

**SHRI VISHWAKARMA SKILL UNIVERSITY**  
**(Enacted by the Act 25 of 2016, State of Haryana)**  
**DUDHOLA, PALWAL**



**Bachelor of Commerce (Honours/Honours with Research)**

**NSQF Level 6**

**Batch 2023-24**

## **Scheme and Syllabus - Bachelor of Commerce (Honours/Honours with Research)**

### **1.1 Introduction**

The National Education Policy (NEP) 2020 (hereafter referred to as NEP or the policy) envisages a new and forward-looking vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all. The NEP 2020 notes that "higher education significantly contributes towards sustainable livelihoods and economic development of the nation" and "as India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education."

The National Higher Education Qualifications Framework (NHEQF) envisages increased flexibility and choice of courses of study by students, particularly at the undergraduate level. A wide choice of subjects and courses, from year to year, will be the new distinguishing feature of undergraduate education. Students who wish to change one or more of the opted courses within the programme (s) of study that they are pursuing may do so at the beginning of each year, as long as they are able to demonstrate the required prerequisites and the capability to attain the defined learning outcomes after going through the chosen programme and course(s) of study.

The structure and duration of undergraduate programmes of study proposed by the NEP 2020 include:

- Undergraduate programmes of either 3 or 4-year duration, with multiple entry and exit options, with appropriate certifications:
- A certificate after completing 1 year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas;
- A diploma after 2 years (4 semesters) of study;
- A Bachelor's degree after a 3-year (6 semesters) programme of study;
- A Bachelor's degree with honours after a 4-year (eight semesters) programme of study;
- a Bachelor's degree 'Honours with research' after a 4-year (eight semesters) programme of study

if the student completes a rigorous research project in her/his major area(s) of study as specified by the HEI.

## 2.0 Levels of Awards

Award	Duration	Corresponding NSQF Level
UG Certificate	1 Year	4.5
Diploma	2 Year	5
B.Com	3 Years	5.5
B.Com ( Hons/Hons with Research)	4 Years	6

## 3.0 About the Program

The Bachelor of Commerce (B.Com)- Honours/ Honours with research program is a 4 year undergraduate degree program that divided into 8 semesters focusing on various aspects of business and commerce. It is designed to provide students with a strong foundation in business principles and practices, equipping them with the knowledge and skills needed to pursue a wide range of career opportunities in the business world.

The program aims to develop students' analytical, problem-solving, and critical thinking skills, as well as their ability to communicate effectively and work in teams. Students also gain practical skills through case studies, projects, internships, and experiential learning opportunities.

The program opens up a wide range of career opportunities in various sectors, including finance, banking, consulting, marketing, sales, human resources, supply chain management, and entrepreneurship. Graduates can pursue entry-level positions in companies or go on to pursue further education such as a Master of Business Administration (MBA) or specialized master's programs.

The program has multiple entry and exit options as per NEP . In 1<sup>st</sup> year student will be awarded a Certificate. In 2<sup>nd</sup> year student will be awarded a Diploma .In 3<sup>rd</sup> year student will be awarded a B.Com Degree and IN 4<sup>th</sup> year student will be awarded B.Com (Hons / Hons with Research).

#### **4.0 Programme Outcomes**

The Program outcomes are as follows:

Student will be able to :

PO1 : Demonstrate extensive and coherent knowledge of commerce and its applications in real business world

PO2: Understand various concepts and theories providing strong academic foundation

PO3: Acquire various soft skills (like communication, organizing, and analytical) required to manage complete business situation as well as life situations

PO4: Formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders & entrepreneurs with values.

PO5: Conduct research, and allied business administrations.

#### **5.0 Qualifications targeted:**

Year 1- Business Development Representative

Year 2- Accounts/Finance Executive

Year 3- Financial Analyst/ E- Commerce Manager

Year 4 will focus on developing research and analytics skills

#### **Details: Scheme of the Program**

Semester 1: 22 Credits

Semester 2: 22 Credits

Semester 3: 22 Credits

Semester 4: 22 Credits

Semester 5: 22 Credits

Semester 6: 22 Credits

Semester 7: 22 Credits

Semester 8: 22 Credits

**Details of B. Com (Hons.) Programme  
SEMESTER- I**

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-501	Fundamentals of Management & Organisational Behaviour	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -502	Managerial Economics	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -503	Marketing Management	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
IDE-501	Entrepreneurship	IDE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
AEC-501	Business Communication	AEC	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
SEC-501	Fundamentals of Computer	SEC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
VAC-501	Professional Ethics and Values	VAC	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
<b>Total</b>			<b>16</b>	<b>4</b>	<b>2</b>	<b>22</b>	<b>480</b>	<b>120</b>	<b>120</b>	<b>720</b>	<b>180</b>	<b>420</b>	<b>600</b>	<b>70</b>	<b>30</b>	<b>100</b>	<b>700</b>

**SEMESTER- II**

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH -504	Financial Accounting	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -505	Business Statistics	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -506	E-Commerce	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
IDE-502	Business Mathematics	IDE	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
AEC-502	Employment Readiness	AEC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
SEC-502	Basics of Digital Marketing	SEC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
VAC-502	Industry Project	VAC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
<b>Total</b>			<b>14</b>	<b>4</b>	<b>4</b>	<b>22</b>	<b>420</b>	<b>120</b>	<b>240</b>	<b>780</b>	<b>150</b>	<b>350</b>	<b>500</b>	<b>140</b>	<b>60</b>	<b>200</b>	<b>700</b>

**SEMESTER- III**

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-551	Cost Accounting	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -552	Income Tax	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -553	Consumer Behaviour	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
IDE-551	Business Law	IDE	3	0	0	3	90	0	0	90	30	70	100	-	-	-	100
AEC-551	Organisational Etiquettes	AEC	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
SEC-551	Tally	SEC	2	0	1	3	60	0	60	120	30	70	100	-	-	-	100
VAC-551	Environmental Studies	VAC	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
<b>Total</b>			<b>18</b>	<b>3</b>	<b>1</b>	<b>22</b>	<b>540</b>	<b>90</b>	<b>60</b>	<b>690</b>	<b>210</b>	<b>490</b>	<b>700</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>

### SEMESTER- IV

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-554	Corporate Accounting	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -555	Business Research	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -556	Goods & Service Tax	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -557	Applied Personal Finance	DSC	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
BCH -558	Sales and Distribution Management	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -559	Supply Chain Management	DSE	2	0	0	2	60	0	0	60	30	70	100	-	-	-	100
AEC-552	Excel	AEC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
<b>Total</b>			<b>16</b>	<b>4</b>	<b>2</b>	<b>22</b>	<b>480</b>	<b>120</b>	<b>120</b>	<b>720</b>	<b>180</b>	<b>420</b>	<b>600</b>	<b>70</b>	<b>30</b>	<b>100</b>	<b>700</b>

### SEMESTER- V

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-601	Security Analysis and Portfolio Management	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -602	Financial Management	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -603	Financial Modelling/ Statement Analysis	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -604	Financial Institutions and Markets	DSC	3	0	0	3	90	0	0	90	30	70	100	-	-	-	100
BCH -605	Insurance and Risk Management	DSC	3	0	0	3	90	0	0	90	30	70	100	-	-	-	100
BCH -606	E-commerce operations	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
<b>Total</b>			<b>18</b>	<b>4</b>	<b>0</b>	<b>22</b>	<b>540</b>	<b>120</b>	<b>0</b>	<b>660</b>	<b>180</b>	<b>420</b>	<b>600</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>

### SEMESTER- VI

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-607	Auditing and Corporate Governance	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -608	Advanced Digital Marketing	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
SEC -601	Internship	SEC	0	0	14	14	0	0	840	840	-	-	-	245	105	350	350
<b>Total</b>			<b>6</b>	<b>2</b>	<b>14</b>	<b>22</b>	<b>180</b>	<b>60</b>	<b>840</b>	<b>1080</b>	<b>60</b>	<b>140</b>	<b>200</b>	<b>245</b>	<b>105</b>	<b>350</b>	<b>550</b>

### SEMESTER- VII

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-651	Advanced Statistical Analysis	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -652	Advanced Excel and Spreadsheet Modelling	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -653	Report Writing	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -654	Research Ethics	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -655	Data Analytics with SPSS	DSC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
BCH -656	Service Marketing and CRM	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
<b>Total</b>			<b>15</b>	<b>5</b>	<b>2</b>	<b>22</b>	<b>450</b>	<b>150</b>	<b>120</b>	<b>720</b>	<b>150</b>	<b>350</b>	<b>500</b>	<b>70</b>	<b>30</b>	<b>100</b>	<b>600</b>

### SEMESTER- VIII (Honours with Research)

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-657	Data Visualisation	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -658	Basic Econometrics	DSC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
BCH -659	Advertising and Personal Selling	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
SEC-651	Research Project/Dissertation	SEC	0	0	12	12	0	0	720	720	-	-	-	210	90	300	300
<b>Total</b>			<b>6</b>	<b>2</b>	<b>14</b>	<b>22</b>	<b>180</b>	<b>60</b>	<b>840</b>	<b>1080</b>	<b>60</b>	<b>140</b>	<b>200</b>	<b>280</b>	<b>120</b>	<b>400</b>	<b>600</b>

### SEMESTER- VIII (Honours without Research)

Course Code	Subject	Category	Credit				Notional Hours				Marks (Theory)			Marks (Practical)			Marks
			T	Tu	P	To	T	Tu	P	To	I	E	To	I	E	To	Total
BCH-657	Data Visualisation	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -658	Basic Econometrics	DSC	0	0	2	2	0	0	120	120	-	-	-	70	30	100	100
BCH -659	Advertising and Personal Selling	DSE	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -660	Python for Financial Analytics	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
BCH -661	Social Entrepreneurship	DSC	3	1	0	4	90	30	0	120	30	70	100	-	-	-	100
SEC-652	Project	SEC	0	0	4	4	0	0	240	240	-	-	-	70	30	100	100
<b>Total</b>			<b>12</b>	<b>4</b>	<b>6</b>	<b>22</b>	<b>360</b>	<b>120</b>	<b>360</b>	<b>840</b>	<b>120</b>	<b>280</b>	<b>400</b>	<b>140</b>	<b>60</b>	<b>200</b>	<b>600</b>

\*Notional Hours include other activities as follows:

- i. Classroom teaching/ learning hours/ tutorials
- ii. Lab work/ practical/ innovation labs/ projects/ incubation labs
- iii. Yearly and half-yearly examinations/ class tests/ quiz/ other assessments including formative assessments
  - a. Activities as part of the curricular structure leading to experiential learning like relevant experience and proficiency/ professional levels, Performing arts/ fine arts, music, handicraft, traditional, heritage work,
  - b. Debate and Discussion/ Essay Writing / Recitation/Story Writing etc.
  - c. Celebration of festivals in institutes, music performance, Drama etc.
  - d. Self-defence classes, value education classes, Career Counselling sessions etc.
  - e. Other Contests/ Events/ Competitions like Hackathons & Olympiads etc.
- iv. Sports/ games / physical activity / yoga
- v. Life skills-based education like employment skills, basic operational skills like learning to fix a bulb, basic carpentry, classes on morals/etiquettes, constitutional values, environmental sensitivity etc.
- vi. Social/ community work (like adult education, teaching in NGOs or Out of school students, environment related, gender sensitization), NCC/ shramdan (School cleaning, building, decoration)
- vii. Bag less days, field visits organised by the institution
- viii. vocational education/ training, skilling, minor/ major project work, assignments
- ix. Field visits/ Projects/ Industry attachment by institutions
- x. Internship and apprenticeship hours, on the job training (OJT), and experiential learning including relevant experience and proficiency/ professional levels acquired
- xi. Programs offered through blended/ online/ digital learning



## SEMESTER-I

### Course Title: Fundamentals of Management & Organisational Behaviour

Course Credit: 4(3-1-0)

Course No. BCH-501

Max. Marks: 100(30I+70E)

#### Course Objective:

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behaviour at work place

#### Learning Outcomes:

Students will be able to:

LO1: Understand the processes of management and describe the theories of management.

LO2: Outline the notion of managerial skills and functions.

LO3: Understand individual and group behaviour at work place.

LO4: Outline the process of conflict resolution processes in the organization

LO5: Evaluate leadership styles and the process of personality.

#### Course Content:

Unit / LO	Course Content
Unit-I (LO1)	Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo
Unit-II (LO2)	Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques
Unit-III (LO3)	Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories
Unit-IV (LO4)	Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational
Unit-V (LO5)	Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window

#### Suggested Readings:

1. Fundamentals of Management, Stephen P. Robbins, Pearson Education, (Lt. Ed).
2. Organisational behaviour by Stephen Robbins. Pearson Education, (Lt. Ed).
3. Management: Concept, Theory and Practices. S.N. Chand. Atlantic Publishers & Distributors (P) Ltd. (Lt.Ed.)
4. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill (Lt.Ed.)
5. Principles and Practices of Management by T. N. Chabra. Dhanpat Rai & Co. (P) Limited. (Lt.Ed.)
6. Organizational Behaviour: An Evidence Based Approach (Lt. Ed). Luthans, F. McGraw-Hill Irwin.
7. Organisational behaviour by K. Ashwatthapa. Himalaya Publication House. (Lt.Ed.)
8. Management Fundamentals, Robert N Lussier, (Lt Ed.), Cengage Learning, 2013.

## Course Title: MANAGERIAL ECONOMICS

Course Credit: 4(3-1-0)

Course No. BCH-502

Max. Marks: 100(30I+70E)

### Course Objective:

The objective of this course is to familiarize the students with the concepts and techniques used in micro-economic theory. It helps to deal with limited resources taking into account the external environment.

### Learning Outcomes:

LO1: Strengthening the foundations of the analytical approach to Managerial decision-making.

LO2: Understanding Consumer Behaviour.

LO3: Understanding the production problem and how managers make input purchase Decisions.

LO4: Understanding the various market structure and how supply is determined in each.

LO5: Understanding the external environment, common information problems faced/created by managers.

### Course Content:

Unit / LO	Course Content
Unit-I (LO1, LO2)	Introduction to Microeconomics. Objectives, Marginal Analysis and its uses in the Business Decision- Making.
Unit-II (LO1, LO2, LO3)	Theories of Demand: Preference, Utility Function, Indifference Curve, Revealed Preference Approach, Income and Substitution effects, Demand functions, Demand Forecasting; Managerial Applications.
Unit-III (LO3, LO4)	Production and Cost: The Production Function, Returns to Scale, Profit Maximization Constrained Optimization Approach to Developing Optimal Input Combination, Relationships, Input Demand Function.
Unit-IV (LO4, LO5)	Market Structure: Profit Maximization under Different Market Structures, Perfect Competition, Monopoly, Price Discrimination, Other Pricing Strategies of Firms, Monopolistic Competition.
Unit-V (LO4, LO5)	Models of oligopoly, economics of information.

### Suggested Readings:

1. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield E. *Managerial Economics: Theory, Applications and Cases* (latest ed.). W. W. Norton & Company.
2. Bernheim, B. D., Winston, M., & Sen, A. . *Microeconomics*. McGraw Hill Education.
3. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). *Managerial Economics* (latest ed.).McGraw Hill Education.
4. Hirschey, M. . *Managerial Economics: An Integrative Approach*. Cengage Learning.
5. Koutsoyiannis, A. *Modern Microeconomics* (latest ed.). Palgrave, McMillan.
6. Mark, H. (2009). *Fundamentals of Managerial Economics* (latest ed.). Cengage Learning.
7. "Managerial Economics: Foundations of Business Analysis and Strategy" by Christopher R. Thomas and S. Charles Maurice
8. "Managerial Economics: Theory, Applications, and Cases" by Edwin Mansfield, Bruce Allen, and Norton M. Bedford
9. "Managerial Economics in a Global Economy" by Dominick Salvatore and John V. Diulio Jr.

## Course Title: Marketing Management

Course Credit: 04(3-1-0)

Course No. BCH-503

Max. Marks: 100 (30I+70E)

### Course Objective:

To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.

### Learning Outcomes:

LO1: Understanding the nature and scope of marketing

LO2: Develop an understanding of various marketing philosophies

LO3: Understanding the marketing mix and marketing environment

LO4: Understanding segmentation, targeting and positioning

LO5: Understanding consumer behaviour and its application in marketing

LO6: Develop an understanding of decisions concerning 4 P's – product, price, place and promotion

LO7: Understanding contemporary issues in marketing

### Course Content:

Unit / LO	Course Content
Unit-I (LO1, LO2, LO3)	Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing, Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Micro environment on Marketing, Global Marketing.
Unit-II (LO3, LO4)	Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information, Strategic Marketing Planning Process: Competitor analysis, Marketing Warfare Strategies, Marketing Planning Process
Unit-III (LO4, LO5)	Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product development, Brands, Packaging and Labelling, Developing Pricing Strategies: Setting Price, Factors influencing Price Determination
Unit-IV (LO5, LO6)	Channels of Distribution: Designing Distribution Channels, Managing Conflicts and Controls in Channels, Retailing, Wholesaling and Logistics, Marketing Communication: Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion Public Relations, Personal Selling and Sales Management.
Unit-V (LO6, LO7)	Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural marketing, other emerging trends.

### Suggested Readings:

1. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. *Marketing* (latest ed.). New Delhi: Tata McGraw-Hill.
2. Kotler, P. & Armstrong, G. *Principles of Marketing* (latest ed.). Pearson.
3. Kotler, P., Keller, K., Koshy, L., & Jha, M. *Marketing Management: A South Asian Perspective* (latest ed.). New Delhi: Pearson.
4. Perrault, W.D (Jr.), Cannon, J.P., & McCarthy, E.J. *Basic Marketing*. New Delhi: Tata McGraw-Hill.
5. Ramaswamy, V. S. & Namakumari, S. *Marketing Management: Global perspective Indian context* (latest ed). New Delhi: Macmillan.
6. Saxena, R. *Marketing Management* (latest ed.). New Delhi: Tata McGraw Hill.

## Course Title: Entrepreneurship

Course Credit: 04(3-1-0)

Course No. IDE-501

Max. Marks: 100 (30I+70E)

### Course Objective:

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

### Learning Outcomes:

LO1: Demonstrate a basic understanding of the concept of Entrepreneurship and Entrepreneur

LO2: Understanding the role of an Entrepreneur in Economic Development of a Country

LO3: Understanding the various competencies identified by Entrepreneurship Development Institutes of India

LO4: Understanding on how Government supports to new Enterprises

LO5: Understanding various forms of business organization

### Course Content:

Unit / LO	Course Content
Unit-I (LO1)	Concept of Entrepreneur and Entrepreneurship, Entrepreneur vs. Manager, Significance of Entrepreneurship in Economic Development; Economic, Social and Psychological needs for Entrepreneurship; Characteristics, Qualities and Pre-requisites of Entrepreneur; Rural Entrepreneurship.
Unit-II (LO2)	The Function of the Entrepreneur in Economic Development of a Country; Methods and Procedures to start and expand one's own Business; Achievement Motivation; Environmental Factors affecting success of a new business.
Unit-III (LO3)	Entrepreneurial competencies- competencies identified by Entrepreneurship Development Institute of India. Entrepreneurial motivation: External and internal factors. Role of the higher order needs of the need-hierarchy. Multiplicity and diversity.
Unit-IV (LO4)	Government support to new Enterprises; Role of Government and Promotional agencies in Entrepreneurship Development; Entrepreneurship Development Programs in India.
Unit-V (LO5)	Introduction to various forms of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation.

### Suggested Readings:

1. Barringer, B. R., & Ireland, R. D. (2019). Entrepreneurship: Successfully Launching New Ventures. Pearson.
2. Burns, P. (2020). Entrepreneurship and Small Business: Start-Up, Growth and Maturity. Palgrave Macmillan.
3. Gupta, V. K., & Dutta, D. K. (2019). Entrepreneurship: Concepts, Theory, and Perspective. Springer.
4. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
5. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
6. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
7. Havinal, Veerbhadrappa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
8. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, 2006.

## Course Title: Business Communication

Course No. AEC-501

Course Credit: 02(2-0-0)  
Max. Marks: 100(30I+70E)

### Course Objective:

To develop effective communication skills among the students for the business world.

### Learning Outcomes:

Students will be able to:

LO1: Differentiate in the vowels and consonants that can help the students to pronounce words better and be able to learn phonetics.

LO2: Learn the correct pronunciation of the words helping in the reduction of Mother Tongue Influence.

LO3: Able to communicate effectively and will have improved verbal communication.

LO4: Learn to frame the sentences properly with the correct formation. This will improve the written skills of the students.

LO5: Write paragraphs on different topics with the correct usage of vocabulary and will improve the written as well as verbal communication.

### Course Content:

Unit / LO	Course Content
Unit-I (LO1)	Parts of Speech, Articles, Subject Verb Agreement, Tenses, Prepositions, Question Right, practice exercise
Unit-II (LO2)	Correct Word usage- Homonyms, Antonyms and Synonyms, practice exercises; Paragraph & Translation: Précis, Translation (from Vernacular to English and English to Vernacular);
Unit-III (LO3)	Dos and Don'ts, communicating effectively, Opening and Closing a Customer Service call, Paraphrasing, Directing a Customer Over The Phone, Handling an Angry Customer, Handling Customer Queries, The Call Flow, Business Meetings, Email Etiquette
Unit-IV (LO4)	Dress and appearance, problem-solving in intercultural communication; Character building; Team-work
Unit-V (LO5)	Assertive Behaviour, Handling Different Type of Customers, Giving and Receiving feedback, Importance of Communication skill, Effective listening skill, Emotional Intelligence, Interpersonal relations

### Suggested Readings:

1. Business Communication (Principles, Methods and Techniques) by Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
2. Business Communication by Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade, Diamond Publications, Pune.
3. Business Correspondence and Report Writing by R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Modern Business Correspondence by L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

## Course Title: Fundamentals of Computers

Course Credit: 02(0-0-2)

Course No. SEC-501

Max. Marks: 100(70I+30E)

### Course Objective:

The syllabus introduces students to basic information and communication technology and proper paradigms that need to be implemented to develop any kind of computer applications. The course will help in developing the basic technical skills by hands on experience.

### Learning Outcomes:

Students will be able to:

LO1: State the applications of Computers and understand the basic components of computer.

LO2: Identify & describe various parts of computers like CPU, keyboard, monitor, etc.; View files, work with files and customize window.

LO3: Understand various office applications.

LO4: Understand various network technologies.

LO5: Outline the basics of Networking.

### Course Content:

Unit / LO	Course Content
Unit-I (LO1)	Basic concepts of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software
Unit-II (LO2)	Overview of operating system: Definition, Functions of operating system, Types of operating system, Spooling, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Basics of window operating system, Switching between DOS and windows, Comparison between Unix and Windows.
Unit-III (LO3)	Introduction to MS Word, Introduction to MS Excel and its applications, Introduction to MS PowerPoint, Menus, Shortcuts, Document types, Formatting documents, spread sheet and presentations, Working with Spreadsheets, Different templates, Macros, Mail merge
Unit-IV (LO4)	Network Technologies, Introduction to Internet and protocols: TCP/ IP, Network connecting devices, Topologies, HTTP, HTTPS DNS, Hub, Switches, Router, Repeater, Firewalls, Digital Signature
Unit-V (LO5)	www and Web Browsers Introduction, Objectives, Concept of internet, Overview of search engines, Popular search engines in use, Surfing the web and websites, Hosting your websites, Planning and Developing the websites, Internet service provider

### Suggested Readings:

1. Computers and Beginners by Jain, V.K, Pustak Mahal Publications.
2. Computer Fundamentals by Anita Goel, Pearson, Pearson Education India.
3. Introduction to Information Technology by Alexis Leon, Mathews Leon, and Leena Leon, Vijay Nicole Imprints Pvt. Ltd.
4. Foundations of Computing by Sinha, Kr. Pradeep and Preeti Sinha. BPB Publication

## Course Title: Professional Ethics and Values

Course Credit: 02(2-0-0)

Course No. VAC-501

Max. Marks: 100 (30I+70E)

### Course Objective:

To imbibe the moral values and ethics in students to make them responsible and compassionate global citizens.

### Learning Outcomes:

LO1: Understand need and importance of ethics and values in doing business

LO2: Analyse the nature of ethical issues

LO3: Develop a capacity for ethical reasoning and to apply them in Organization contexts

LO4: Understand essence of ethics in functional areas if an organization

LO5: Understand the role of corporate governance and corporate social responsibility in promoting ethics and values for a business

### Course Content:

Unit / LO	Course Content
Unit-I (LO1, LO2, LO3)	Ethics: Meaning and nature of Ethics, Meaning of Moral & Ethics, Types of Ethics, Importance of Ethics, Nature of Ethics, Importance of ethics in business, Types of business; Individual Ethics- Professional ethics, Corporate Ethics, Ethical behavior.
Unit-II (LO2, LO3, LO4)	Nature of business ethics and values; Factors influencing business ethics, leadership strategy and performance, environment corporate culture, individual characteristics, Managing codes of ethics, ethics committees, hotlines, ethics training programs and laws enforcing ethical conduct.
Unit-III (LO2, LO3, LO4)	Ethics in marketing, Process relative ethics, product relative ethics, competition relative ethics; Ethics in finance and accounting, investment decisions, disclosure norms, insider trading norms. Ethics in production and operations management
Unit-IV (LO2, LO3, LO4)	Ethics in global business, ethical principles governing global business, ethics relation to adapting host countries culture and norms, issues relating to negotiations and providing access to less developed countries, avoiding sanctions, protection of intellectual properties. Pressures for ethical convergence, ethical principles governing global business.
Unit-V (LO4, LO5)	Corporate Governance and business ethics, roots of unethical behaviour, unethical issues, corporate governance and ethics, the Indian context; Corporate Social Responsibility (CSR): Meaning, scope, Corporate Governance and CSR, Social responsibility and Indian corporations. Corporate Governance and regulators (SEBI's) role, The future of Corporate Governance in India.

### Suggested Readings:

1. Agalabatti B.H., Krishna S., Business Ethics: Concepts and Practices (With special emphasis on Indian Ethos and Values), Nirali Prakashan
2. Chakraborty S.K., Ethics in Management: Vedantic Perspective, Oxford University Press  
Davies Peter W.F., Current Issues in Business Ethics, Routledge.
3. Fernando A.C., Corporate Governance: Principles, policies and practices, Pearson Education  
Gary A. Yukl, Leadership in Organizations, Pearson
4. Hartman Laura P., Perceptiveness in Business Ethics. McGraw Hill International Publications  
McDonald Gael, Business Ethics: A Contemporary Approach, Cambridge University Press.

**SEMESTER-II**  
**Course Title: Financial Accounting**

**Course No. BCH-504**

**Course Credit: 4(3-1-0)**  
**Max. Marks: 100(30I+70E)**

**Course Objective:**

This course provides conceptual knowledge of financial accounting and the techniques for preparing accounts in different types of business organisations.

**Learning Outcomes:**

After completing the course, the student shall be able to:

LO1: Understand the theoretical framework of accounting and to prepare financial statements

LO2: Explain and determine depreciation and value of inventory

LO3: Learn accounting for hire purchase transactions, leases, branches and departments

LO4: Understand the concepts of partnership firm and prepare accounts for dissolution of a partnership firm

LO5: Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting.

**Course Content:**

<b>Unit / LO</b>	<b>Course Content</b>
Unit-I (LO1)	Conceptual Framework: Accounting principle, Concepts and Conventions Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind AS), Accounting Process: Journal, ledger, Trial Balance, Financial Statements (overview) Capital Expenditure (and Receipts), Revenue Expenditure (and Receipts) and Deferred Revenue Expenditure. Preparation of Financial Statements of a profit-making sole proprietorship trading firm with additional information, Preparation of Financial Statements of a not for profit organisations.
Unit-II (LO2)	Accounting for Plant Property and Equipment & Depreciation: Meaning of Depreciation, Depletion and amortization, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method, Inventory Valuation: Meaning, Significance of Inventory Valuation, Inventory Record System-Periodic and Perpetual, Methods of Inventory Valuation FIFO, LIFO and Weighted Average (Relevant accounting Standards as applicable)
Unit-III (LO3)	Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Leases: Concept, Classification of leases (Simple practical problems), Accounting for Branches (excluding foreign branches): Dependent branches ('Debtors system' and 'Stock & debtors System') and overview of independent branches. Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses, Methods of departmental accounting (excluding memorandum stock and memorandum mark-up account method) (Relevant accounting Standards as applicable)
Unit-IV (LO4)	Partnership accounts: Fundamentals, Admission, Retirement and Death of a partner (only an overview), Accounting for Dissolution of Partnership Firm: Dissolution of Partnership Firm including Insolvency of partners (excluding sale to a limited company), Gradual realization of assets and piecemeal payment of liabilities.
Unit-V (LO5)	Computerized Accounting System: Computerized accounts by using any popular accounting software: Creating a company; Configure and Features



	settings; Creating Accounting Ledgers and Groups, Creating Stock Items and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Selecting and Shutting a Company; Backup and Restore of Data of a Company.
--	--

### Suggested Readings:

1. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting, Taxmann
2. Kumar, Alok. Financial Accounting, Singhal Publication.
3. Lt Bhupinder. Financial Accounting – Concepts and Applications, Cengage
4. Monga, J R. Financial Accounting: concept and Applications. Mayur paper Backs, New Delhi
5. Sehgal, Ashok & Deepak Sehgal. Fundamentals of Financial Accounting, Taxmann
6. Tulsian, P C. Financial Accounting, Tata McGraw Hill New Delhi
7. Lal, Jawahar, Seema Srivastava & Abrol, Shivani. Financial Accounting Text and problems, Himalaya Publishing House, New Delhi.
8. Charles, T Horngren, Gart L. Sundem, John A Elliot and Donna R. Philbrick. Introduction to Financial Accounting, Pearson.
9. Leonardo, A. Robinson, James R. Qanis, C. Wayne Alderman, Accounting Information Systems: A cycle Approach. Publisher Wiley.
10. Marshall, B Romney and Paul, John Steinbart, Accounting Information Systems, Pearson Education Limited.
11. Robert, L. Hurt, Accounting Information Systems: Basic Concepts and Current Issues, McGraw Hill.

### Course Title: Business Statistics

Course Credit: 04 (3-1-0)

Course No. BCH-505

Max. Marks: 100 (30I+70E)

### Course Objective:

To acquaint the students with important statistical techniques for managerial decision-making.

### Learning Outcomes:

After completing the course, the student shall be able to:

LO1: Understanding of application of statistics in business for effective decision making

LO2: Critically evaluate the underlying assumptions of analysis tools

LO3: Solve a range of problems using the techniques covered

LO4: Conduct basic statistical analysis of data

LO5: Apply concepts of index number to solving problems

### Course Content:

Unit/ LO	Course Content
Unit-I (LO1)	<b>Statistics:</b> Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation, types of classification, Tabulation and Graphs: formation of frequency distribution, types and construction of tables, significance, types and construction of diagrams and graphs
Unit-II (LO2)	<b>Measures of Central Tendency:</b> Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric

	mean and harmonic mean, characteristics, applications and limitations of these measures.
Unit-III (LO3)	<b>Measures of Dispersion:</b> Measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation; Skewness and Kurtosis
Unit-IV (LO4)	<b>Correlation &amp; Regression:</b> Meaning of correlation, types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance. Regression vs. Correlation. Regression lines (X on Y, Y on X)
Unit-V (LO5)	<b>Index Numbers:</b> Meaning and significance. Problems in construction of index numbers. Methods of constructing index numbers - Weighted and Un-weighted (simple aggregative and simple average of price relative methods). Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations., Introduction to testing of Hypothesis.

### Suggested Readings:

1. Business Statistics, by Vohra, N. D., Tata McGraw Hill Publishing Company, New Delhi. (Lt. Ed)
2. Statistical Methods, by S.P.Gupta, Sultan Chand & Sons, New Delhi, (Lt. Ed)
3. Statistics for Management, by Levin, R.I. and D.S. Rubin, Prentice-Hall of India. (Lt. Ed)
4. Complete Business Statistics, by Aczel, Amir D., and Sounderpandian, J., Tata McGraw Hill Publishing. (Lt. Ed)
5. Statistics for Business and Economics, by Anderson, Sweeny and Williams, Cengage Learning, New Delhi, (Lt. Ed)
6. Business Statistics, by J.K.Sharma, Pearson Education, New Delhi. (Lt. Ed)
7. Elements of Business Statistics, by S.P. Gupta, Sultan Chand & Sons, New Delhi. (Lt. Ed)
8. Statistics for Management, by Kellar, Cengage Learning. (Lt. Ed)
9. Statistics for Business (Decision making and Analysis). By Stine, R. and Foster. (2014). New Delhi: Pearson. (Lt. Ed)

### Course Title: E-Commerce

**Course Credit: 04 (3-1-0)**

**Max. Marks: 100 (30I+70E)**

**Course No. BCH-506**

### Course Objective:

The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce.

### Learning Outcomes:

After completing the course, the student shall be able to:

LO1: Understand the basics of E-commerce.

LO2: Familiarize with basic framework of e-commerce.

LO3: Understand the current and emerging business models.

LO4: Identify the emerging modes of e-payment.

LO5: Understand the importance of security and legal issues of e-commerce.

### Course Content:

Unit/ LO	Course Content
----------	----------------

Unit-I (LO1)	Concepts and significance of E-commerce, driving forces of E-commerce. E-commerce business models - key elements of a business model and categories.
Unit-II (LO2)	Electronic Commerce Framework, History, Basics and Tools of E-Commerce, Comparison of Web-based with Traditional Business; Growth of E-Commerce – Present, Future and Potential.
Unit-III (LO3)	E-Business: Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India, Regulatory Aspects of ECommerce.
Unit-IV (LO4)	Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, ECheques, Credit Cards, Smart Cards, Electronic Wallets and Debit Cards. Electronic Data Interchange, Digital Signatures. E-payments risks.
Unit-V (LO5)	E-commerce security – meaning and issues. Security threats in the E-commerce. Technology solutions, Information Technology Act 2000.

### Suggested Readings:

1. Diwan, Prag and Sushil Sharma: Electronic Commerce, A Manager's Guide to E,Business Vanity Books International, Delhi.
2. Kalakota, Ravi and Shinston Andrew B: Frontiers of Eletronic Commerce, AddisonWesley.
3. Minoli and Minoli: Web Commerce Technology Handbook, Tata McGraw Hill, NewDelhi.
4. Schneider, Gray P.: Electronic Commerce, Course Technology, Delhi.
5. Bajaj KK, Debjani Nag "E-Commerce. Tata McGraw Hill Company" New Delhi
6. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. E- Business and E- commerce for Managers. Pearson Education.
7. Kosiur, David, "Understanding Electronic Commerce" Prentice Hall of India Private Ltd., New Delhi.
8. Turban, E., et.al. "Electronic commerce: A Managerial perspective" Pearson Education Asia.
9. Whiteley, David, "E-Commerce" McGraw Hill, New York.

### Course Title: Business Mathematics

**Course Credit: 02 (2-0-0)**

**Max. Marks: 100 (30I+70E)**

**Course No. BCH-502**

### Course Objective:

The objective of this paper is to develop fundamental mathematical skills relevant to business applications.

### Learning Outcomes:

By the end of this course, students should be able to:

LO1: Perform basic arithmetic operations, including addition, subtraction, multiplication, and division, with speed and accuracy.

LO2: Apply algebraic operations to solve business-related problems.

LO3: Calculate percentages and interpret their applications in business contexts.

LO4: Apply interest calculations and financial mathematics to solve problems related to loans, investments, and savings.

LO5: Analyze and interpret statistical data to make informed business decisions.

### Course Content:

Unit/ LO	Course Content
Unit-I (LO1)	Basic Arithmetic: Place value, rounding, and significant figures; Fractions, decimals, and percentages; Order of operations; Ratio and proportion

Unit-II (LO2)	Algebraic Operations: Variables, constants, and expressions; Equations and inequalities; Exponents and powers; Factoring and simplification
Unit-III (LO3)	Percentages and Applications: Calculating percentages; Markup and markdown; Profit and loss; Simple and compound interest
Unit-IV (LO4)	Financial Mathematics: Time value of money; Present value and future value; Annuities and perpetuities; Amortization and sinking funds
Unit-V (LO5)	Statistical Analysis: Data collection and presentation; Measures of central tendency (mean, median, mode); Measures of dispersion (range, variance, standard deviation); Probability and probability distributions

### Suggested Readings:

1. Clendenen, G., & Salzman, S. A. (2018). Business Mathematics (10th ed.). Pearson.
2. Barnett, R. A., Ziegler, M. R., & Byleen, K. E. (2016). Finite Mathematics for Business, Economics, Life Sciences, and Social Sciences (13th ed.). Pearson.
3. Mayers, J. (2017). Mathematics for Business and Finance: An Introduction to Financial Mathematics with Applications (2nd ed.). Cambridge University Press.
4. Miller, G., & Salzman, S. A. (2016). Essentials of Business Mathematics (8th ed.). Pearson.
5. Cleaves, H., Hobbs, M., & Noble, V. (2015). Business Mathematics (13th ed.). Pearson.
6. Brown, J., & Senn, J. (2015). Mathematics of Finance (8th ed.). McGraw-Hill Education.

### Course Title: Employment Readiness

**Course Credit: 02(0-0-2)**

**Course No. AEC-502**

**Max. Marks: 100 (70I+30E)**

### Course objective:

Provide jobseekers with the necessary pre-employment skills; Empower individuals for success; and. Promote job retention and advancement.

### Learning Outcomes:

Students will be able to:

LO1: Perform time management and career planning

LO2: Apply strategies for effective Group discussions for selection in organisations

LO3: Understand different type of interviews and perform effectively during interviews

LO4: Manage a positive body language during PI

LO5: Develop profile on job portals and develop networks

### Course Content:

Unit / LO	Course Content
Unit-I (LO1)	Time Management, time Management Matrix, Activity Logging, Identify Time wasters, Prioritize, Organize, Daily Planner. Planning and managing career
Unit-II (LO2)	Group Discussion: Types, Do's and Don't of GD, steps to prepare for GD
Unit-III (LO3)	Personal Interviews: types of interviews, interview preparation steps and tips Researching Employer, FAQ's, developing effective answers, Understanding Job Descriptions
Unit-IV (LO4)	Dress and Appearance, Presenting oneself professionally-Body Language during GD and interview and Basic Etiquette
Unit-V (LO5)	Using job portals & platforms: Creating a strong profile on job portals, personal brand building, identifying and interaction with connections, applying for jobs

**Suggested readings:**

1. Developing Communication Skills BY Mohan Krishna and Banerji , McMillan Publishers India
2. Essentials of Business communication by Pal Rajendra and Korlahalli J S , Sultanchand and Sons
3. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
4. Time management by Sudhir Dikshit, Manjul publications

**Course Title: Basics of Digital Marketing****Course Credit: 04 (3-1-0)****Course No. SEC-502****Max. Marks: 100 (30I+70E)****Course Objective:**

This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved.

**Learning Outcomes:**

By the end of this course, students should be able to:

LO1: Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.

LO2: Understand how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.

LO3: Illustrate how the effectiveness of a digital marketing campaign can be measured

LO4: Demonstrate their skills in digital marketing tools such as SEO, Social-media, and blogging for engaging the digital generation.

LO5: Appreciate the need for regulatory framework for digital marketing in India.

**Course Content:**

Unit/ LO	Course Content
Unit-I (LO1)	Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market.
Unit-II (LO2)	Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.
Unit-III (LO3)	Website design and Domain name branding. Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.
Unit-IV (LO4)	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing.
Unit-V (LO5)	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.

**Suggested Readings:**

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
2. Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
4. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India
5. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page
6. Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.
7. Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.
8. Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York.
9. Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.
10. Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

**Course Title: Industry Project****Course Credit: 02 (0-0-2)****Course No. VAC-502****Max. Marks: 100 (70I+30E)****Course Objective:**

Industry projects provide students with practical skills, exposure to real business scenarios, and an opportunity to work collaboratively with industry professionals. It helps them develop critical thinking, problem-solving, communication, and teamwork skills, which are essential for their future careers in commerce and business.

