSS for web development, Adoption of standardized regional styles in web page layouts.
National	Number of national businesses adopting HTML and CSS for their websites, Consistent use of national design standards in web page layouts.
Global	Number of global websites created using HTML and CSS, Adherence to international web standards in web page layouts.
Employability	Inclusion of HTML and CSS skills on resumes, Successful completion of web development projects in a professional setting.
Entrepreneurship	Integration of HTML and CSS in entrepreneurial websites, Positive feedback and engagement from online audiences.
Skill Development	Proficiency in creating basic web pages with HTML, Competence in styling web pages using CSS.
Professional Ethics	Implementation of accessibility features in web pages, Regular validation of HTML and CSS code to ensure compliance with ethical standards.
Gender	Inclusion of gender-inclusive features in web page layouts, Gender-diverse participation in HTML and CSS training.
Human Values	Integration of values-aligned design elements in web pages, Positive user feedback reflecting shared values.
Environment & Sustainability	Adoption of sustainable design practices in web page layouts, Monitoring and reducing the environmental footprint of web development processes.
Unit III	JavaScript and jQuery
Local	Number of local websites incorporating JavaScript and jQuery for interactivity, Integration of local elements in animations and effects.
Regional	Regional websites showcasing dynamic content using JavaScript and jQuery, Adoption of regional design elements in jQuery animations.
National	Number of national websites employing JavaScript and jQuery for enhanced interactivity, Positive user engagement metrics on national websites.
Global	Global websites with standardized interactivity using JavaScript and jQuery, Multilingual and culturally sensitive animations in global web pages.
Employability	Inclusion of JavaScript and jQuery skills on resumes, Successful implementation of interactive features in professional web development projects.
Entrepreneurship	Integration of JavaScript and jQuery in entrepreneurial website development, Positive user engagement and feedback from interactive website features.
Skill Development	Proficiency in adding interactivity to web pages using JavaScript, Ability to create animations and effects with jQuery.
Professional Ethics	Implementation of accessible and user-friendly interactive features, Clear communication of interactive elements in web pages.
Gender	Gender-diverse participation in JavaScript and jQuery training, Inclusion of gender-inclusive interactive features in web pages.



Human Values	Integration of values-aligned interactive elements in web pages, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in JavaScript and jQuery-based web pages, Implementation of sustainable design practices in interactive elements.
Unit IV	Responsive web design
Local	Adoption of responsive web design by local businesses and organizations, Positive feedback and engagement metrics from local users on responsive websites.
Regional	Implementation of responsive web design by regional websites, Consistent user engagement metrics across devices for regional websites.
National	Adoption of responsive web design by national websites, Positive user engagement metrics on national websites across various devices.
Global	Implementation of responsive web design by global websites, Positive feedback and engagement metrics from users worldwide.
Employability	Inclusion of responsive web design skills on resumes, Successful implementation of responsive layouts in professional web development projects.
Entrepreneurship	Integration of responsive web design in entrepreneurial ventures, Positive user feedback and engagement from responsive websites.
Skill Development	Proficiency in planning and designing responsive web layouts, Ability to test and debug responsive websites effectively.
Professional Ethics	Implementation of accessible design in responsive web layouts, Adherence to ethical standards in testing and debugging processes.
Gender	Gender-diverse participation in responsive web design training, Inclusion of gender-inclusive features in responsive web layouts.
Human Values	Integration of values-aligned design elements in responsive web layouts, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in responsive web design, Implementation of sustainable design practices in responsive web layouts.
Unit V	Advanced website design and development
Local	Adoption of dynamic websites with advanced technologies by local businesses, Integration of locally relevant APIs and services in websites.
Regional	Implementation of advanced web development technologies in regional websites, Increased engagement metrics and user interactions on regional websites.
National	Adoption of advanced web development technologies by national websites, Integration of national APIs and services for enhanced website functionality.
Global	Implementation of advanced web development technologies in global websites, Successful integration with global APIs and services for enhanced website features.
Employability	Inclusion of advanced web development skills on resumes, Successful completion of dynamic website projects in a professional setting.
Entrepreneurship	Adoption of advanced web development technologies in entrepreneurial website development, Positive user feedback and engagement from advanced website features.



Skill Development	Proficiency in building dynamic websites using PHP, MySQL, and AJAX, Ability to integrate websites with APIs and third-party services.
Professional Ethics	Implementation of secure coding practices in advanced web development, Transparent communication of website performance metrics.
Gender	Gender-diverse participation in advanced web development training, Inclusion of gender-inclusive features in dynamic website projects.
Human Values	Integration of values-aligned features in dynamic websites, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in websites built with advanced technologies, Implementation of sustainable practices in website performance tracking.
SDG	
NEP 2020	
POE/4th IR	

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING

Department:	School of Management & Commerce		
Course Name: Paid Media Marketing	Course Code: MCSP817	L-T-P	Credits
		2-0-2	3
Type of Course:	Major		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The Paid Media Marketing course provides a comprehensive exploration of the paid media landscape. In the introduction, students gain an overview of paid media, examining types such as search engine advertising, social media advertising, and display advertising. Emphasis is placed on setting marketing goals, identifying target audiences, understanding online customer behavior, and exploring ethics and legal considerations in paid media. Subsequent sections delve into specific platforms, including search engine advertising on Google AdWords, social media advertising on platforms like Facebook and LinkedIn, and display advertising. The course also covers advanced tactics such as retargeting and programmatic advertising, integrating paid media with other marketing channels, and measuring the ROI of paid media campaigns.</p>			



UNIT WISE DETAILS		
Unit Number: 1	Title: Introduction to Paid Media Marketing	No. of hours: 6
Content Summary: Overview of the paid media landscape - Types of paid media (e.g. search engine advertising, social media advertising, display advertising) - Setting marketing goals and identifying target audiences - Understanding customer behaviour online - Paid media ethics and legal considerations		
Unit Number: 2	Title: Search Engine Advertising	No. of hours: 6
Content Summary: Introduction to search engine advertising platforms (e.g. Google AdWords) - Keyword research and selection - Setting up and managing campaigns -Crafting effective ad copy and selecting appropriate ad formats - Measuring and tracking search engine advertising performance		
Unit Number: 3	Title: Social Media Advertising	No. of hours: 6
Content Summary: Introduction to social media advertising platforms (e.g. Facebook Ads, LinkedIn Ads, Instagram Ads) - Setting social media advertising goals -Developing a social media advertising strategy - Creating and curating content for social media ads - Measuring and tracking social media advertising performance		
Unit Number: 4	Title: Display Advertising	No. of hours: 6
Content Summary: Introduction to display advertising and its benefits - Setting display advertising goals and identifying target audiences -Developing a display advertising budget and campaign plan - Crafting effective ad copy and selecting appropriate ad formats - Measuring and tracking display advertising performance		
Unit Number: 5	Title: Advanced Paid Media Strategies	No. of hours: 6
Content Summary: Introduction to advanced paid media tactics (e.g. retargeting, programmatic advertising) - Developing a holistic paid media strategy - Integrating paid media with other marketing channels (e.g. email, content marketing) - Measuring and tracking the ROI of paid media campaigns.		
*Self-Learning Components		
Reference Books:		

Define Course Outcomes (CO)

COs	Statements
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CO1	To create and implement effective paid media campaigns on various platforms
CO2	To use data and analytics to evaluate the paid campaigns
CO3	Developing effective target audience personas and segmentation
CO4	Ability to craft persuasive and effective ads to drive engagement

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C1		
CO2	C1		
CO3	C1		
CO4			
CO5			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	-	-	-	-	-	5	-	-
CO2	-	-	-	5	-	-	5	-	-	-
CO3	4	4	-	-	-	-	-	-	-	-
CO4	-	-	-	-	4	-	-	-	-	-

CO-PSO Mapping



PO	PSO1	PSO2	PSO3
CO1	4	3	4
CO2	-	-	-
CO3	3	4	4
CO4	-	-	-

Relevance of the Syllabus to various indicators

Unit I	Introduction to Paid Media Marketing
Local	Adoption of paid media marketing strategies by local businesses, Increased local visibility and engagement through local paid media campaigns.
Regional	Regional adoption of paid media marketing across various channels, Regional targeting strategies in paid media campaigns.
National	National adoption of various types of paid media marketing, Successful national targeting and engagement through paid media campaigns.
Global	Global adoption of paid media marketing strategies, Successful global targeting and engagement through paid media campaigns.
Employability	Inclusion of paid media marketing skills on resumes, Successful implementation of paid media campaigns in a professional setting.
Entrepreneurship	Integration of paid media marketing in entrepreneurial ventures, Positive user engagement and conversions from paid media campaigns.
Skill Development	Proficiency in setting marketing goals and targeting audiences in paid media campaigns, Ability to analyze and optimize the performance of paid media campaigns.
Professional Ethics	Implementation of transparent and honest communication in paid media campaigns, Adherence to ethical standards and legal considerations in paid media marketing.
Gender	Gender-diverse participation in paid media marketing training, Inclusion of gender-inclusive messaging in paid media campaigns.
Human Values	Integration of values-aligned messaging in paid media campaigns, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in paid media campaigns, Implementation of sustainable practices in paid media marketing strategies.
Unit II	Search Engine Advertising
Local	Adoption of search engine advertising by local businesses, Localized keyword strategies and effective ad campaigns for local audiences.
Regional	Regional adoption of search engine advertising strategies, Regionalized ad copy and effective targeting in search engine campaigns.
National	National adoption of search engine advertising platforms, National-level keyword strategies and effective ad campaigns for broader reach.
Global	Global adoption of search engine advertising strategies, Multilingual ad copy and effective targeting in global search engine campaigns.



Employability	Inclusion of search engine advertising skills on resumes, Successful implementation of advertising campaigns in a professional setting.
Entrepreneurship	Integration of search engine advertising in entrepreneurial ventures, Positive user engagement and conversions from search engine ad campaigns.
Skill Development	Proficiency in setting up and managing search engine advertising campaigns, Ability to craft effective ad copy and select appropriate ad formats.
Professional Ethics	Implementation of transparent communication in search engine ad campaigns, Adherence to ethical standards in measuring and tracking advertising performance.
Gender	Gender-diverse participation in search engine advertising training, Inclusion of gender-inclusive messaging in ad copy.
Human Values	Integration of values-aligned messaging in search engine ad campaigns, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in search engine ad campaigns, Implementation of sustainable practices in measuring and tracking advertising performance.
Unit III	Social Media Advertising
Local	Adoption of social media advertising by local businesses, Localization of content in social media ads for better engagement with local audiences.
Regional	Regional adoption of various social media advertising platforms, Regionalized social media advertising strategies for effective targeting.
National	National adoption of major social media advertising platforms, National-level social media advertising strategies for broader reach.
Global	Global adoption of various social media advertising platforms, Multilingual and culturally sensitive social media advertising strategies for international reach.
Employability	Inclusion of social media advertising skills on resumes, Successful implementation of social media advertising campaigns in a professional setting.
Entrepreneurship	Integration of social media advertising in entrepreneurial ventures, Positive user engagement and conversions from social media ad campaigns.
Skill Development	Proficiency in setting goals and developing strategies for social media advertising, Ability to create compelling content for social media ad campaigns.
Professional Ethics	Implementation of transparent communication in social media ad campaigns, Adherence to ethical standards in measuring and tracking social media advertising performance.
Gender	Gender-diverse participation in social media advertising training, Inclusion of gender-inclusive messaging in social media ad content.
Human Values	Integration of values-aligned messaging in social media ad campaigns, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in social media ad campaigns, Implementation of sustainable practices in measuring and tracking social media advertising performance.
Unit IV	Display Advertising
Local	Adoption of display advertising by local businesses, Localized ad copy and effective targeting for local audiences in display ad campaigns.



Regional	Regional adoption of display advertising strategies, Regionalized display advertising budget and effective targeting in regional campaigns.
National	National adoption of display advertising channels, National-level display advertising goals and campaigns for broader brand reach.
Global	Global adoption of display advertising strategies, Multilingual and culturally sensitive display advertising campaigns for international reach.
Employability	Inclusion of display advertising skills on resumes, Successful implementation of display advertising campaigns in a professional setting.
Entrepreneurship	Integration of display advertising in entrepreneurial ventures, Positive user engagement and conversions from display advertising campaigns.
Skill Development	Proficiency in setting display advertising goals and creating campaign plans, Ability to craft visually appealing and effective ad copy for display ads.
Professional Ethics	Implementation of transparent communication in display advertising campaigns, Adherence to ethical standards in measuring and tracking display advertising performance.
Gender	Gender-diverse participation in display advertising training, Inclusion of gender-inclusive messaging in display ad copy.
Human Values	Integration of values-aligned messaging in display ad campaigns, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in display advertising campaigns, Implementation of sustainable practices in measuring and tracking display advertising performance.
Unit V	Advanced Paid Media Strategies
Local	Adoption of advanced paid media tactics by local businesses, Increased local engagement through integrated paid media campaigns.
Regional	Regional adoption of advanced paid media tactics, Regionalized integration of paid media with other marketing channels.
National	National adoption of advanced paid media tactics, National-level integration of paid media with other marketing channels for comprehensive campaigns.
Global	Global adoption of advanced paid media strategies, Multinational integration of paid media with other marketing channels for global campaigns.
Employability	Inclusion of advanced paid media strategy skills on resumes, Successful implementation of integrated paid media campaigns in a professional setting.
Entrepreneurship	Integration of advanced paid media strategies in entrepreneurial ventures, Positive user engagement and conversions from integrated paid media campaigns.
Skill Development	Proficiency in implementing advanced paid media tactics, Ability to develop and execute holistic paid media strategies.
Professional Ethics	Implementation of transparent communication in advanced paid media campaigns, Adherence to ethical standards in measuring and tracking ROI.
Gender	Gender-diverse participation in advanced paid media strategy training, Inclusion of gender-inclusive features in integrated campaigns.



Human Values	Integration of values-aligned messaging in advanced paid media campaigns, Positive user feedback reflecting shared values.
Environment & Sustainability	Optimization of resource usage in advanced paid media campaigns, Implementation of sustainable practices in measuring and tracking ROI.
SDG	
NEP 2020	
POE/4th IR	

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING

Department:	School of Management & Commerce		
Course Name: Business Communication Skills III	Course Code: MCMC803	L-T-P	Credits
		2-0-0	2
Type of Course:	AEC		
Pre-requisite(s), if any: Basic Communication skills			
<p>Brief Syllabus: Business Communication Skills encompasses a wide range of essential topics and skills for effective communication in the business world. It covers areas such as written communication, including crafting professional emails and reports, as well as oral communication skills, such as delivering engaging presentations and actively listening in conversations. Interpersonal communication and teamwork, business etiquette, persuasive communication, and crisis communication are also covered.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Types of interviews	No. of hours: 6	



Content Summary: Different types of interviews (with emphasis on personal interview), preparation for an interview, areas of questioning, Answering questions on general traits like strengths/weaknesses/hobbies/extracurricular activities, importance of non verbal communication while participating in interviews, tips to reduce nervousness during personal interviews, handling stress, Suggestions for responding to tough/unknown questions, preparation on self and personality development.		
Unit Number: 2	Title: Profile Building	No. of hours: 8
Content Summary: Profile Building On LinkedIn ,Resume Building ,Video CV building,Professional Grooming ,E mail Writing		
Unit Number: 3	Title: Team Building & Self-analysis	No. of hours: 8
Content Summary: Interview Role Plays ,Individual Intro Video making ,Team Building sessions ,Self-analysis , Telephone etiquettes		
Unit Number: 4	Title: Query Languages	No. of hours: 8
Content Summary: Industry readiness (Resume writing, grooming, GDPI etc.,Grooming Mock sessions ,FAQs discussions ,Multiple Test series ,Brush-up on GDPI and Industry readiness		
*Self-Learning Components <ol style="list-style-type: none">1. Enroll in online courses that focus on business communication skills. Look for courses that cover topics such as professional writing, presentation skills, interpersonal communication, and effective business correspondence.2. Read books and publications that provide insights and guidance on business communication. Look for titles that offer practical tips, strategies, and examples to improve your written and verbal communication skills in a business context.3. Follow industry-specific blogs and websites that offer articles and resources on business communication. These platforms often provide tips, trends, and best practices for effective communication in the business world.		
Reference Books: <ol style="list-style-type: none">1 "Effective Business Communication" by Herta A. Murphy and Herbert W. Hildebrandt2 "Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy3. "The Essentials of Business Communication" by Mary Ellen Guffey and Dana Loewy		



- 4. "Business Communication Today" by Courtland L. Bovee and John V. Thill
- 5. "Communicating for Results: A Guide for Business and the Professions" by Cheryl Hamilton

Define Course Outcomes (CO)

COs	Statements
CO1	Understand the basics of Grammar to improve written and oral communication skills
CO2	Understand the correct form of English with proficiency
CO3	Improve student’s personality and enhance their self-confidence Enhance academic writing skills
CO4	Improve professional communication.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		



C02			
C03			
C04			

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	-		-	-	-	-	-	-
CO2	-	-	1	-	-	-	-	-	-	-
CO3	1	-	-	-	-	-	-	-	-	-
CO4	-	2	-	-	-	-	1	-	-	1

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	-	-	1
CO2	-	1	-
CO3	-	-	-
CO4	1	-	-

Relevance of the Syllabus to various indicators

Unit I	
Local	Learning basic greetings, expressions, and vocabulary in French for everyday local interactions
Regional	Learning about the culture and customs specific to the region where English is spoken
National	Acquiring a comprehensive understanding of the english language, including grammar, vocabulary, and sentence structures
Global	Recognizing English as an international language and its significance in global communication



Employability	Acquiring English language proficiency as an additional skill to enhance employability in various industries, such as tourism, international relations, translation, and language teaching
Entrepreneurship	Leveraging English language skills to explore business opportunities in English-speaking markets
Skill Development	Using language learning resources, such as textbooks, online courses, language exchange platforms, and language learning apps
Professional Ethics	Adhering to ethical guidelines and professional codes of conduct when using English language in professional settings
Gender	Promoting gender-inclusive language practices and avoiding gender stereotypes when using English language
Human Values	Promoting values such as empathy, respect, and understanding through English language communication
Environment & Sustainability	Incorporating environmental topics and sustainability concepts into English language learning materials and curriculum
Unit II	
Local	Learning basic greetings, expressions, and vocabulary in French for everyday local interactions
Regional	Learning about the culture and customs specific to the region where English is spoken
National	Acquiring a comprehensive understanding of the English language, including grammar, vocabulary, and sentence structures
Global	Recognizing English as an international language and its significance in global communication
Employability	Acquiring English language proficiency as an additional skill to enhance employability in various industries, such as tourism, international relations, translation, and language teaching
Entrepreneurship	Leveraging English language skills to explore business opportunities in English-speaking markets
Skill Development	Using language learning resources, such as textbooks, online courses, language exchange platforms, and language learning apps
Professional Ethics	Adhering to ethical guidelines and professional codes of conduct when using English language in professional settings
Gender	Promoting gender-inclusive language practices and avoiding gender stereotypes when using English language



Human Values	Promoting values such as empathy, respect, and understanding through English language communication
Environment & Sustainability	Incorporating environmental topics and sustainability concepts into English language learning materials and curriculum
Unit III	
Local	Learning basic greetings, expressions, and vocabulary in French for everyday local interactions
Regional	Learning about the culture and customs specific to the region where English is spoken
National	Acquiring a comprehensive understanding of the English language, including grammar, vocabulary, and sentence structures
Global	Recognizing English as an international language and its significance in global communication
Employability	Acquiring English language proficiency as an additional skill to enhance employability in various industries, such as tourism, international relations, translation, and language teaching
Entrepreneurship	Leveraging English language skills to explore business opportunities in English-speaking markets
Skill Development	Using language learning resources, such as textbooks, online courses, language exchange platforms, and language learning apps
Professional Ethics	Adhering to ethical guidelines and professional codes of conduct when using English language in professional settings
Gender	Promoting gender-inclusive language practices and avoiding gender stereotypes when using English language
Human Values	Promoting values such as empathy, respect, and understanding through English language communication
Environment & Sustainability	Incorporating environmental topics and sustainability concepts into English language learning materials and curriculum
Unit IV	
Local	Learning basic greetings, expressions, and vocabulary in French for everyday local interactions
Regional	Learning about the culture and customs specific to the region where English is spoken
National	Acquiring a comprehensive understanding of the English language, including grammar, vocabulary, and sentence structures



Global	Recognizing English as an international language and its significance in global communication
Employability	Acquiring English language proficiency as an additional skill to enhance employability in various industries, such as tourism, international relations, translation, and language teaching
Entrepreneurship	Leveraging English language skills to explore business opportunities in English-speaking markets
Skill Development	Using language learning resources, such as textbooks, online courses, language exchange platforms, and language learning apps
Professional Ethics	Adhering to ethical guidelines and professional codes of conduct when using English language in professional settings
Gender	Promoting gender-inclusive language practices and avoiding gender stereotypes when using English language
Human Values	Promoting values such as empathy, respect, and understanding through English language communication
Environment & Sustainability	Incorporating environmental topics and sustainability concepts into English language learning materials and curriculum
SDG	SDG 4
NEP 2020	Professional Education
POE/4th IR	Aligns with the concepts of employability skills/practical courses from industry and alumina

Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Amity University	MBA	Communication
Delhi University	MBA	Business Communication



Semester IV



Department:	School of Management & Commerce		
Course Name: Contemporary Issues in Strategic Management	Course Code: MCMC802	L-T-P	Credits
		3-0-0	3
Type of Course:	Major		
Pre-requisite(s), if any:			
<p>Brief Syllabus: This course intends to acquaint the learners to the concept of Strategic Management and how it can be used as a significant course of action to gain competitive advantage. The purpose of this course is to enhance students' abilities to do the job of higher level which makes them responsible for strategic performance. There is numerous benefit of strategic management like; it allows managers to be proactive rather than reactive, it sets up a sense of direction, it increases operational efficiency, it helps to increase market share and profitability, and it can make a business more durable etc. The challenge is not only in identifying weaknesses and threats but to appreciate the strengths of the firm and anticipate opportunities in the external environment. The learners would be able to explain the meaning of business environment; identify the features of business environment; describe the importance and types of business environment; describe the recent developments in Indian Economy that have greatly influenced the working of business units in India; explain the concept of social responsibility of business; state the social responsibility of business towards different interest groups; and explain the concept of business ethics.</p> <p>The business environment consists of factors that influence the individual's business organization historical factors, psychological factors, government attitude and regard to foreign good, international factors and marketing approaches. The relationship between business and its environment is mutual, that is, the environment exerts pressure on business, while business, in turn influences various aspects of its environment.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Introduction to strategic management and Formulation	No.	of hours: 12
Content Summary: Introduction to strategic management and Formulation: Defining strategy, basic concept of strategic management, mission, vision, objectives, process of strategic management, environmental scanning, SWOT analysis, Introduction to Strategy Formulation, Process of Strategy Formulation			
Unit Number: 2	Strategy implementation and Strategic evaluation and control	No.	of hours: 11



Content Summary: Strategy implementation and Strategic evaluation and control: an overview of strategic implementation and evaluation and control, process of strategy implementation, techniques of strategic evaluation and control		
Unit Number: 3	Basics & Strategic Aspects of Economic Reforms in Business Environment	No. of hours: 12
Content Summary: Nature and structure of business environment; assessing risk & emerging sectors of Indian economy. Macro Economics Policies: interest rate structure and monetary policy; fiscal policy and legislation for anti-competitive and unfair trade practices;		
Unit Number: 4	Current Industrial & Globalization Trends	No. of hours: 11
Content Summary: environment for the SME sector; public-private partnership; banking reforms and challenges; WTO and its Agreements with Indian Economy; exchange rate movements .		
<p>*Self-Learning Components</p> <ol style="list-style-type: none"> 1. Current Events Analysis 2. Disruptive Business Models 3. Strategic Risk Management 4. Thought Leadership 		
<p>Text Book</p> <ol style="list-style-type: none"> 1. Kazmi Azhar and Adela Kazmi,(2015) "Strategic Management", Tata McGraw Hill Publishing Company Ltd., New Delhi 2. Cherunilam, Francis. Business environment. (3rd e d.). New Delhi: Himalaya Publishing House. 		

Define Course Outcomes (CO)

COs	Statements
CO1	Understanding of the principles of strategic management, its process and the concept that decisions made today have implications on results in the future. Demonstrate and develop conceptual its framework generate interest in international business to sustainable competitive advantage and formulate strategies that leverage a firm’s core competencies.
CO2	Develop the ability to identify various issues related to strategic implementation and design appropriate behavioral courses of action. Provide a basic understanding of the nature and dynamics



	of the functional strategy implementation as they occur in complex organizations. Develop and prepare organizational strategic evaluation and control techniques that will be effective for the current business environment.
CO3	Analyze the basic concept of business environment, assessing risk, design & structure of business environment.
CO4	Students will gain the clarity about current industrialization trends and industrial policy; also they will develop an understanding for Globalization Trends and Challenges.

COs Mapping with Levels of Bloom’s taxonomy

CO	Cognitive levels©	Affective levels(A)	Psychomotor levels(P)
	1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C2		
CO2	C2		
CO3	C4		
CO4	C4		

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3		3								
CO2						3	3	3				
CO3	3	3										



CO4												
CO5	3	3		3								

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	-	-	1
CO2	-	1	-
CO3	-	2	-
CO4	1	-	-
CO5	-	-	-

Relevance of the Syllabus to various indicators

Unit I	Introduction to strategic management and Formulation
Local	At the local level, strategic management focuses on the specific environment of a particular location or community. This includes understanding the local market, consumer preferences, competitive landscape, and regulatory framework. Organizations assess the opportunities and challenges within the local market and develop strategies to address them effectively.
Regional	Moving beyond the local level, regional strategic management considers a broader geographical area such as a city, state, or province. It involves analyzing the economic, cultural, and political factors that influence business operations within that region. Companies formulate strategies that align with regional characteristics, market dynamics, and competitive forces to capitalize on regional opportunities and achieve growth
National	At the national level, strategic management encompasses an entire country or a specific national market. It involves understanding the macroeconomic factors, industry trends, governmental policies, and socio-cultural aspects that shape the business environment. Organizations develop strategies to gain a competitive advantage



	within the national market, expand their market share, and address country-specific challenges.
Global	The global level of strategic management deals with the international arena. It involves analyzing and formulating strategies to operate in multiple countries, considering factors such as cultural differences, market variations, legal frameworks, and global economic trends. Organizations develop global strategies to expand their presence in foreign markets, establish international partnerships, leverage economies of scale, and manage global competition.
Employability	Employability: Strategic management includes aligning organizational goals with human resources. Understanding employability factors helps in developing strategies to attract, recruit, develop, and retain talented individuals to achieve a competitive advantage.
Entrepreneurship	Entrepreneurship: Entrepreneurship plays a vital role in strategic management as it involves the identification and pursuit of new opportunities. Strategic management frameworks help entrepreneurs formulate business strategies, evaluate risks, and create sustainable business models.
Skill Development	Skill Development: Strategic management involves assessing the skills required to achieve organizational objectives. Skill development initiatives and training programs are designed to enhance the capabilities of employees and align their skills with the strategic direction of the organization.
Professional Ethics	Professional Ethics: Strategic management encompasses making ethical decisions and fostering an ethical organizational culture. It involves considering values, morals, and ethical frameworks to guide decision-making processes and ensure responsible business practices.
Gender	Gender: Strategic management should address gender equality and diversity within an organization. It involves creating an inclusive



	work environment, promoting equal opportunities, and considering gender perspectives in strategy formulation and implementation.
Human Values	
Environment & Sustainability	
Unit II	Strategy implementation and Strategic evaluation and control
Local	Local: Strategic management at the local level involves understanding the unique challenges and opportunities within a specific geographic area. It includes analyzing local market conditions, consumer preferences, and competition to develop effective strategies tailored to the local context.
Regional	Regional: Regional strategic management focuses on analyzing and leveraging opportunities and challenges within a specific region. It involves considering factors such as cultural differences, economic conditions, regulatory frameworks, and market dynamics to develop strategies that address regional market demands.
National	National: National strategic management involves formulating strategies that take into account the broader national context. This includes understanding national economic policies, political factors, legal frameworks, and societal trends to develop strategies that align with the country's goals and aspirations.
Global	Global: Global strategic management examines the complexities of operating in a global marketplace. It explores strategies for expanding into international markets, managing global competition, understanding cultural diversity, and leveraging global trends and opportunities.
Employability	Employability: Strategic management plays a crucial role in enhancing employability. This aspect of the course focuses on developing strategic thinking, problem-solving skills, and decision-making abilities that are highly valued by employers. It also emphasizes the importance of aligning personal career goals with organizational objectives.



Entrepreneurship	Entrepreneurship: This area explores the role of strategic management in the entrepreneurial context. It covers topics such as opportunity identification, innovation, resource allocation, and growth strategies for startups and small businesses.
Skill Development	Strategic management involves a range of skills, including analytical thinking, strategic planning, communication, leadership, and adaptability. This course emphasizes the development of these skills to enhance students' strategic management capabilities.
Professional Ethics	The course highlights the significance of ethical considerations in strategic management. It explores ethical dilemmas that arise in decision-making processes and emphasizes the importance of responsible and sustainable business practices.
Gender	This aspect of the course examines the role of gender in strategic management and formulation. It explores issues related to gender diversity, inclusivity, and the impact of gender dynamics on organizational strategies and performance.
Human Values	Strategic management is not solely focused on financial success; it also considers broader human values. This area explores the integration of human values, such as social responsibility, fairness, and integrity, into strategic decision-making processes.
Environment & Sustainability	Strategic management plays a crucial role in addressing environmental challenges and promoting sustainability. This aspect of the course examines strategies for sustainable business practices, environmental stewardship, and the incorporation of environmental considerations into organizational strategies
Unit III	Basics & Strategic Aspects of Economic Reforms in Business Environment
Local	Economic reforms in the business environment should consider the impact at the local level. This involves creating policies and initiatives that support local businesses, encourage local employment, and promote economic growth within specific regions or communities.



Regional	Economic reforms should also focus on regional development. This includes fostering collaboration and cooperation among neighboring areas, promoting investment and trade within a region, and developing infrastructure and resources that benefit the entire region.
National	Economic reforms at the national level aim to improve the overall economic conditions of a country. This involves implementing policies and regulations that support business growth, attract foreign investment, enhance competitiveness, and address macroeconomic issues such as inflation, unemployment, and fiscal deficits.
Global	Economic reforms need to take into account the global context. In an interconnected world, reforms should consider international trade agreements, market access, and global competitiveness. Policies should encourage participation in the global economy while safeguarding national interests.
Employability	Economic reforms should focus on enhancing employability by promoting education and skill development. This involves aligning educational curricula with industry requirements, providing vocational training programs, and encouraging lifelong learning to adapt to changing job market demands.
Entrepreneurship	: Economic reforms should foster entrepreneurship and innovation. This includes creating an enabling environment for startups and small businesses, offering financial support and incentives, improving access to capital, simplifying regulatory procedures, and nurturing a culture of entrepreneurship.
Skill Development	Economic reforms should prioritize skill development to meet the demands of the evolving business environment. This involves investing in training programs, establishing vocational institutes, and encouraging industry-academia collaborations to bridge the skills gap and enhance the workforce's capabilities.
Professional Ethics	Economic reforms should emphasize the importance of professional ethics in business practices. This includes promoting transparency, integrity, and accountability, and establishing regulatory



	frameworks that ensure fair competition, protect consumer rights, and prevent unethical behavior.
Gender	Economic reforms should address gender disparities and promote gender equality in the business environment. This involves implementing policies that eliminate gender-based discrimination, providing equal opportunities for women in entrepreneurship and employment, and ensuring fair and inclusive work environments.
Human Values	Economic reforms should uphold human values and social responsibility. This includes promoting ethical business conduct, respecting human rights, ensuring fair labor practices, and considering social and cultural aspects when formulating policies.
Environment & Sustainability	Economic reforms should integrate environmental considerations and sustainability principles into business practices. This involves adopting green technologies, promoting renewable energy, reducing carbon emissions, implementing sustainable resource management, and encouraging corporate social responsibility toward the environment.
Unit IV	Current Industrial & Globalization Trends
Local	Local: The trend of supporting local businesses and products has gained momentum in recent years. Consumers are increasingly valuing locally produced goods and services, which has led to the growth of local economies and the revitalization of small-scale industries.
Regional	Regional: Regional integration and cooperation are important trends in today's globalized world. Regional trade agreements and blocs, such as the European Union and ASEAN, have facilitated economic growth and development by promoting trade and collaboration among neighboring countries.
National	National: National economies continue to play a significant role in the global landscape. Governments focus on policies and initiatives to boost domestic industries, attract foreign investments, and create



	<p>employment opportunities. National economic stability and growth are crucial for overall global economic progress.</p>
Global	<p>Global: The world is witnessing increased interconnectedness and interdependence among nations, resulting in a globalized economy. Globalization has enabled the free flow of goods, services, capital, and information across borders, leading to opportunities for multinational corporations, global supply chains, and international collaboration.</p>
Employability	<p>Employability: With the rapid pace of technological advancements and automation, employability has become a significant concern. Individuals need to develop relevant skills and adapt to changing job market requirements. Lifelong learning, upskilling, and reskilling have become essential for professional growth and employability.</p>
Entrepreneurship	<p>Entrepreneurship: Entrepreneurship is thriving in the current industrial and globalization trends. Startups and small businesses are driving innovation, disrupting traditional industries, and creating new job opportunities. Entrepreneurial skills, creativity, and adaptability are highly valued in today's dynamic business environment.</p>
Skill Development	<p>Skill Development: The demand for specialized skills is increasing due to technological advancements and evolving job roles. Skill development programs, both formal and informal, are crucial for individuals to remain competitive in the job market. Skills like digital literacy, data analysis, coding, and critical thinking are in high demand.</p>
Professional Ethics	<p>Professional Ethics: In an interconnected world, professional ethics have gained importance. Individuals and organizations are expected to uphold ethical standards and principles in their business practices. Transparency, integrity, social responsibility, and respect for diversity and inclusion are essential for sustainable growth and maintaining public trust.</p>
Gender	<p>Gender: Gender equality and diversity are prominent topics in the industrial and globalization landscape. There is a growing</p>



	recognition of the importance of empowering women and ensuring equal opportunities in the workforce. Gender balance and inclusivity lead to enhanced innovation, productivity, and social development.
Human Values	Human Values: Ethical values, empathy, and social consciousness are becoming more integral to business practices. Organizations are incorporating human values such as compassion, fairness, and sustainability into their strategies. Balancing economic objectives with social and environmental considerations is essential for long-term success.
Environment & Sustainability	Environment & Sustainability: Sustainable development and environmental protection are critical concerns for current industrial and globalization trends. Businesses are adopting eco-friendly practices, renewable energy sources, and sustainable supply chain management. Environmental consciousness is becoming a key driver of innovation and market competitiveness.
SDG	SDG (Sustainable Development Goals): The United Nations' SDGs provide a framework for addressing global challenges and promoting sustainable development. The SDGs encompass various aspects, including poverty alleviation, education, healthcare, gender equality, climate action, and responsible consumption. Governments, organizations, and individuals are working towards achieving these goals.
NEP	NEP (National Education Policy): The National Education Policy focuses on transforming the education system to meet the needs of the 21st century. It emphasizes holistic and multidisciplinary education, skill development, and promoting entrepreneurship and innovation. The NEP aims to prepare individuals for the challenges of the current industrial and globalization trends.
POE/4th IR	POE/4th IR (Power of Entrepreneurship/4th Industrial Revolution): The 4th Industrial Revolution, characterized by advancements in artificial intelligence, automation



Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
Christ University	MBA	STRATEGIC MANAGEMENT
Symbiosis	MBA	Business Communication
Amity University	MBA	Networking & Communication

Department:	School of Management & Commerce		
Course Name: Digital Marketing Analytics	Course Code: MCSP819	L-T-P	Credits
		3-0-2	4
Type of Course:	Major		
Pre-requisite(s), if any:			
<p>Brief Syllabus: The Digital Marketing Analytics course covers essential aspects of leveraging data for informed marketing strategies. In the introduction, students gain an understanding of digital marketing's significance and initiate Google Analytics setup. The subsequent section delves into data collection, organization, and analysis using Google Analytics to inform decisions. Following that, the focus is on website analytics, configuring Google Analytics, and utilizing advanced features. The exploration of social media analytics emphasizes tools setup, performance tracking, and data interpretation. Finally, advanced analytics techniques are introduced, including data visualization tools, segmentation, and machine learning for predictive analysis.</p>			
UNIT WISE DETAILS			
Unit Number: 1	Title: Introduction to Digital Marketing Analytics	No. of hours: 6	
<p>Content Summary: Overview of digital marketing and its importance in the modern business landscape - Introduction to analytics and the role it plays in digital marketing - Setting up and configuring Google Analytics</p>			
Unit Number: 2	Title: Data Collection and Analysis	No. of hours: 6	
<p>Content Summary: Understanding different types of data and how to collect and organize it - Using Google Analytics to track website traffic and user behaviour - Analyzing and interpreting data to inform marketing strategies and decisions</p>			
Unit Number: 3	Title: Web Analytics	No. of hours: 10	



Content Summary: Understanding the importance of website analytics in digital marketing - Setting up and configuring Google Analytics to track website traffic and user behaviour - Analyzing and interpreting data to inform marketing strategies and decisions - Using advanced features of Google Analytics, such as segments and custom reports		
Unit Number: 4	Title: Social Media Analytics	No. of hours: 10
Content Summary: Introduction to social media marketing and its role in the overall marketing strategy - Setting up and using social media analytics tools to track performance and engagement - Analyzing and interpreting social media data to inform marketing strategies and decisions		
Unit Number: 5	Title: Advanced Analytics Techniques	No. of hours: 8
Content Summary: Introduction to data visualization and dashboarding tools such as Google Data Studio - Advanced data analysis techniques, including segmentation and regression analysis - Using machine learning and predictive analytics to inform marketing strategies and decisions		
*Self-Learning Components		
Reference Books: 1. Data-Driven Marketing: The 15 metrics everyone in Marketing should know – Mark Jeffery		

Define Course Outcomes (CO)

COs	Statements
CO1	Optimising digital marketing campaigns by using data analytics
CO2	Using tools to measure performance of digital marketing
CO3	Knowledge of KPI
CO4	Familiarity with data visualisation tools to communicate results

COs Mapping with Levels of Bloom’s taxonomy



CO	Cognitive levels© 1. Knowledge 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create	Affective levels(A) 1. Receiving 2. Responding 3. Valuing 4. Organizing 5. Characterizing	Psychomotor levels(P) 1. Imitation 2. Manipulation 3. Precision 4. Articulation 5. Improving
CO1	C1		
CO2	C1		
CO3	C1		
CO4			
CO5			

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	4	-	-	-	-	-	-	-	-	-
CO2	-	3	-	-	-	-	-	-	-	-
CO3	-	-	-	1	-	-	5	-	-	-
CO4	-	-	-	-	4	-	-	-	-	-

CO-PSO Mapping

PO	PSO1	PSO2	PSO3
CO1	4	-	-
CO2	-	3	-
CO3	-	-	-
CO4	-	-	-

Relevance of the Syllabus to various indicators

Unit I	Introduction to Digital Marketing Analytics
Local	Adoption of digital marketing analytics tools by local businesses, Localized insights from Google Analytics influencing local marketing strategies.



Regional	Regional adoption of digital marketing analytics tools, Regional-level insights gained from Google Analytics influencing regional marketing decisions.
National	National adoption of digital marketing analytics tools, National-level insights from Google Analytics influencing national marketing strategies.
Global	Global adoption of digital marketing analytics tools, Global insights from Google Analytics influencing global marketing strategies.
Employability	Inclusion of digital marketing analytics skills on resumes, Successful configuration and use of Google Analytics in a professional setting.
Entrepreneurship	Integration of digital marketing analytics in entrepreneurial ventures, Positive impact on business outcomes from insights gained through Google Analytics.
Skill Development	Proficiency in understanding the role of analytics in digital marketing, Ability to set up and configure Google Analytics for data-driven decision-making.
Professional Ethics	Implementation of ethical practices in digital marketing analytics, Adherence to ethical standards in configuring and using Google Analytics.
Gender	Gender-diverse participation in digital marketing analytics training, Inclusive configuration and use of Google Analytics in campaigns.
Human Values	Integration of values-aligned practices in digital marketing analytics, Positive user feedback reflecting respect for privacy in Google Analytics configuration.
Environment & Sustainability	Optimization of resource usage in digital marketing analytics, Implementation of sustainable practices in configuring and using Google Analytics.
Unit II	Data Collection and Analysis
Local	Adoption of local data collection practices by businesses, Localized insights from Google Analytics influencing local marketing strategies.
Regional	Regional adoption of data collection and analysis practices, Regional-level insights from Google Analytics informing regional marketing decisions.
National	National adoption of robust data collection and analysis practices, National-level insights from Google Analytics influencing national marketing strategies.
Global	Global adoption of advanced data collection and analysis practices, Global insights from Google Analytics influencing global marketing strategies.
Employability	Inclusion of data collection and analysis skills on resumes, Successful utilization of Google Analytics in a professional setting.
Entrepreneurship	Integration of data collection and analysis in entrepreneurial ventures, Positive impact on business outcomes from insights gained through Google Analytics.
Skill Development	Proficiency in data collection and analysis techniques, Ability to use Google Analytics for interpreting data and informing marketing strategies.
Professional Ethics	Implementation of ethical practices in data collection and analysis, Adherence to ethical standards in using Google Analytics.
Gender	Gender-diverse participation in data collection and analysis training, Inclusive use of Google Analytics in campaigns.



Human Values	Integration of values-aligned practices in data collection and analysis, Positive user feedback reflecting respect for privacy in Google Analytics usage.
Environment & Sustainability	Optimization of resource usage in data collection and analysis, Implementation of sustainable practices in using Google Analytics.
Unit III	Web Analytics
Local	Adoption of website analytics tools by local businesses, Localized insights from Google Analytics influencing local marketing strategies.
Regional	Regional adoption of website analytics tools, Regional-level insights from Google Analytics informing regional marketing decisions.
National	National adoption of robust website analytics practices, National-level insights from Google Analytics influencing national marketing strategies.
Global	Global adoption of advanced website analytics practices, Global insights from Google Analytics influencing global marketing strategies.
Employability	Inclusion of website analytics skills on resumes, Successful utilization of advanced features in Google Analytics in a professional setting.
Entrepreneurship	Integration of website analytics in entrepreneurial ventures, Positive impact on business outcomes from insights gained through advanced Google Analytics features.
Skill Development	Proficiency in website analytics techniques, Ability to use advanced features in Google Analytics for interpreting data and informing marketing strategies.
Professional Ethics	Implementation of ethical practices in website analytics, Adherence to ethical standards in using advanced features of Google Analytics.
Gender	Gender-diverse participation in website analytics training, Inclusive use of advanced features in Google Analytics in campaigns.
Human Values	Integration of values-aligned practices in website analytics, Positive user feedback reflecting respect for privacy in using advanced features of Google Analytics.
Environment & Sustainability	Optimization of resource usage in website analytics, Implementation of sustainable practices in using advanced features of Google Analytics.
Unit IV	Social Media Analytics
Local	Adoption of social media analytics tools by local businesses, Localized insights from social media analytics influencing local marketing strategies.
Regional	Regional adoption of social media analytics practices, Regional-level insights from social media analytics informing regional marketing decisions.
National	National adoption of robust social media analytics practices, National-level insights from social media analytics influencing national marketing strategies.
Global	Global adoption of advanced social media analytics practices, Global insights from social media analytics influencing global marketing strategies.
Employability	Inclusion of social media analytics skills on resumes, Successful utilization of social media analytics tools in a professional setting.



Entrepreneurship	Integration of social media analytics in entrepreneurial ventures, Positive impact on business outcomes from insights gained through social media analytics.
Skill Development	Proficiency in social media analytics techniques, Ability to use social media analytics tools for interpreting data and informing social media strategies.
Professional Ethics	Implementation of ethical practices in social media analytics, Adherence to ethical standards in using social media analytics tools.
Gender	Gender-diverse participation in social media analytics training, Inclusive use of social media analytics tools in campaigns.
Human Values	Integration of values-aligned practices in social media analytics, Positive user feedback reflecting respect for privacy in using social media analytics tools.
Environment & Sustainability	Optimization of resource usage in social media analytics, Implementation of sustainable practices in using social media analytics tools.
Unit V	Advanced Analytics Techniques
Local	Adoption of advanced analytics techniques by local businesses, Localized insights from data visualization tools influencing local marketing strategies.
Regional	Regional adoption of advanced analytics techniques and data visualization tools, Regional-level insights from advanced analytics influencing regional marketing decisions.
National	National adoption of robust advanced analytics techniques and data visualization tools, National-level insights from advanced analytics influencing national marketing strategies.
Global	Global adoption of advanced analytics techniques and data visualization tools, Global insights from advanced analytics influencing global marketing strategies.
Employability	Inclusion of advanced analytics skills on resumes, Successful utilization of data visualization tools in a professional setting.
Entrepreneurship	Integration of advanced analytics in entrepreneurial ventures, Positive impact on business outcomes from insights gained through data visualization tools.
Skill Development	Proficiency in advanced analytics techniques, Ability to use data visualization tools for interpreting and communicating complex data.
Professional Ethics	Implementation of ethical practices in advanced analytics, Adherence to ethical standards in using machine learning and predictive analytics.
Gender	Gender-diverse participation in advanced analytics and machine learning training, Inclusive use of advanced analytics techniques in campaigns.
Human Values	Integration of values-aligned practices in advanced analytics, Positive user feedback reflecting respect for privacy in using machine learning and predictive analytics.
Environment & Sustainability	Optimization of resource usage in advanced analytics, Implementation of sustainable practices in using machine learning and predictive analytics.
SDG	
NEP 2020	
POE/4th IR	



Benchmarking Universities:

Name of the University	Program referred for Syllabus contents	Subject referred
AMITY UNIVERSITY	MBA	Information Technology & Mgt
CHRIST UNIVERSITY	MBA	DIGITAL MARKETING