



**ATLAS SKILLTECH UNIVERSITY
SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP**

**Courses Offered
Core and Elective Courses**

**Bachelor of Arts (Hons.) in
New Media & Communication**

3 Year Full-Time Program

(Academic Years 2021-24)

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency, and excellence to the Higher Education System in India. These measures include innovations and improvements in curriculum, teaching-learning processes, examination, and evaluation systems, as well as governance. To ensure the maintenance of minimum standards and quality across Higher Educational Institutions (HEIs) in India, the UGC has formulated regulations and guidelines. These academic reforms have significantly improved the higher education system, although there remains diversity in examination, evaluation, and grading systems among universities.

Criterion I of the UGC pertains to the practices of an institution in initiating a wide range of programme options and courses that are in tune with emerging national and global trends and relevant to local needs. The School of Design, School of Management, and School of Technology at Atlas Skilltech University adhere to these guidelines by offering innovative and industry-relevant courses. Apart from issues of diversity and academic flexibility, aspects such as career orientation, multi-skill development, feedback systems, and involvement of stakeholders in curriculum updating are also considered in the syllabus development process.

In accordance with these principles, this course syllabus is designed to meet the objectives and mission of Atlas Skilltech University, ensuring a high-quality educational experience in the School of Design, School of Management, and School of Technology. The syllabus integrates theoretical knowledge with practical applications, incorporating contemporary trends and technologies to prepare students for successful careers in their respective fields. It reflects the university's commitment to excellence in education and its dedication to producing well-rounded, skilled graduates..

Curriculum Structure and Framework

The following types of courses/activities constitute the programmes of study. Each of them will require a specific number of hours of teaching/guidance and laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service

- **Lecture courses:** Courses involving lectures relating to a field or discipline by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.
- **Tutorial courses:** Courses involving problem-solving and discussions relating to a field or discipline under the guidance of qualified personnel in a field of learning, work/vocation, or professional practice.
- **Practicum or Laboratory work:** A course requiring students to participate in a project or practical or lab activity that applies previously learned/studied principles/theory related to the chosen field of learning, work/vocation, or professional practice under the supervision of an expert or qualified individual in the field of learning, work/vocation or professional practice.

Course Definition

1. Core Course:

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course. The structure of course is defined under following points

All the UG programs shall be of either six semesters or eight semesters duration unless specified otherwise.

An academic year consists of two semesters: Odd Semester and Even Semester.

A semester normally extends over a period of 15 weeks (5 day week) with 75 working days.

Every course offered may have three components: Lecture (L), Tutorial (T) and Practicals (P). Tutorial session consists of participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods.

The credit pattern for a course (L:T:P) shall be decided by the respective Board of Studies (BoS).

Credit means the unit by which the course work is measured. One hour of Lecture or Tutorial per week for 1 week amounts to 1 credit.

Two hour session of Practicals per week for 15 weeks amounts to 1 credit per semester. The total duration of a semester is 20 weeks inclusive of semester-end examination.

A course will be evaluated for 100 marks. For any other approved course, the evaluation method shall be decided by the respective BoS.

2. Elective Course:

Elective Course is a course which can be chosen from a pool of courses. It may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the student's proficiency/skill enhancement.

Program Educational Objectives (PEOs) :

PEO1: (Leadership and Management) exhibit leadership qualities and the ability to manage teams and projects, with an emphasis on ethical decision-making, communication skills, and adaptability.

PEO2: (Ethical and Social Responsibility) embrace ethical values and social responsibility to make responsible business decisions that benefit both organizations and society.

PEO3: (Global Perspective) will understand the global business environment, its cross-cultural challenges, and opportunities, and develop competencies to operate in an international context.

Program Outcomes (PO)

PO1 - To demonstrate and encourage Creativity & Originality

PO2 - To demonstrate Resilience & Agility

PO3 - To apply complex Problem Solving & Reasoning skills

PO4 - To demonstrate Leadership & Social Influence

PO5 - To demonstrate Global Exposure & Cross cultural Understanding

PO6 - To apply knowledge of Technology design & Programming

PO7 - To build qualities of Business Ethics & Social Responsiveness

PO8 - To develop Analytical Thinking & Innovation

Program Specific Outcomes (PSO's)

PSO1 Understand and interpret financial statements and data to make informed financial decisions.

PSO2 Demonstrate a comprehensive understanding of marketing concepts, theories, and models.

PSO3 Demonstrate proficiency in data collection, cleaning, and transformation techniques.

**Bachelor of Arts (Hons.) in
New Media & Communication: Three-Year (6-Semester) CBCS**

Course Code	Course	Course Type	Periods			Evaluation Scheme				Credits
			L	T	P	MT	ET	A	Total	
Semester 1										
1.1	Design Software - 1	Core	1	1	2	50	40	10	100	4
1.2	Story Telling in Visual media: Techniques and concepts	Core	1	1	2	50	40	10	100	4
1.3	Fundamentals of Advertising	Core	2	0	2	50	40	10	100	4
1.4	Communication Skills	Core	2	0	2	50	40	10	100	4
1.5	Fundamentals of Computer Application	Core	1	1	2	50	40	10	100	4
1.6	Media Studies	Core	2	0	2	50	40	10	100	3
1.7	Principles of Marketing	Core	2	1	0	50	40	10	100	3
1.8	Basics of Entrepreneurship: Innovation and Opportunity	Core	2	0	2	50	40	10	100	4
TOTAL										30
Semester 2										
2.1	Introduction to Digital Media and Marketing	Core	1	1	2	50	40	10	100	4
BBA MGT 104	Environment and Sustainability (ESG)	Core	2	1	1	50	40	10	100	4
2.3	Basics of Interpersonal Communication	Core	2	0	1	50	40	10	100	3
2.4	Media Psychology	Core	2	0	2	50	40	10	100	4
2.5	Visual Media Content Production	Program Elective - 1 (Any 1)	1	0	2	50	40	10	100	3
2.6	Statistics for Media		1	0	2	50	40	10	100	
2.7	UI & UX – I / Website Planning and Creation – I		1	0	2	50	40	10	100	
AE	Atlas Elective					50	40	10	100	2

AE	Atlas Elective									2
TOTAL										25
Semester 3										
3.1	Understanding Consumers	Core	2	0	1	50	40	10	100	3
3.2	Media Economics	Core	2	1	0	50	40	10	100	3
3.3	Design Software Tools	Core	1	0	2	50	40	10	100	3
3.4	Introduction to PR	Core	2	0	1	50	40	10	100	3
3.5	Career Readiness - Business Protocol	Core	1	0	1	50	40	10	100	2
3.6	Broadcasting In New Media	Core	2	0	2	50	40	10	100	4
3.7	Introduction to AR and VR	Programme Elective	1	0	2	50	40	10	100	3
AE	Atlas Elective	Elective				50	40	10	100	2
TOTAL										23
Semester 4										
4.1	Advertising Media and Strategy and Planning	Core	2	0	2	50	40	10	100	4
4.2	Digital Media and Democracy	Core	2	0	1	50	40	10	100	3
4.3	Public Relations Case Studies	Core	1	0	2	50	40	10	100	3
4.4	Introduction to Film (Shot to Shoot)	Core	1	0	2	50	40	10	100	3
4.5	Marketing Strategy 101	Core	1	0	1	50	40	10	100	2
4.6	Data Analytics and Media	Core	1	0	2	50	40	10	100	3
4.7	Art of Storytelling (Digital Photography, Content Creation, Copywriting)	Core	1	0	2	50	40	10	100	3
BBA LS 202	Life Skills - Career Readiness	Core	1	0	1	50	40	10	100	2
AE	Atlas Elective	Elective				50	40	10	100	2
TOTAL										23
Semester 5										
5.1	Global Marketing	Core	2	0	1	50	40	10	100	3

5.2	Public Opinion and Issues Management	Core	1	0	1	50	40	10	100	2
5.3	Advertising and PR Agency Management	Core	1	0	1	50	40	10	100	2
DMA 5.1	Digital Marketing KPI's	Digital Marketing & Advertising Specialisation	1	0	2	50	40	10	100	3
DMA 5.2	Search Marketing & SEO		1	0	2					3
BBA MKT 301	Retail Management and Ecommerce	Marketing Specialisation	2	0	1	50	40	10	100	3
BBA MKT 303	Selling and Negotiation		2	0	1					3
BBA ECO 301	Game Theory		2	0	1					3
BBA ECO 503	Economics in Action	Economics Specialisation	2	0	1	50	40	10	100	3
BBA MGT 303	Research Methodology	Programme Elective	1	0	1	50	40	10	100	2
BBA BA 305	Data Visualisation		1	0	1					2
BBA MKT 305	Content Marketing		1	0	1					2
BBA MGT 305	Business Challenge	Core	1	0	1	50	40	10	100	2
TOTAL										23
Semester 6										
6.1	Media Laws & Ethics	Core	2	0	1	50	40	10	100	3
6.2	Customer Relationship Management	Core	2	0	1	50	40	10	100	3
6.3	Crisis & Reputation Management	Core	2	0	1	50	40	10	100	3
DMA 6.1	Media Planning	Digital Marketing & Advertising Specialisation	1	0	2	50	40	10	100	3
DMA 6.2	Luxury Marketing		1	0	2					3

BBA MKT 302	Fundamentals Rural Marketing		2	0	1					3
BBA MKT 304	Integrated Marketing Communication for Business	Marketing Specialization	2	0	1	50	40	10	100	3
BBA ECO 302	Economics Analysis and Public Policy		2	0	1					3
BBA ECO 304	International Economics	Economics Specialisation	2	0	1	50	40	10	100	3
PE 601	Sports Management		1	0	1					2
PE 602	Business Intelligence		1	0	1					2
PE 603	Financial Innovation		1	0	1		40	10	100	2
PE 604	Social Listening	Programme Elective	1	0	1	50	40	10	100	2
BBA LS 302	Life Skills - Leadership Skills	Core	1	0	1	50	40	10	100	2
BA IT 301	Internship for Media	Core	0	0	1	0	0	100	100	2
TOTAL										23

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Design Software - 1 (1.1)**

L	T	P
1	1	2

Course Name: Design Software - 1

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 1.1

Course Description:

This course provides students with a comprehensive understanding of the principles, processes, and best practices involved in designing user-centered software applications and digital experiences. Adobe Photoshop is the industry-standard software for digital imaging and photo editing. This course introduces students to the fundamental concepts and techniques of Photoshop, equipping them with the skills necessary to manipulate images, create original artwork, and enhance visual communication projects.

Course Objectives:

This Course on graphic designing will make use of Adobe Photoshop. The two key aspects of this course are 1. Artwork 2. Photo editing

In this course students develop skills to use tools like content aware, marquee, sponge, blur, clone and stamp and much more. Students will learn to work with layers and adjustment layers. With regard to photo editing, students will be taught adjustments like contrast, shadows and exposure, saturation etc. and when it comes to creating artwork students will learn how to make a print ad by placing elements, moving them around, working with colors etc.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction and overview of the workstation/interface.● Introduction to the various tools. RGB vs CMYK
UNIT II	<ul style="list-style-type: none">● Opening images, Creating and saving projects● Image resizing cropping● Image Editing with Camera Raw

UNIT III	<ul style="list-style-type: none"> ● Working with layers ● Selections ● Shape layers ● Working with text
UNIT IV	<ul style="list-style-type: none"> ● Making print ads with text, background, colours, images ● Exporting the print ad

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Recall and identify the basic tools and features of Photoshop, such as selection tools, layers, and filters.

CO2: Apply Photoshop tools and techniques to edit and enhance digital images.

CO3: Demonstrate proficiency in retouching and restoration techniques to improve image quality.

CO4: Critique and provide constructive feedback on peers' Photoshop projects, considering technical execution and creative expression.

CO5: Increase employability in the creative field.

References

Adobe Photoshop CC For Dummies (Paperback. Publisher : For Dummies; 2nd edition (16 February 2018)

**Bachelor of Arts (Hons.) 1st Year
Semester 1**

Story Telling in Visual media: Techniques and concepts (1.2)

L	T	P
1	1	2

Course Name: Story Telling in Visual media: Techniques and concepts

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 1.2

Course Description:

Visual communication is a critical aspect of contemporary communication, encompassing the creation and interpretation of visual messages in various media forms. This course explores the principles, theories, and techniques of visual communication, equipping students with the skills necessary to create and analyze visual messages effectively.

Course Objectives:

Today, Visual Communication is one of the most important languages that is spoken world over. Be it any field, the knowledge of communicating using visuals is imperative. It has become an integral part of various industries such as digital, film and television, graphic illustration, web designing, etc. Visual communication students learn how to convey messages through creative mediums, like images, photographs, and paintings. It's a vast field that blends together several disciplines, including graphic design, photography, fine art, and animation. The course is intended to introduce students to the basic principles of visual communication and graphic design in order to make them employable in the creative field. By completing numerous short exercises they will build their visual vocabulary and develop a toolbox of skills and techniques for communicating visually.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to VC through self expression● Understanding the physiology & psychology of the visual language
UNIT II	<ul style="list-style-type: none">● Timeline of VC: History, visual literacy, future trends● Using tools like visual storytelling, typography, photography, illustration as a framework

UNIT III	<ul style="list-style-type: none"> • The world of Analogy, Metaphor, Symbolism, Iconography • Exploring the elements and their relevance in the business of creative communication
UNIT IV	<ul style="list-style-type: none"> • The Creative process • Demystifying the creative process and illuminate the path to more innovative thinking and problem solving
UNIT V	<ul style="list-style-type: none"> • The place of VC in the digital age • Understanding the role of VC in Social media, Application design, Virtual reality and Commercial Broadcasting

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Explain the role and importance of visual communication in conveying messages and influencing perceptions.

CO2: Apply principles of visual design to create engaging and persuasive visual communication materials.

CO3: Demonstrate proficiency in selecting appropriate visual elements and techniques to communicate specific messages to target audiences.

CO4: Evaluate the effectiveness of visual communication materials based on principles of design, usability, and audience engagement.

CO5: Develop skills to design original visual communication materials across various media platforms, including print, digital, and multimedia.

References

History of Graphic Design P B Meggs 6th Edition May 2016

Visual Explanations: Images and Quantities, Evidence and Narrative Edward Tufte Paperback – 14 January 1997

Visual Communication Design: An Introduction to Design Concepts in Everyday Experience Meredith Davis Paperback – 7 September 2017

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Fundamentals to Advertising (1.3)**

L	T	P
2	0	2

Course Name: Fundamentals to Advertising

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 1.3

Course Description:

Advertising is a dynamic and influential force in contemporary society, shaping consumer behavior, influencing public opinion, and driving economic activity. This course provides students with a comprehensive introduction to the principles, theories, and practices of advertising, equipping them with the foundational knowledge and skills necessary for success in the advertising industry.

Course Objectives:

Introduce students to the basic concepts, theories, and practices of advertising, including its role in marketing communications and its impact on consumer behavior. Examine various advertising strategies and tactics used by marketers to create effective campaigns, including targeting, positioning, branding, and messaging. Explore different advertising media channels, such as print, broadcast, digital, and social media, and their respective strengths, weaknesses, and audience reach. Develop skills to foster creativity and innovation in advertising by teaching students how to generate compelling ideas, develop engaging content, and execute effective campaigns in order to make them employable for their internship.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Introduction & Understanding the new consumer
UNIT II	<ul style="list-style-type: none"> ● New Touchpoints and Value Creation
UNIT III	<ul style="list-style-type: none"> ● The Need for Experimentation and Transcending Silos
UNIT IV	<ul style="list-style-type: none"> ● Managing the New 'Creative' Department - Visual and Copy
UNIT V	<ul style="list-style-type: none"> ● The World of Digital Advertising ● Global movement towards collaborative competition

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Interpret different advertising strategies and tactics employed by advertisers to achieve marketing objectives.

CO2: Apply advertising principles to develop creative advertising concepts and campaigns for different target audiences and media channels.

CO3: Analyze advertising messages and campaigns to identify persuasive techniques, target audience appeal, and brand positioning strategies.

CO4: Evaluate the effectiveness of advertising campaigns based on predefined objectives and key performance indicators (KPIs).

CO5: Develop comprehensive advertising plans that integrate research insights, creative concepts, media strategies, and budget considerations.

References

Beyond Advertising: Creating Value through All Customer Touchpoints

Yoram Wind, Catharine Hays | Pan Macmillan India; Latest edition (20 August 2016)

Advertising Promotion and Other Aspects of Integrated Marketing Communications

Terence A. Shimp | Cengage Publishing (16 January 2013)

Integrated Advertising, Promotion, and Marketing Communications

Kenneth E. Clow and Donald E Baack | Pearson; 9th edition (19 March 2021)

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Communication Skills (1.4)**

L	T	P
2	0	2

Course Name: Communication Skills

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 1.4

Course Description:

Effective communication is essential for success in both personal and professional life. This course aims to develop students' communication competencies by exploring various aspects of verbal, nonverbal, written, and interpersonal communication.

Course Objectives:

Develop effective verbal communication skills, including clarity, articulation, and fluency, to express ideas confidently and persuasively in various contexts. Understand the importance of nonverbal cues, such as body language, facial expressions, and tone of voice, in conveying messages and building rapport with others. Cultivate active listening skills to comprehend others' perspectives, demonstrate empathy, and facilitate constructive dialogue and problem-solving. Develop public speaking skills, including speech organization, delivery techniques, and audience engagement strategies, to deliver compelling presentations and speeches with confidence and impact and expand their employment opportunities

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Definition, types- verbal, non verbal, written, barriers- types- overcoming the barriers. Comprehension. writing/solving case study
UNIT II	<ul style="list-style-type: none"> ● Etiquettes: Everyday conversation, Text, Email, Phone conversations
UNIT III	<ul style="list-style-type: none"> ● Body language, communicating emotions, listening skills
UNIT IV	<ul style="list-style-type: none"> ● Communication at work, presentation, speech, pitch negotiation
UNIT V	<ul style="list-style-type: none"> ● The Psychology of Communication- Design, Space, Brief of Visual Communication- symbols

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Apply effective communication skills in practical contexts, such as delivering presentations, participating in group discussions, and engaging in interpersonal interactions.

CO2: Demonstrate proficiency in conflict resolution and negotiation skills by applying relevant strategies to resolve interpersonal or professional conflicts.

CO3: Reflect on personal communication experiences and growth, identifying areas for improvement and setting goals for future development.

CO4: Design and deliver effective communication presentations or speeches that engage and persuade audiences, incorporating principles of audience analysis, message organization, and visual aids.

CO5: Produce professional-quality written communication materials, such as emails, reports, or proposals, demonstrating clarity, coherence, and professionalism in writing.

References

The Quick & Easy Way to Effective Speaking Dale Carnegie
Rupa; First Edition (20 May 2016)

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Fundamentals of Computer Application (1.5)**

L	T	P
1	1	2

Course Name: Fundamentals of Computer Application

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 1.5

Course Description:

The Fundamentals of Computer Applications course provides students with a comprehensive introduction to essential computer concepts and applications. Through a combination of theoretical learning and hands-on practical exercises, students will gain proficiency in using common computer applications for productivity, communication, and information management purposes. Topics covered include computer hardware and software fundamentals, operating systems, word processing, spreadsheets, presentations, internet basics, email communication, and digital citizenship.

Course Objectives:

Familiarize students with the basic concepts and components of computers, including hardware, software, operating systems, and peripherals. Provide an overview of fundamental computer operations, such as file management, storage, printing, and basic troubleshooting techniques. Explore internet basics, including web browsers, search engines, navigating websites, online safety, and ethical considerations related to internet use in order to make them employable for internships.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Hardware● Generations of Computer (I-V)● Block Diagram of a Computer
UNIT II	<ul style="list-style-type: none">● Network● Types of networking based on Topologies, Architecture and Size● Medium of networking● Devices used in networking (hardware)
UNIT III	<ul style="list-style-type: none">● MS-WORD● MS- PowerPoint● MS Excel

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Apply knowledge of computer applications to perform routine tasks such as creating and formatting documents, organizing data in spreadsheets, designing presentations, and browsing the internet.

CO2: Utilize software features and tools to solve basic problems or accomplish specific objectives, such as using formulas in spreadsheets or inserting images in presentations.

CO3: Evaluate the effectiveness of different software applications for specific tasks, comparing features, functionality, and user interfaces to determine the most suitable option.

CO4: Generate original documents, spreadsheets, and presentations using computer applications, incorporating text, images, charts, and multimedia elements to communicate ideas effectively.

CO5: Develop skills to solve real-world problems or tasks using computer applications, demonstrating creativity and innovation in software usage and problem-solving.

References

Data Communication and Networking

Behrouz A Forouzan | McGraw Hill Education; 4th edition (1 July 2017)

Introduction to Computers

Peter Norton | McGraw Hill Education; 7th edition (1 July 2017)

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Media Studies (1.6)**

L	T	P
2	0	2

Course Name: Media Studies

Course Contact Hours: 3

Course Credit Hours: 45

Course Code: 1.6

Course Description:

Media Studies is an interdisciplinary field that examines the production, distribution, consumption, and social impact of media content across various platforms and formats. This course provides students with a comprehensive overview of key theories, concepts, and methodologies in media studies, with a focus on critical analysis, cultural contexts, and contemporary issues in media and communication.

Course Objectives:

The focus is to ensure the understanding of why mass media is one of the most powerful entities in the whole world.

The subject analyzes the need & demand of the industry & how it plays a crucial life in social structure.

The subject also focuses on creating a strong foundation & understanding of the ever-changing industry.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Why is mass media one of the most powerful entities in the whole world? The role of media in our lives – what is mass media? ● Evolution of mass media over the years. Pros & Cons of powerful media. Strength & weaknesses.
UNIT II	<ul style="list-style-type: none"> ● Different types of mediums, Correlation of each medium with its consumers. ● Origin & evolution of print media in India & its current status ● Newspaper & Magazines
UNIT III	<ul style="list-style-type: none"> ● Origin & evolution of electronic media in India & its current status ● Radio & Television ● Origin & evolution of electronic media in India & its current status ● Cinema & Digital Media
UNIT IV	<ul style="list-style-type: none"> ● Role of media in raising social awareness, use of liberal media to

	<p>influence the youth and shaping human values.</p> <ul style="list-style-type: none"> • Use of modern-day media in content formation & distribution. • Impact of media in societal development & gender portrayal.
UNIT V	<ul style="list-style-type: none"> • The parallel growth of mass media & the rise of media crusaders. New age of citizen journalism. • Photography as a tool of content creation. Use of photography in journalism, advertising & marketing along with other media tools.

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Apply media analysis techniques, such as semiotic analysis, discourse analysis, and genre analysis, to analyze and interpret media texts across different platforms and genres.

CO2: Demonstrate critical thinking skills by applying media theories and concepts to analyze contemporary media issues, trends, and controversies.

CO3: Generate original media content, such as essays, presentations, and multimedia projects, that demonstrate a deep understanding of media theories, concepts, and issues.

CO4: Develop media literacy materials and resources, such as educational videos, infographics, or online tutorials, to promote critical thinking and responsible media consumption.

CO5: Critique media industries and practices in terms of ethical considerations, including issues of representation, diversity, privacy, and media ownership.

References

Media & Culture: An Introduction to Mass Communication by Richard Campbell, Christopher R. Martin, and Bettina Fabos

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Principles of Marketing (1.7)**

L	T	P
2	1	0

Course Name: Principles of Marketing

Course Contact Hours: 3

Course Credit Hours: 45

Course Code: 1.7

Course Description:

This course delves into the dynamic landscape of marketing in the 21st century, exploring the evolving strategies, tools, and techniques necessary for success in today's digital age. Students will gain a comprehensive understanding of the fundamental principles of marketing and how they are adapted and applied in the modern context. Through case studies, discussions, and practical projects, participants will develop critical thinking skills and practical knowledge to navigate the complexities of contemporary marketing environments.

Course Objectives:

Introduce students to the theories, concepts, and activities in marketing management

Provide practice in assessing and solving marketing problems.

Provides a foundation for advanced electives in Marketing as well as other business/social disciplines.

Learnings based on the real life marketing situations and simulations to provide the required grounding for the participant in the learning process.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Marketing Concepts and Marketing Mix
UNIT II	<ul style="list-style-type: none">● Introduction to the Marketing Mix
UNIT III	<ul style="list-style-type: none">● Segmentation, Targeting & Positioning
UNIT IV	<ul style="list-style-type: none">● Other Marketing Concepts

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Understand how customer value and engagement can be created

CO2: Understand the basics of marketing and relate its application in the practical world.

CO3: Understand how marketers approach various segments in the market

CO4: Understand the meaning and importance of marketing mix

CO5: Understand how organizations fail when they overlook customer needs

References:

Perreault, W. D., & McCarthy, E. J. (2006). Basic marketing: A global managerial approach (15th ed.). Tata McGraw Hill.

Ramaswamy, V. S. (2010). Marketing management: Global perspective, Indian context (4th ed.). Om Books.

Kumar, A., & Meenakshi, N. (2016.). Marketing management (3rd ed.). Vikas Publishing. Marketing

**Bachelor of Arts (Hons.) 1st Year
Semester 1
Basics of Entrepreneurship: Innovation and Opportunity (1.8)**

L	T	P
2	0	2

Course Name: Basics of Entrepreneurship: Innovation and Opportunity

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 1.8

Course Description:

The Introduction to Entrepreneurship course offers students a foundational understanding of the principles, concepts, and practices of entrepreneurship. Through a blend of theoretical knowledge, practical examples, and interactive activities, students will explore the entrepreneurial mindset, the process of venture creation, and the fundamental skills required to succeed as an entrepreneur in today's dynamic business landscape.

Course Objectives:

Students are getting aware of how to make technology and process driven innovations for solving problems and how to convert their ideas into marketable solutions.

The participants of the course are likely to be motivated to explore entrepreneurship as a career option based on any project idea they desire to work with or they have in mind.

To sensitize students on the prospects, opportunities, and challenges in entrepreneurship and the potential for value creation from prospective ideas.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to entrepreneurial mindset – basics
UNIT II	<ul style="list-style-type: none">● Entrepreneurial Opportunity - Identification
UNIT III	<ul style="list-style-type: none">● Entrepreneurial opportunities - Problem Solving / Use-case development
UNIT IV	<ul style="list-style-type: none">● Entrepreneurial opportunities - Business Modelling, Accounting and Finance

UNIT V	<ul style="list-style-type: none">• Making your entrepreneurial Journey
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Course Outcomes (COs): After completing the course, the student shall be able to:

CO1: Apply entrepreneurial concepts and frameworks to analyze real-world business scenarios and identify potential opportunities for new venture creation.

CO2: Analyze the feasibility of business ideas and ventures using criteria such as market demand, competition, scalability, and financial viability.

CO3: Assess the potential risks and challenges associated with entrepreneurship, including market uncertainties, resource constraints, and competitive threats.

CO4: Critique business plans and startup pitches based on their clarity, coherence, persuasiveness, and alignment with entrepreneurial principles and best practices.

CO5: Generate innovative business ideas and solutions to address identified market needs or opportunities, leveraging creativity, problem-solving skills, and market insights.

References

How to Win Friends and Influence People by Dale Carnegie Srishti Publishers & Distributors (12 October 2020)

Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne Harvard Business School Press; 1st edition (20 January 2015)

The Lean Startup by Eric Ries Portfolio Penguin (1 January 2011)

**Bachelor of Arts (Hons.) 1st Year
Semester 2
Introduction to Digital Media and Marketing (2.1)**

L	T	P
1	1	2

Course Name: Introduction to Digital Media and Marketing

Course Contact Hours: 4

Course Credit Hours: 60

Course Code: 2.1

Course Description:

In today's digital age, effective marketing strategies are crucial for businesses to thrive and succeed. This course serves as an introductory exploration into the dynamic world of digital marketing, providing students with essential knowledge and practical skills to navigate this rapidly evolving landscape.

Students will gain a comprehensive understanding of how digital marketing channels operate and how to leverage them to reach target audiences effectively. They will learn to develop strategic marketing plans tailored to specific business goals, engage with customers across various digital platforms, and measure the success of marketing efforts through data analysis.

Course Objectives: To enable the students, learn about Digital trends in the market today. Introducing various Digital Marketing tools to students used for advertising, optimizing, and managing various digital assets and profiles. The course should cover the basic principles and concepts of digital marketing, including terminology, key metrics, and industry trends. Understanding how to identify and segment target audiences is crucial in digital marketing.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">• Introduction to Digital Marketing – Terminologies & Metrics
UNIT II	<ul style="list-style-type: none">• Search Engine Optimization Techniques
UNIT III	<ul style="list-style-type: none">• Search Engine Marketing – Basics & Ad types.
UNIT IV	<ul style="list-style-type: none">• Social Media Marketing – Platforms & Optimization
UNIT V	<ul style="list-style-type: none">• Mobile Mktg, Email & Affiliate

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1. Develop skills to create a basic digital marketing plan for a hypothetical business or product.

CO2. Utilize digital marketing tools and platforms to execute campaigns effectively.

CO3. Apply Optimization and Utilization of Digital Platforms to web properties

CO4. Critique the effectiveness of digital marketing strategies based on their impact on business goals.

CO5. Students will be employable to perform basic Mobile, Email Marketing and Social Media Marketing.

References

Digital Marketing by Seema Gupta (Edition-2021, Perfect Paperback)

Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry (Wiley 25 June 2020)

Bachelor of Arts (Hons.) 1st Year
Semester 2
Environment and Sustainability (ESG) (BBA MGT 104)

L	T	P
2	1	1

Course Name: Environment and Sustainability (ESG)

Course Contact Hours: 60

Course Credit Hours: 4

Course Code: BBA MGT 104

Course Description:

The pressing global challenges of environmental degradation and sustainability require comprehensive understanding and proactive solutions. This course provides a holistic examination of the interplay between human activities, the environment, and sustainable development.

Through a multidisciplinary approach, students will explore key concepts, theories, and practices related to environmental science, policy, economics, and ethics. Topics covered include climate change, biodiversity loss, resource management, pollution control, sustainable energy, and sustainable development goals (SDGs).

Course Objectives:

To learn about the economic, social, and environmental aspects of sustainability and some frameworks for defining and measuring progress toward a sustainable society.

Explore the major impacts that humans have on the environment.

Be introduced to: a. life cycle assessment (LCA); a framework for evaluating the environmental impacts of products and services over their full life cycle, from raw materials extraction (cradle) to end-of-life disposal or re-use (grave)

Students will learn to think holistically about sustainability using perspectives across multiple disciplines.

Students will understand relationships between global environmental and economic trends and their impact on diverse cultures and communities

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Definition, scope and importance of sustainability● Anthropocene: A Closer Look at Our Human Footprint● Sustainable development goals● Measuring Your Ecological Footprint
UNIT II	<ul style="list-style-type: none">● Identifying and Analyzing Sustainability Problems● Zero Food Waste Challenge● Animals in the City● Electronic Waste
UNIT III	<ul style="list-style-type: none">● Municipal Solid Waste● Urban diet: Impact on environment and human health● Feeding the world
UNIT IV	<ul style="list-style-type: none">● Socio-Ecological System: A locust story● Reduce, Reuse, Recycle● Envision a Sustainable Neighbourhood

Course Outcomes (COs): After completing the course, the student shall be able to:

- CO1. Recognize and explain the interconnection among human infrastructure natural systems.
- CO2. Analyze environmental topics from several different perspectives
- CO3. Analyze multi-dimensional problems
- CO4. Evaluate and construct a logical argument regarding a topic in environmental sustainability
- CO5. Be able to work with specific communities to facilitate self-conscious, reflective engagement

References

Taking Sides: Clashing Views in Sustainability
Robert Taylor | McGraw-Hill Education

The Age of Sustainable Development
Jeffery D. Sachs | Columbia University Press

Environmental Studies
Erach Bharucha | Universities Press

**Bachelor of Arts (Hons.) 1st Year
Semester 2
Basics of Interpersonal Communication (2.3)**

L	T	P
2	0	1

Course Name: Basics of Interpersonal Communication

Course Contact Hours: 45

Course Credit Hours: 3

Course Code: 2.3

Course Description:

Effective interpersonal communication is at the heart of successful relationships, both personal and professional. This course provides students with a comprehensive understanding of the principles, theories, and practical skills necessary to communicate effectively in various interpersonal contexts.

Students will engage in interactive activities, role-plays, and case studies to develop essential communication skills such as assertiveness, empathy, and conflict management. They will learn strategies for effective communication in diverse settings, including one-on-one interactions, group discussions, and professional environments.

Course Objectives:

Get an understanding of one's personality:

Create a good personal brand

Create a Brand Identity for self.

Learn the components of communication, effective listening skills and responding skills.

Enhance delivery when communicating

Knowledge on the power of body language

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Personal Branding: ● Importance of a positive attitude and the effects of Internal motivation ● From the subconscious to the conscious communication ● Your PBI Personal Brand Identity
UNIT II	<ul style="list-style-type: none"> ● Effective Communication Skills ● Understand communication dynamics. ● Learn effective listening skills and responding skills.

UNIT III	<ul style="list-style-type: none"> ● Effective Communication Skills ● Enhance delivery when communicating that will include voice, tone, confidence and hence create the best impressions
UNIT IV	<ul style="list-style-type: none"> ● Styles of Communication ● Experiences- understanding – perceptions ● Conflict Resolution
UNIT V	<ul style="list-style-type: none"> ● Effective Presentation Skills ● Structure of an Effective Presentation ● Presentation Mapping Process ● Knowing Your Audience

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1 The participants will understand and be equipped with effective Verbal and Non-Verbal communication skills to enhance their people interface.

CO2 They will master and apply the studied communication styles to make good impressions.

CO3 Apply their learnings to write effective emails with the right protocols and sensitivity.

CO4 Students will be equipped with approaches, frameworks and tools for communicating effectively and will be able to do so in their everyday life.

CO5 Acquire the confidence to speak and be able to present in front of an audience and command attention

References

Crucial Conversations by Al Switzler, Joseph Grenny and Ron McMillan (McGraw Hill Education; 2nd edition)

Born to Win by Zig Ziglar (Prabhat Prakashan 9 July 2021)

Awaken the Giant within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Life by Tony Robbins (Simon & Schuster; UK ed. edition 1 January 2012)

**Bachelor of Arts (Hons.) 1st Year
Semester 2
Media Psychology (2.4)**

L	T	P
2	0	2

Course Name: Media Psychology

Course Credit Hours: 4

Course Contact Hours: 60

Course Code: 2.4

Course Description:

Media Psychology explores the dynamic interplay between human behavior and media technologies, content, and contexts. This course delves into the theoretical frameworks, empirical research, and practical applications that illuminate the psychological processes underlying media consumption, production, and effects.

Through a multidisciplinary lens drawing from psychology, communication studies, sociology, and cultural studies, students will examine the influence of media on individuals, groups, and society as a whole. Topics covered include media literacy, media representations, media violence, advertising, social media, digital culture, and the impact of emerging technologies on human cognition and behavior.

Course Objectives:

To enable students to understand psychological concepts & their applications

To help them understand psychology & its relevance to media – impact.

Students will explore the psychological theories and research that illuminate how media content, platforms, and technologies influence individuals' attitudes, beliefs, behaviors, and perceptions.

Students will examine the psychological effects of media consumption on cognition, emotion, and behavior, including topics such as attention, memory, aggression, prosocial behavior, and body image.

Course Contents:

UNIT	MODULE
UNIT I	Definition, goals, fields, schools, branches
UNIT II	Social influence, compliance, conformity, attribution, obedience
UNIT III	Learning, motivation, perception, schema, memory
UNIT IV	Learning, motivation, perception, schema, memory
UNIT V	Media representation gender, mental health, media violence

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1 To understand and apply various psychological principles applied in everyday life.

CO2 Students will develop critical thinking skills to evaluate media messages critically, discerning between accurate information, misinformation, and persuasive tactics employed by various media sources.

CO3 Students will apply theories and research from media psychology to real-world contexts, such as advertising, entertainment media, health communication, and digital media interventions.

CO4 Students will gain practical skills which they will apply media psychology principles in various professional domains, including marketing, advertising, public relations

CO5 Students will be able to evaluate how media representations shape individuals' perceptions of human values.

References

Introduction to Psychology by Benjamin Lahey (McGraw-Hill Education; 11th edition)

Introduction Psychology Morgan King & Others (Touch and Feel, 20 August 2017)

Social Psychology, 12th Edition by Robert A. Baron, Nyla R. Branscombe, Donn R. Byrne, Gopa Bhardwaj (Pearson -12th Edition)

**Bachelor of Arts (Hons.) 1st Year
Semester 2
Visual Media Content Production (2.5)**

L	T	P
1	0	2

Course Name: Visual Media Content Production

Course Contact Hours: 45

Course Credit Hours: 3

Course Code: 2.5

Course Description:

Visual media content production is at the forefront of contemporary communication strategies, encompassing a diverse array of platforms and formats. This course provides students with a comprehensive understanding of the principles, techniques, and tools essential for creating compelling visual media content across various digital platforms.

Visual Media Production is a hands-on exploration of creating compelling content for digital platforms. Students will learn cinematography, graphic design, and video editing techniques to craft impactful visual narratives.

Course Objectives:

Creating & designing engaging visual content is the way forward for most brands across digital, mainline and BTL. This course will develop the necessary skills required to create memorable visual content right from the concept, planning, pre-production, production and post production stages using tools like storytelling, graphic design, script writing, cinematography, sound & editing.

Course Contents:

UNIT	MODULE
UNIT I	Understand the various aspects of visual media based on market research: Exploring various case studies across brands that use visual media to gain a better understanding of the current & future trends while exploring what works or doesn't.
UNIT II	Exploring various techniques of visual media: Data visualization, infographics, large & short format videos, static & interactive images, social media stories, gifs, graphic illustrations etc.

UNIT III	Process of pre to post production of film/video content: Planning the various stages from pre to post production while exploring different production techniques.
UNIT IV	Content production process exploration: conceptualizing, script writing, creating mood boards, visual techniques, various formats of shooting, editing, sound, sfx etc.
UNIT V	Application of the visual content in various formats: understanding the role of visual media in application design, film/video production, interactive & experience design.

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1 Understand the various aspects of visual media based on market research and future trends using case studies

CO2 Understand, apply and create various techniques of visual media in creating content using infographics, videos, images & interactive media

CO3 Apply process from planning to execution and various stages in between (Pre to Post)

CO4 Understand and apply various skills like script writing, pre production, shooting, directing, editing, creating sound, visual effects etc. to projects and internships.

CO5 Students will have the ability to creatively solve problems encountered during the production process, adapting to challenges and constraints to achieve desired visual outcomes.

References

The New Age of Custom Visual Content Production for Business by Chad Newell

The Secret Tools for Great Filmmaking by George Edelman

The Inner Eye | Deep Focus | Our Films, Their Films by Satyajit Ray

**Bachelor of Arts (Hons.) 1st Year
Semester 2
Statistics for Media (2.6)**

L	T	P
1	0	2

Course Name: Statistics for Media

Course Contact Hours: 45

Course Credit Hours: 3

Course Code: 2.6

Course Description:

In today's media landscape, statistical information plays a crucial role in shaping public opinion, influencing decision-making, and driving narratives. This course provides students with the foundational knowledge and practical skills necessary to critically analyze and interpret statistical data as it pertains to various forms of media, including journalism, advertising, and entertainment. Throughout the course, students will explore key concepts in statistics and their application within media contexts.

Course Objectives:

To teach students the fundamental concepts of data analysis, including descriptive statistics, inferential statistics, and graphical representations. To train students to critically evaluate statistical information presented in media sources, including newspapers, online articles, and social media platforms. Enhance students' media literacy skills by teaching them how to interpret and analyze statistical data commonly used in journalism and advertising.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to Statistics● Graphs and Diagrams● Measures of Central Tendency● Averages – Mean, Median, Mode● Combined and Weighted Means
UNIT II	<ul style="list-style-type: none">● Measures of Dispersion● Range, Q.D, M.D,● Standard deviation and Variance● Correlation Analysis

	<ul style="list-style-type: none"> ● Scatter Diagram and Correlation Coefficients
UNIT III	<ul style="list-style-type: none"> ● Regression Analysis ● Trend Lines-Line of best fit ● Probability Distributions ● Normal Distribution
UNIT IV	<ul style="list-style-type: none"> ● Testing of Hypothesis ● Sampling Theory ● Revision

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1 Understand and Recognize common statistical techniques and their applications in media analysis.

CO2 Apply statistical techniques to analyze media datasets and draw conclusions

CO3 Demonstrate proficiency in applying appropriate statistical methods to address specific research questions in media studies.

CO4 Design and conduct original research projects in media studies incorporating statistical analysis.

CO5 Develop skills to critically evaluate the reliability and validity of statistical information presented in media sources.

References

Business Statistics | J.K.Sharma /Pearson Education

Business Statistics | G.C.Beri /Tata McGraw Hill

Statistical Methods | S.P.Gupta / Sultan Chand & sons

Bachelor of Arts (Hons.) 1st Year
Semester 2
UI & UX – I / Website Planning and Creation – I (2.7)

L	T	P
1	0	2

Course Name: UI & UX – I / Website Planning and Creation – I

Course Contact Hours: 45

Course Credit Hours: 3

Course Code: 2.7

Course Description:

This course delves into the principles, practices, and techniques of designing intuitive and engaging user interfaces and experiences for digital products. Students will explore the intersection of aesthetics, functionality, and usability to create seamless interactions between users and technology.

Course Objectives:

Students will grasp the foundational concepts of user experience and user interface design, including user-centered design principles, usability heuristics, and interface design patterns.

Learn methods for conducting user research, such as interviews, surveys, and usability testing, to gain insights into user behaviors, needs, and preferences. Develop skills in visual design principles, including typography, color theory, layout composition, and visual hierarchy, to create aesthetically pleasing and cohesive interfaces. Explore techniques for designing accessible and inclusive user experiences that accommodate diverse user needs and abilities.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to UX Design Principles
UNIT II	<ul style="list-style-type: none">● UX Research
UNIT III	<ul style="list-style-type: none">● Information Architecture● Prototyping with Paper, Whimsical, and Figma
UNIT IV	<ul style="list-style-type: none">● Web Development● Dashboard Development

Course Outcomes (COs): After completing the course, the student shall be able to:

CO1 Understand and Recognize common statistical techniques and their applications in media analysis.

CO2 Critique and provide constructive feedback on peers' design projects, considering usability, aesthetics, and functionality.

CO3 Evaluate existing UI/UX designs based on principles of usability, accessibility, and user engagement.

CO4 Assess the effectiveness of UI/UX designs in meeting user goals and expectations.

CO5 Apply UI/UX design principles and methodologies to create wireframes, prototypes, and mockups for digital interfaces.

References

Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days by Jake Knapp (Simon & Schuster, 8 March 2016)

UX for Lean Startups: Faster, Smarter User Experience Research and Design by Laura Klein (Shroff/O'Reilly; First Edition 6 June 2013)

UXLibrary.org

**Bachelor of Arts (Hons.) 2nd Year
Semester 3
Understanding Consumers (3.1)**

L	T	P
2	0	1

Course Name: Understanding Consumers

Course Contact Hours: 45

Course Credit Hours: 3

Course Code: 3.1

Course Description :

This semester the students will study consumer behavior, Consumer Research and Consumer insights. Studying consumer behavior means understanding why and how consumers make purchase decisions. The students will acquire the application of theoretical inputs into real life learning experiences (practical knowledge) on the industry best practices by formulating strategies for consumer behavior after understanding consumer psychology and conducting consumer research and analysis.

Course Objectives :

1. Understand different types of consumers in the national & global order to take the brand decisions that they take in the consumption patterns.
2. Demonstrate the role of Consumer Behaviour in Branding and Advertising.
3. Analyze the perspectives of Consumer Behaviour and Consumer Insights in the world of marketing.
4. Execute strategies employed by marketers to unlock the consumer psyche in the brand preference and purchase.
5. Use the tools and techniques of Consumer Behaviour and Consumer Insights.

Course Contents:

UNIT	MODULE
UNIT I	Understanding Consumer Behaviour
UNIT II	Introduction to Consumer Research
UNIT III	Introduction to Consumer Insights

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Relate consumer psychology as a marketing tool for strategizing the deliverables across stakeholders.

(CO2) Understand the emerging considerations relevant for both Consumer Behaviour and Consumer Insights in today's marketplace.

(CO3) Conduct strategic implications of consumer influences and decisions for product, advertising, pricing and distribution strategies.

(CO4) Formulate and analyze the strategies for the implementation of Consumer Insights in Marketing.

(CO5) Identify the connection between the brand, psychology and advertising as the application in the marketplace.

References

Required Resources :

Consumer Behaviour 11/e, Schiffman / Wisenblit / Kumar, Pearson Education India

Recommended Resources:

Kumar, S.R. (2017) Consumer Behaviour: The Indian Context, 2e, Noida: Pearson.

Consumer Psychology (Paperback Im- port), Cathrine V. Jansson-Boyd, Open University Press; 1 edition (1 January 2010)

The Making of the Consumer: Knowledge, Power and Identity in the Modern World, Frank Trentmann Berg, Oxford University Press 2006

Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why, Max Sutherland Allen & Unwin, 2008 Google Books

**Bachelor of Arts (Hons.) 2nd Year
Semester 3
Media Economics (3.2)**

L	T	P
2	1	0

Course Name: Media Economics

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 3.2

Course Description: Micro-economic theory and public awareness has attracted immense attention in the last few decades which is very well evidenced by the level of content and discussion about both the global and domestic economy in the media.

Course Objectives: The primary aim of this course is to provide students with a clear understanding of microeconomic theory and its application in a real-world context.

This course is an introduction of microeconomic theory in business with real world use cases. The main theme of the course modules focuses on How households, firms, and governments make decisions of what goods and services to produce, how to produce the goods and for whom to produce them. This course will help students apply the skills and tools learned from theory to current global events.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to business and economics
UNIT II	Demand and Supply – Theory and Practice
UNIT III	Revenue and profit in competitive market
UNIT IV	Investment and employment of capital

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Professional Competency and Identity with applied research

(CO2) Understand Economics and how it is related to the world of business.

(CO3) Understand extreme markets, i.e, competitiveness and monopoly, and the markets in between, oligopoly, duopoly (Bertrand/cournot), and the Stackelberg model.

(CO4) Understand firm relation in labour market and in capital market

(CO5) Understand uncertainty, risk, and asymmetric information.

References

Required Resources:

Sloman, J., Garratt, D., Guest, J., & Jones, E. (2016). Economics for business. Pearson Education.

Recommended Resources:

Babić, A. (2007). International Economics: Theory and Policy/Paul R. Krugman, Maurice Obstfeld.

Boston: Addison-Wesley, 2005. Financijska teorija i praksa, 31(3), 313-314.

Mankiw, N. G. (2014). Principles of economics. Cengage Learning.

**Bachelor of Arts (Hons.) 2nd Year
Semester 3
Design Software Tools (3.3)**

L	T	P
1	0	2

Course Name: Design Software Tools

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 3.3

Course Description: This course provides an in-depth exploration of the fundamental principles and practical applications of design software tools. Students will learn to utilize industry-standard software to create visually compelling designs across various mediums including graphic design, web design, and digital media production. Through a combination of lectures, hands-on exercises, and projects, students will develop proficiency in essential design software tools, techniques, and workflows.

Course Objectives:

1. Familiarization: Understand the functionalities and applications of industry-standard design software tools.
2. Proficiency: Develop practical skills in using design software such as Adobe Creative Suite for graphic design, photo editing, and desktop publishing.
3. Creativity: Apply design principles effectively to create visually compelling designs across different mediums.
4. Adaptability: Gain the ability to adapt to various design software tools and workflows to meet project requirements.
5. Collaboration: Learn to collaborate with team members using design software and optimize workflow efficiency during internships/ employment.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Adobe Illustrator
UNIT II	Advanced Drawing Techniques

UNIT III	Text and Typography
UNIT IV	Illustration and Graphic Design Projects

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Proficiency: Students will demonstrate proficiency in using Adobe Illustrator tools and techniques to create vector graphics and illustrations.

(CO2) Creativity: Students will apply creative thinking and problem-solving skills to design visually compelling illustrations and graphics using Adobe Illustrator.

(CO3) Typography Mastery: Students will exhibit mastery in utilizing Illustrator's text tools to create and manipulate typography effectively in their designs.

(CO4) Project Execution: Students will execute design projects using Adobe Illustrator, demonstrating their ability to translate concepts into finished visual products.

(CO5) Critique and Improvement: Students will analyze and critique their own work and that of their peers, incorporating feedback to improve the quality and effectiveness of their designs created in Adobe Illustrator.

References

Notes Provided by the faculty.

**Bachelor of Arts (Hons.) 2nd Year
Semester 3
Introduction to PR (3.4)**

L	T	P
2	0	1

Course Name: Introduction to PR

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 3.4

Course Description: This course provides an introduction to the theory, practice, and principles of Public Relations (PR). Students will explore the role of PR in shaping organizational ethics, communication, managing reputation, and fostering positive relationships with various stakeholders. Through case studies, discussions, and practical exercises, students will gain insight into the strategic planning, execution, and evaluation of PR campaigns in diverse contexts.

Course Objectives:

Understand foundational concepts and theories of Public Relations.

Develop practical skills in writing press releases, media pitches, and other PR materials.

Explore the role of PR in shaping public opinion and organizational reputation.

Cultivate critical thinking abilities in addressing PR challenges and ethical considerations.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Public Relations: History, theories, ethics & functions
UNIT II	Strategic Communication: Planning and executing PR campaigns.
UNIT III	Media Relations: Writing press releases, pitching stories, and managing relationships.
UNIT IV	Digital PR: Leveraging digital platforms and social media for PR purposes.

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Knowledge: Gain a comprehensive understanding of the principles, theories, and practices of Public Relations.

(CO2) Skills: Develop practical skills in writing, strategic planning, and utilizing digital platforms for PR purposes.

(CO3) Critical Thinking: Cultivate critical thinking abilities in analyzing PR challenges and developing effective solutions.

(CO4) Ethics: Understand the ethical considerations and responsibilities inherent in Public Relations practice.

(CO5) Professional Development: Explore career opportunities and trends in the field of Public Relations.

References

Excellence in Public Relations and Communication Management (Routledge Communication Series) by James E. Grunig

Effective Public Relations and Media Strategy by Reddi C. V. Narasimha

A Modern Guide to Public Relations: Including: Content Marketing, SEO, Social Media & PR Best Practices by Amy Rosenberg

Bachelor of Arts (Hons.) 2nd Year
Semester 3
Career Readiness - Business Protocol (3.5)

L	T	P
1	0	1

Course Name: Career Readiness - Business Protocol

Course Contact Hours: 02

Course Credit Hours: 30 Hours

Course Code: 3.5

Course Description: The course attempts to exhibit differences between almost right and right business protocols in the international business world. This course is designed to facilitate the young leaders of tomorrow connotation of how to be more potent in the Business World. It will introduce to the young aspirants the expectations of a corporate leader in a formal business environment. At the end of the course students will be able to enhance their social skills, improve business manners and augment professionalism.

Course Objectives:

The course strives to achieve the following objectives.

Support students transform into confident young leaders of tomorrow by being able to project a positive first impression.

Understand different Business Ethics & Communication Styles

Adopting the art of writing Business emails.

Successfully navigate a business meal

Adopt different behavioral styles.

Course Contents:

UNIT	MODULE
UNIT I	Rationale for International Business Protocol & Ethics
UNIT II	Business Etiquette

UNIT III	Dressing Etiquette
UNIT IV	Networking Etiquette
UNIT V	Power Point Presentation Skills
UNIT VI	E-Mail Étiquettes
UNIT VII	Courtesy
UNIT VIII	Dining Etiquette

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Demonstrate Appropriate Dressing Etiquette.

(CO2) Differentiate between Business & Personal E- mail Writing Standards

(CO3) Explain appropriate Dining Etiquette

(CO4) Exhibit Professional Behavior at workplaces.

References

Pachter B.(2013), The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw-Hill Education

Henney N.B.,(2007), The Book of Business Etiquette, The Country Life Press, Garden City, N.Y.

**Bachelor of Arts (Hons.) 2nd Year
Semester 3
Broadcasting In New Media (3.6)**

L	T	P
2	0	2

Course Name: Broadcasting In New Media

Course Contact Hours: 04

Course Credit Hours: 60 Hours

Course Code: 3.6

Course Description:

Broadcasting in New Media will train the students in both the traditional skills of storytelling for the motion picture, television and radio industries as well as multi-platform digital production. It will enable students to be well equipped with creative and technical skills in order to be employed and succeed in the time-based media industry and learn to develop and create original story content as well as to prepare, manage and carry out the production process to realize a creative vision.

Course Objectives:

Develop a balance between the industry's artistic and commercial aspects, and be exposed to a variety of industry practices and players.

Study and practice techniques for effective storytelling in fictional and nonfiction genres as well as client-based and live-to-air productions

Gain technical experience with HD broadcasting studios, digital film, television and multiplatform production.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Broadcasting
UNIT II	Conceptualization & Creative Writing
UNIT III	Production Techniques
UNIT IV	Broadcast Management

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Understanding television, video and digital media productions for multiple platforms.

(CO2) Plan and prepare Podcast television, digital Web and/or mobile productions that meet industry standards and regulations.

(CO3) Develop and implement marketing and advertising strategies to promote productions and/or a station's brand and products

(CO4) Plan, create and deliver interviews, scripts and reports for a variety of radio, television and/or digital media productions.

(CO5) Monitor, maintain and evaluate the technical quality of productions using resources, equipment and protocols which meet with industry standards.

References

Broadcasting Management in India: A Prospective Perspective by Dr. C. A. Radhika (Notion Press (20 March 2021)

**Bachelor of Arts (Hons.) 2nd Year
Semester 3
Introduction to AR & VR (3.7)**

L	T	P
1	0	2

Course Name: Introduction to AR & VR

Course Contact Hours: 02

Course Credit Hours: 30 Hours

Course Code: 3.7

Course Description: What if you could be teleported to another planet or have your favorite character dance with you at your birthday party? This course precisely describes leveraging AR and VR as technologies in order to influence your senses and provide an understanding of various principles in the same. The course also helps in developing smaller projects for better understanding of these technologies.

Course Objectives:

The primary aim of this course is to provide students with a clear understanding of Augmented reality (AR) and Virtual Reality (VR) using experiential learning and hands-on development of content.

This course is an introduction to AR and VR in terms of various design principles and considerations using real world use cases. The course focuses on teaching how these principles can be used while designing and developing content for AR and VR, which can be either delightful or solution-based experiences in different sectors. This course will also help you in developing your skills in using Unity as a tool for developing content in AR and VR.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Immersive Realities
UNIT II	Introduction to Virtual Reality (VR)
UNIT III	Introduction to Augmented Reality (AR)

Course Outcomes (COs): After completing the course, the student shall be able to:

(CO1) Understand the definition of reality and how different senses contribute to it.

(CO2) Grasp the foundational principles of virtual reality (VR) design for content development.

(CO3) Apply Unity as a tool for developing VR content to create immersive solutions or experiences.

(CO4) Comprehend augmented reality (AR) through experiential learning and the underlying principles.

(CO5) Develop AR-based projects for both phone-based and head-mounted displays.

References

Required Resources

The VR Book: Human-Centered Design for Virtual Reality by Jason Jerald

Augmented Reality and Virtual Reality: Empowering Human, Place and Business by Timothy Jung, M. Claudia tom Dieck, Springer Publications

Recommended Resources:

Virtual & Augmented Reality for dummies by Paul Mealy

Learning Virtual Reality: Developing Immersive Experiences and Applications for Desktop, Web and Mobile by Tony Parisi

Augmented Reality: Principles and Practice by Dieter Schmalstieg and Tobias Hollerer

**Bachelor of Arts (Hons.) 2nd Year
Semester 4
Advertising Media and Strategy and Planning (4.1)**

L	T	P
2	0	2

Course Name: Advertising Media and Strategy and Planning

Course Contact Hours: 04

Course Credit Hours: 60 Hours

Course Code: 4.1

Course Description: Understanding and creating advertising strategies across media, for different brands and different purposes.

Course Objectives: This course will provide students with a balanced overview of advertising strategy and execution. To understand the foundations of successful advertising strategy and execution, the course draws upon both classic and more contemporary advertising. The course is fast paced and is structured in the spirit of an advertising campaign. Specifically, the course unfolds into a set of topics that are ordered in a manner similar to the stages of an advertising campaign. The first part of the course focuses heavily on selecting a target for advertising, developing an effective brand position, and stressing the importance of consumer insight. The second part of the course examines how to execute strategy and evaluate advertising effectiveness. Students are expected to actively engage in class discussion and complete case assignments.

Course Contents:

UNIT	MODULE
UNIT I	Audience Segmentation & Targeting
UNIT II	Consumer Insights
UNIT III	Creative Strategies
UNIT IV	Brand Positioning

Course Outcomes (COs):

(CO1) Increased understanding behind the rationale of creating ads.

(CO2) Become familiar with the most widely accepted approaches in the development of strategy.

(CO3) Gain a working knowledge of developing creative strategy for employability.

(CO4) Become familiar with the most widely accepted approaches in the development of Advertising strategy.

(CO5) Develop skills to recognize the relationship between advertising development and other elements of the marketing and communication mix.

References

Strategic Advertising Campaigns 4th edition, by Schultz and Barnes

**Bachelor of Arts (Hons.) 2nd Year
Semester 4
Digital Media & Democracy (4.2)**

L	T	P
2	0	1

Course Name: Digital Media & Democracy

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 4.2

Course Description : Democracy and media are intrinsically linked as news media is referred to as the fourth pillar of democracy. The understanding of how the press plays an important role in the democratic system is the foundation of understanding the news media ecosystem.

Course Objectives : Provide students with an in-depth understanding about how the news media functions in a democracy like India and the news ecosystem that lets it thrive. The students should get to compare the news media ecosystem in India vis-a-vis other countries and learn how media business is conducted. The course also aims to sensitize students about media laws, rules and ethics that govern journalists and media companies.

Course Contents:

UNIT	MODULE
UNIT I	Introduction about Democracy
UNIT II	Non-democratic governments
UNIT III	News ecosystem in a democracy
UNIT IV	Media Laws, Codes and Ethics

Course Outcomes (COs):

(CO1) Understanding the significance of India as the 'mother of democracy'.

(CO2) Understanding different forms of democracies around the world.

(CO3) Understanding non-democratic regimes and the role of news media within them.

(CO4) Understanding the news media business, encompassing print and broadcast media.

(CO5) Implement digital media strategies for marketing, advertising, or storytelling purposes.

(CO6) Design and develop a comprehensive digital media campaign from concept to execution.

References

Mass Communication in India, Keval J Kumar, 2020

The Indian Media Business, Vanita Kohli-Khandekar, 2017

Essential Journalism: The NCTJ Guide for Trainee Journalists, Jonathan Baker, 2021 2. The Media, Political Participation and Empowerment (Routledge Research in Political Communication), Daniel Jackson, Darren Lilleker, et al., 2014

Beginners' Guide To Journalism & Mass Communication, Barun Roy, 2013 4. The BBC editorial handbook: <https://www.bbc.com/editorialguidelines/guidelines> 5. Handbook of Journalism - Thomson Reuters Foundation -

<https://www.trust.org/contentAsset/raw-data/652966ab-c90b-4252-b4a5-db8ed1d438ce/file>

**Bachelor of Arts (Hons.) 2nd Year
Semester 4
Public Relations Case Studies (4.3)**

L	T	P
1	0	2

Course Name: Public Relations Case Studies

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 4.3

Course Description: "Public Relations Case Studies" is a course designed to provide students with a comprehensive understanding of the practice of public relations through real-world examples and case studies. The course aims to explore various aspects of PR strategies, tactics, and campaigns by analyzing successful and unsuccessful PR efforts across different industries and contexts. Throughout the course, students will delve into a variety of case studies from corporate, non-profit, governmental, and other organizational settings

Course Objectives: Examine real-world PR campaigns to understand strategies, ethics, and outcomes. Analyze industry-specific case studies, develop critical thinking and communication skills, and explore crisis management. Identify best practices and digital trends, fostering teamwork through group discussions.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Public Relations Principles and Case Study Analysis
UNIT II	Strategic Planning and Campaign Development
UNIT III	Crisis Communication and Reputation Management
UNIT IV	Ethics, Diversity, and Global Perspectives in Public Relations

Course Outcomes (COs):

(CO1) Analyze and evaluate real-world public relations (PR) case studies to understand their strategic approaches and outcomes.

(CO2) Apply theoretical PR concepts to practical scenarios presented in case studies, fostering critical thinking and problem-solving skills.

(CO3) Demonstrate an understanding of ethical considerations and dilemmas faced in PR practice through the examination of case studies.

(CO4) Develop effective communication skills by articulating insights and recommendations based on the analysis of PR case studies.

(CO5) Enhance decision-making abilities by synthesizing information from diverse PR case studies and proposing strategic solutions for PR challenges.

References :

Required Resources

Effective Public Relations; Scott M Cutlip, Allen H; Centre Prentice Hall; 5th edition; 1978. 'Public Relations, Principles, Cases and Problems; H. Frazier Moore; Frd B.; Kalupa Surjeet Publications; 1985.
<https://www.conceptpr.com/>

Recommended Resources:

PR Council Case Studies

<https://www.exchange4media.com/pr-and-corporate-communication-news/pr-campaigns-that-mattered-in-2020-a-look-at-industrys-most-impactful-campaigns-109882.html>

Bachelor of Arts (Hons.) 2nd Year
Semester 4
Introduction to Film (Shot to Shoot) (4.4)

L	T	P
1	0	2

Course Name: Introduction to Film (Shot to Shoot)

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 4.4

Course Description: Explore the fundamentals of film through a comprehensive study of its history, techniques, and cultural impact. Analyze key elements such as narrative structure, cinematography, editing, and sound design. Examine various film genres, styles, and movements, while considering social, political, and artistic contexts. Engage in critical discussions, screenings, and hands-on projects to develop visual literacy and a deeper appreciation for the art of cinema.

Course Objectives: Explore the history, theory, and techniques of filmmaking. Analyze cinematic elements such as narrative, cinematography, and editing. Understand various genres, cultural contexts, and film movements. Develop critical thinking skills through film analysis and interpretation. Gain insight into the role of film in society and its impact on culture and art. Foster appreciation for the artistry and diversity of cinematic expression.

Course Contents:

UNIT	MODULE
UNIT I	Film History and Evolution
UNIT II	Elements of Film Language
UNIT III	Genre Studies and Film Analysis
UNIT IV	Film Theory and Criticism

Course Outcomes (COs):

(CO1) Gain a comprehensive understanding of the history, development, and significance of film as an art form and cultural medium.

(CO2) Analyze key elements of film language including cinematography, editing, sound, and narrative structure to interpret and critique films effectively.

(CO3) Explore various genres, styles, and movements within the history of cinema, identifying common themes, techniques, and influences.

(CO4) Develop practical skills in film analysis and critique through hands-on exercises and discussions, enhancing the ability to articulate insights and observations about film.

(CO5) Apply theoretical knowledge of film concepts to practical filmmaking exercises, gaining experience in scriptwriting, directing, editing, and other aspects of film production.

References

The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age by Steven Ascher

Plume; Revised, Updated edition (27 November 2012)

**Bachelor of Arts (Hons.) 2nd Year
Semester 4
Marketing Strategy 101 (4.5)**

L	T	P
2	0	1

Course Name: Marketing Strategy 101

Course Contact Hours: 02

Course Credit Hours: 30 Hours

Course Code: 4.5

Course Description : The course looks at Marketing Strategy from a beginner's perspective. The idea behind the course is to equip students with the foundation knowledge to understand the building of marketing strategy for organizations. The course attempts to touch multiple areas in terms of the foundation for marketing strategy and the marketing strategy itself.

Course Objectives :

To discuss with students the foundation for building Marketing Strategies

To help students appreciate the role of research in building Marketing Strategies

To equip students with various Marketing Strategies that businesses adopt in order to grow

To help students use strategic frameworks used by organizations at a national & global level as part of their Marketing Strategies

Course Contents:

UNIT	MODULE
UNIT I	Introduction
UNIT II	Research Foundation for Marketing Strategy
UNIT III	Marketing Strategy
UNIT IV	Extended Marketing Strategies

Course Outcomes (COs):

(CO1) Understanding the foundations on which organizations build Marketing Strategy.

(CO2) Analyzing the external environment using industry and competitor analysis frameworks.

(CO3) Understanding various Marketing Strategies adopted by organizations.

(CO4) Understanding the concept and application of Strategic Frameworks used in Marketing.

References

Required Resources :

Marketing Management by Kotler et al. 14th edition

Recommended Resources:

Marketing Warfare by Al Ries and Jack Trout

Strategic Management by Pearce and Robinson

Competitive Strategy by Michael Porter

**Bachelor of Arts (Hons.) 2nd Year
Semester 4
Data Analytics & Media (4.6)**

L	T	P
1	0	2

Course Name: Data Analytics & Media

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 4.6

Course Description: Data mining is about solving problems by analyzing data already present in databases. The ample availability of data in every business has led to increasing interest in methods for extracting useful information which leads to opportunities for mining of data. Data driven decision making and big data technologies substantially improve business performance. The goal of the course is to expose the students to the fundamental concepts of data mining. This course is the foundation for the students to learn deep learning techniques in higher semesters.

Course Objectives: The primary aim of this course is to introduce the concept of data warehouse data Mining as an important tool for enterprise data management and as a cutting-edge technology for building competitive advantage This course will develop skills to effectively identify sources of data and process it for data mining and to make students well versed in all data mining algorithms, methods of evaluation. The objective of the course is to provide knowledge on how to gather and analyze large sets of data to gain useful business understanding.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to data mining and Data Exploration
UNIT II	Classification
UNIT III	Clustering and Outlier Analysis
UNIT IV	Frequent Pattern Mining

Course Outcomes (COs):

(CO1) Apply the concept of data mining as an important tool for enterprise data management.

(CO2) Implement the appropriate data mining methods, such as classification or regression.

(CO3) Implement the appropriate data mining methods, such as clustering or Frequent Pattern mining, on large data sets.

(CO4) Implement the appropriate associative data mining methods.

References

Required Resources

Mehmed K., Data Mining Concepts, Models, Methods, and Algorithms, Third Edition, Wiley India.

Recommended Resources:

G. Shmueli, N.R. Patel, P.C. Bruce, Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner, 1 st Edition, Wiley India.

P. N. Tan, M. Steinbach, Vipin Kumar, Introduction to Data Mining, Pearson Education

**Bachelor of Arts (Hons.) 2nd Year
Semester 4**

Art of Storytelling (Digital Photography, Content Creation, Copywriting) (4.7)

L	T	P
1	0	2

Course Name: Art of Storytelling (Digital Photography, Content Creation, Copywriting)

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 4.7

Course Description: In a highly competitive industry that revolves around using effective communication to connect with consumers at the click of a button, it has become indispensable to be able to showcase great visual narrative design as part of a professional portfolio. Good content must be easily communicated in audio-visual medium and must be professionally written. This course is aimed at arming the future-storyteller with everything they need in order to be successful.

Course Objectives: This course is meant to be a springboard for students to develop their sense of audio-visual narrative design. It will help them develop skills to analyze and verbalize cinematic language in a way that communicates their ideas effectively with any target of their choosing. Whether it be a prospective customer, a possible client or a professional from the media industry. On a case to case basis, the students should be able to create a concept that will resonate with audiences, instill a sense of confidence in the visual aesthetic for a client and even bridge the gap between the product to be advertised and the producers assigned to advertise.

Course Contents:

UNIT	MODULE
UNIT I	Audio-Visual Communication
UNIT II	Building visual narrative design
UNIT III	Practical Copywriting

Course Outcomes (COs):

(CO1) Understanding audio-visual narrative language as seen in film and advertising.

(CO2) Honing the craft of writing evocative visuals using modern technology.

(CO3) Communicating ideas effectively with professionals in the media industry, including scriptwriters, directors, cinematographers, editors, and VFX artists.

(CO4) Development of purposeful visual design for a product or service.

(CO5) Development of a sense of the changing landscape of the advertising space in the modern world.

References

Master Shots Volume 1, 2 & 3 by Christopher Kenworthy

The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells by Robert W. Bly Save the Cat by Blake Snyder

Film directing, shot by shot: visualizing from concept to screen by Steven D. Katz

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Global Marketing (5.1)**

L	T	P
2	0	1

Course Name: Global Marketing

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: 5.1

Course Description: Dive into the complexities of global marketing strategies, examining market entry, segmentation, targeting, and positioning on a global scale. Explore cultural, economic, and political factors influencing international markets. Analyze case studies of successful global brands, focusing on adaptation vs. standardization, branding, pricing, distribution, and promotional strategies. Develop cross-cultural communication skills and strategic thinking through practical exercises, simulations, and group projects. Gain insights into emerging trends and challenges in the global marketplace.

Course Objectives: Understanding Global/International Business and Marketing and Analyzing Key Strategies in Global/International Business. Utilizing Marketing Tools for Global Expansion. Assessing the Unique Aspects of Luxury International Marketing.

Course Contents:

UNIT	MODULE
UNIT I	Fundamentals of Global & International Marketing
UNIT II	Approaching Global Markets (Marketing Environment & Analyzing/targeting Global Market Opportunities)
UNIT III	Global Marketing Strategy
UNIT IV	Global Marketing Programs
UNIT V	Managing Global Marketing Programs
UNIT VI	Luxury Marketing

Course Outcomes (COs):

CO1: Recall and describe fundamental concepts and theories related to Global/International Business and Marketing.

CO2: Explain the interplay between Global/International Business and Marketing, highlighting their significance in the global economy.

CO3: Apply marketing tools and techniques to develop strategies for global expansion in different market contexts.

CO4: Evaluate the effectiveness of various marketing tools and strategies in the context of global expansion.

CO5: Develop comprehensive global marketing plans incorporating a range of marketing tools and strategies.

References

Required Text Reading

Global Marketing Management – Keegan & Dutta (8th edition)

Recommended References

Global Marketing Strategy – An executive digest Bodo Schlegelmilch 2016 (Springer)

Marketing Management - Kotler & Keller 16th Edition

The Luxury Strategy – Jean Noel Kapferer

Bachelor of Arts (Hons.) 3rd Year
Semester 5
Public Opinion & Issues Management (5.2)

L	T	P
1	0	1

Course Name: Public Opinion & Issues Management

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: 5.2

Course Description: Investigate the dynamics of public opinion formation and its impact on organizational decision-making and reputation management. Explore strategies for understanding, monitoring, and shaping public perceptions on contemporary issues. Analyze case studies of effective issue management campaigns, crisis communication, and stakeholder engagement. Examine the role of media, social media, and advocacy groups in shaping public opinion. Develop skills in message crafting, persuasion, and ethical communication through interactive discussions and practical exercises.

Course Objectives: This course covers the functions, principles, theories, conceptual tools, and methods used for understanding the role of media in politics, public opinion and managing issues. Understanding the role of media in images and perceptions of public figures and policies, and society. Identifying and understanding public opinion, Targeting specific publics. Understanding the sociological and communications principles that govern public opinion.

Course Contents:

UNIT	MODULE
UNIT I	Political communications & issues
UNIT II	Public figure & political communication systems
UNIT III	Media, political system, behavior
UNIT IV	Media, social movements and democratization

Course Outcomes (COs):

(CO1) Learn how to stay ahead of business and organizational issues so that senior management will see communications as having high priority

(CO2) Value Research and writing assignments include preparing testimony to be given before government fact - finding commissions.

(CO3) Researching to understand the issues resolving in the public domain with the media.

(CO4) Critically evaluate the uses and effects of media on political processes and citizens

(CO5) Compare and contrast uses and impact of media in political activity, public opinion and issues management in different settings

References

Public Relations, Principles, Cases and Problems; H. Frazier Moore; Frd B.; Kalupa Surjeet Publications; 1985.

www.prsuperstaruk.medium.com

Recommended Resources:

www.everything-pr.com

Trust in Cooperative Risk Management – Timothy C. Earle

Public Opinion – Walter Lippmann

Bachelor of Arts (Hons.) 3rd Year
Semester 5
Advertising & PR Agency Management (5.3)

L	T	P
1	0	1

Course Name: Advertising & PR Agency Management

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: 5.3

Course Description: Delve into the operational and strategic management of advertising and public relations agencies. Explore agency structures, client relationships, project management, and financial considerations. Analyze case studies of successful campaigns, focusing on creative development, media planning, and client servicing. Examine industry trends, emerging technologies, and ethical considerations in agency practice. Develop skills in team leadership, client communication, budgeting, and pitching through hands-on projects and simulations.

Course Objectives: To provide basics of Advertising & Public Relations Agency. To enable the students to integrate various functions with organizational goals and strategies. To sensitize students on various communication issues in the light of agency responsibilities. To provide understanding of media planning and production of campaigns. Develop analytical and critical thinking skills when creating/evaluating Advertisements & Public Relations strategies. To Sensitize the students towards the Ethical and Social Obligations of the Profession.

Course Contents:

UNIT	MODULE
UNIT I	Advertising Agency
UNIT II	Apex Advertising & Apex PR Organizations
UNIT III	PR Organizations
UNIT IV	Advertising & PR Budget

Course Outcomes (COs):

(CO1) Conceptual clarity of Advertising and Public Relations Agency.

(CO2) Understand and handle the key processes involved in Public Relations in different industries.

(CO3) Evaluate the tools of Public Relations depending upon different types of Media.

(CO4) Able to assess different Advertisements on the basis of the Appeals and their Appropriateness as per the Ethics.

(CO5) Analyze the Impact of Advertising and PR Campaigns.

(CO6) Maintain agency reputation with healthy media relations and agency compensation methods.

References

Required Resources

'Public Relations, Principles, Cases and Problems; H. Frazier Moore; Frd B.; Kalupa Surjeet Publications; 1985.

www.prsuperstaruk.medium.com

Recommended Resources:

www.everything-pr.com

Trust in Cooperative Risk Management – Timothy C. Earle

Public Opinion – Walter Lippmann

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Digital Marketing KPIs (DMA 5.1)**

L	T	P
1	0	2

Course Name: Digital Marketing KPI's

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: DMA 5.1

Course Description: Explore the essential key performance indicators (KPIs) used to measure the effectiveness of digital marketing strategies. Analyze the role of KPIs in assessing campaign performance, tracking ROI, and optimizing marketing efforts across various digital channels. Delve into specific metrics such as website traffic, conversion rates, customer acquisition cost (CAC), and return on ad spend (ROAS). Examine case studies and industry benchmarks to understand best practices for setting, monitoring, and interpreting KPIs. Develop skills in data analysis, reporting, and actionable insights generation to drive continuous improvement in digital marketing campaigns.

Course Objectives: Define and utilize key performance indicators (KPIs) in digital marketing campaigns to measure website traffic, conversion rates, engagement metrics, and return on investment (ROI). Evaluate the effectiveness of digital marketing strategies and inform data-driven decision-making for optimization.

Course Contents:

UNIT	MODULE
UNIT I	Understanding Digital Marketing KPIs
UNIT II	Key Metrics for Website Performance
UNIT III	Tracking Engagement and Conversion Metrics
UNIT IV	Analyzing Campaign Effectiveness and ROI

Course Outcomes (COs):

(CO1) Increase website traffic by a certain percentage within a specified time frame.

(CO2) Improve conversion rates for key actions on the website.

(CO3) Enhance engagement metrics such as click-through rates and time spent on site.

(CO4) Reduce the cost per acquisition (CPA) or cost per conversion.

(CO5) Achieve a positive return on investment (ROI) for digital marketing efforts.

References

Digital Marketing: Strategy and Tactics by Jeremy Kagan
Wessex, Inc. (10 August 2020)

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Search Marketing & SEO (DMA 5.2)**

L	T	P
1	0	2

Course Name: Search Marketing & SEO

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: DMA 5.2

Course Description: Explore the dynamic realm of Search Marketing & SEO in our comprehensive course. Gain expertise in optimizing websites for enhanced visibility in search engine results. Master strategies such as on-page optimization, keyword research, and link building to drive organic traffic and amplify digital marketing impact. Join us now to unlock the secrets of Search Marketing & SEO success.

Course Objectives: Understand the fundamentals of search marketing and SEO, including the key concepts, principles, and terminology involved. Learn practical techniques for on-page optimization, keyword research, and effective content creation to improve website visibility and search engine rankings. Develop skills in building high-quality backlinks, understanding the importance of link profiles, and implementing effective link building strategies. Gain insights into the evolving landscape of search engine algorithms and stay up-to-date with the latest trends, best practices, and ethical considerations in SEO.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Search Marketing & SEO
UNIT II	Content Creation and Optimization
UNIT III	Link Building and Off-Page Optimization
UNIT IV	SEO Analytics and Performance Measurement

Course Outcomes (COs):

(CO1) Apply critical thinking skills to analyze SEO data, identify trends, and make informed decisions to optimize website performance and search engine rankings.

(CO2) Generate unique and compelling content ideas, develop innovative SEO strategies, and employ creative approaches to improve website visibility and attract organic traffic.

(CO3) Adapt to the ever-changing landscape of search engine algorithms, stay updated with industry trends, and quickly adjust SEO strategies to ensure sustained website visibility and performance.

(CO4) Identify complex SEO challenges, break them down into manageable components, and employ logical reasoning to develop effective solutions for improving search engine rankings and website visibility.

(CO5) Demonstrate leadership skills by guiding SEO teams, effectively communicating SEO strategies, and influencing stakeholders to implement ethical and effective SEO practices.

(CO6) Recognize the global impact of SEO and understand how cultural factors influence search behavior, enabling the development of culturally relevant and globally effective SEO strategies.

References

Enge, E., Fishkin, R., Stricchiola, J., & Spencer, S. (2020). *The Art of SEO*. O'Reilly Media.

Bachelor of Arts (Hons.) 3rd Year
Semester 5
Retail Management and Ecommerce (BBA MKT 301)

L	T	P
2	0	1

Course Name: Retail Management and Ecommerce

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: BBA MKT 301

Course Description : Delve into the intricacies of retail management and e-commerce in today's dynamic marketplace. Explore key concepts including store operations, merchandising, customer experience, and omnichannel retailing. Analyze case studies of successful retail and e-commerce strategies, focusing on digital marketing, inventory management, and fulfillment logistics. Examine emerging trends such as mobile commerce, social commerce, and experiential retail. Develop practical skills in data analytics, consumer behavior analysis, and online platform management. Gain insights into the challenges and opportunities facing traditional retailers and e-commerce startups in a rapidly evolving landscape.

Course Objectives: Introduction to the fundamentals of retail marketing. Retailing landscape, role that marketing plays in driving traffic and sales. Key Concept of Retail marketing like customer behavior, merchandising, advertising, promotions, and pricing strategies.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Retail Marketing Retail Strategy
UNIT II	Advertising and Promotion Pricing Strategies
UNIT III	Customer Experience Retail Analytics
UNIT IV	International Retailing Ethics and Social Responsibility

UNIT V	Introduction to E-commerce Business & Revenue Models Building E-commerce Infrastructure
UNIT VI	Supply Chain Management Marketing for E-commerce

Course Outcomes (COs):

(CO1) Analyze retail marketing problems, develop effective solutions, and communicate findings clearly and concisely.

(CO2) Develop effective marketing campaigns that drive traffic and boost sales in a retail setting.

(CO3) Understand customer experience and design, recognizing its changing role with increasing E-commerce penetration.

(CO4) Utilize retail analytics to measure performance and identify opportunities for improvement.

(CO5) Enhance understanding of various e-commerce business models and strengthen the core foundation of setting up e-commerce infrastructure.

(CO6) Develop well-rounded digital marketing skills specific to e-commerce.

References

Global Marketing -Foreign Entry, Local Marketing, and Global Management

Retail Management, 13e Berman, Barry

Laudon, K.C. and Traver, C.G. (2020). E-commerce 2020: Business, Technology, Society. 16th edition.

Bachelor of Arts (Hons.) 3rd Year
Semester 5
Selling and Negotiation (BBA MKT 303)

L	T	P
2	0	1

Course Name: Selling & Negotiation

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: BBA MKT 303

Course Description: Master the art and science of selling and negotiation in today's competitive marketplace. Explore proven techniques and strategies for building rapport, uncovering customer needs, and closing deals effectively. Analyze case studies of successful sales and negotiation scenarios, focusing on communication, persuasion, and value proposition. Develop skills in active listening, objection handling, and conflict resolution. Practice negotiation tactics and role-playing exercises to enhance your ability to create win-win outcomes. Gain insights into ethical considerations and cultural nuances that impact selling and negotiation. Prepare to excel in sales roles and business negotiations with confidence and competence.

Course Objectives: This course is designed to provide students with an understanding of concepts related to sales and negotiation thereby helping them understand how to overcome the obstacles and achieve brilliant results at the bargaining table and shift the mindset to solve problems and accomplish tasks creatively and confidently. Sales is an activity essential for both entrepreneurs and those seeking jobs, and this course lays the foundation for students to develop the skills necessary to achieve a successful sale.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Sales
UNIT II	Sales Process
UNIT III	Essentials of Sales

UNIT IV	Introduction to Negotiations
UNIT V	Nature of Negotiation
UNIT VI	Conflict Management

Course Outcomes (COs):

(CO1) Understand the concept of sales.

(CO2) Understand the dynamics of 'YOU' as a Brand.

(CO3) Learn the art of persuasion and the psychology of selling.

(CO4) Dive deep into the process of personal selling and demonstrate situational awareness.

(CO5) Evaluate various aspects associated with sales, understand the connection between sales and marketing mix, and factors linked with building an effective sales team.

(CO6) Learn the forecasting of sales budgets from the business perspective, managing sales territories and quotas, and understanding retail & industrial selling.

References

Required Resources

Sales and Distribution Management by Krishna K Havaldar and Vasant M Cavale

Essentials of Negotiation by Roy J. Lewicki, Bruce Barry and David M. Saunders

Recommended Resources:

The Psychology of Selling by Brian Tracy

Getting to Yes by Roger Fisher & William Ury –Random House

Never Split the Difference: Negotiating As If Your Life depended on it by Chris Voss

Bachelor of Arts (Hons.) 3rd Year
Semester 5
Game Theory (BBA ECO 301)

L	T	P
2	0	1

Course Name: Game Theory

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: BBA ECO 301

Course Description: The course is designed to enhance strategic thinking and develop decision making skills via introduction to Game Theory. Game Theory is a method economists use to study human behavior and analyze strategy.

Course Objectives: The aim of the course is to teach strategic considerations while making decisions. We will learn new concepts, terminologies and methods to apply in different settings ranging from business, finance and economics.

Course Contents:

UNIT	MODULE
UNIT I	Basics
UNIT II	Complex games & Mixed strategies
UNIT III	Dynamic games
UNIT IV	Incomplete information games

Course Outcomes (COs):

(CO1) Define strategic terminology and apply it to the real world.

(CO2) Identify and apply strategic thinking.

(CO3) Predict how people behave in strategic encounters.

(CO4) Understand tools and concepts of game theory.

(CO5) Propose original research projects or applications of game theory in interdisciplinary contexts.

(CO6) Evaluate the strategic choices made by players in game situations.

References

Required Resources

Game Theory: Interactive Strategies in Economics and Management, 1st edition Cambridge University Press 2012, Heifetz

Recommended Resources:

Games Indians Play, R Ramanujan

Teaching & Learning Activities

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Economics in Action (BBA ECO 503)**

L	T	P
2	0	1

Course Name: Economics in Action

Course Contact Hours: 03

Course Credit Hours: 45

Course Code: BBA ECO 503

Course Description: This course covers basic mathematical and economic principles and shows how to apply them to real-world business decisions.

Course Objectives: The objective of this course is to develop skills to equip students to use math and economics to solve business problems because decisions based on mathematical and economic principles are more likely to produce favorable results than decisions made by gut instinct alone.

Course Contents:

UNIT	MODULE
UNIT I	Percentages
UNIT II	Probability
UNIT III	Trade-Offs
UNIT IV	Cognitive Biases (Behavioral Economics)

Course Outcomes (COs):

(CO1) Utilize percentages to inform and support business decisions effectively.

(CO2) Employ probabilities to inform and support business decisions accurately.

(CO3) Evaluate decision alternatives using economic and mathematical principles proficiently.

(CO4) Recognize and avoid common cognitive biases defined by behavioral economics astutely.

(CO5) Assess the effectiveness of economic policies in achieving desired economic outcomes.

(CO6) Compare and contrast alternative economic theories or approaches to solving economic problems.

References

Required Resources:

Kahneman, Daniel. *Thinking Fast and Slow*. Farrar, Strauss and Giroux, 2011

Recommended Resources:

Ariely, Dan. *Predicably Irrational*, Harper Collins, 2008

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Research Methodology (BBA MGT 303)**

L	T	P
1	0	1

Course Name: Research Methodology

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: BBA MGT 303

Course Description: The course aims to develop a research orientation among students and provides a base for the research process to conceptualize, define, design and execute a business research project.

Course Objectives: To understand the role and importance of research and research process. To acquaint students with identifying research problem, understanding the research design and implementing a research project. To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting. Enabling students to undertake research papers & projects

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Research and Research Design
UNIT II	Sampling and Data Collection
UNIT III	Statistical Analysis and Applications
UNIT IV	Structure and Components of Research Reports

Course Outcomes (COs):

(CO1) Understanding and developing a research problem.

(CO2) Applying different methods of research based on the selected research problem.

(CO3) Identifying suitable measures and sources of information for data collection.

(CO4) Constructing research instruments for collecting the required data.

(CO5) Determining fact-based decisions, based on statistical analysis of the data.

(CO6) Apply appropriate research methods and techniques to address research questions or hypotheses.

References

Required Resources

Research Methodology by C.R. Kothari

Recommended Resources:

Saunders, M., Lewis, P., & Thornhill, A. (2019). Research methods for business students. Pearson education.

Harlow

Cooper, D., & Schindler, P. (2009). Business research methods (4thed.). New Delhi: Tata McGraw Hill

Publications.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2003). Business research methods 7th ed. Thomson/South- Western: Appendices

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Data Visualisation (BBA BA 305)**

L	T	P
1	0	1

Course Name: Data Visualisation

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: BBA BA 305

Course Description : This course is designed to introduce BBA students to the principles and practice of data visualization. The course will cover the fundamental concepts of data analysis, statistical reasoning, and information design. The emphasis of this course will be on using visualization of data to tackle real-world business problems.

Course Objectives : The course objective of a data visualization subject is to equip students with the knowledge and skills to effectively communicate complex information through visual representations of data. The course typically aims to achieve the following objectives like understanding the various principles and techniques of data visualization. Students will learn how to communicate complicated business information to stakeholders effectively through visualizations.

Course Contents:

UNIT	MODULE
UNIT I	Introduction to Data Analytics and Data Visualization Data Analysis and Preparation
UNIT II	Introduction to Data Introduction to Data Visualization Tools and Platforms Basic Visualization Insights
UNIT III	Introduction to Excel for Data Visualization Advanced Excel Functions

UNIT IV	Power BI for Data Visualization Advanced Power BI
UNIT V	Introduction to Tableau for Data Visualization Advanced of Tableau

Course Outcomes (COs):

(CO1) Understand the principles of design and visual perception to communicate insights more clearly.

(CO2) Interpret data visualizations and extract meaningful insights to solve business problems.

(CO3) Identify the appropriate visualization technique for a given dataset and business question.

(CO4) Create effective and visually appealing data visualizations using software tools.

(CO5) Communicate insights effectively to stakeholders through data visualizations and derive decision scenarios and conclusions.

(CO6) Propose innovative approaches to data visualization that leverage emerging technologies or interdisciplinary methods.

References

Required Resources

Data Visualization: A Practical Introduction by Kieran Healy

Microsoft Excel 2019 Data Analysis and Business Modeling-6th Edition by Wayne Winston, Pearson Education

Introduction To Power BI: Tips To Work With Visualizations In Power BI, by Ai Mcnelley

Tableau: The Official Guide" by Tableau Software, George Peck

Recommended Resources:

Introduction to Data Visualization & Storytelling: A Guide For The Data Scientist (Visual Thinking) by Jose

Berengueres and Marybeth Sandell

Advanced Analytics with Excel 2019: Perform Data Analysis Using Excel's Most Popular Features Paperback – 19 June

2020 by Manish Nigam

Power BI: A Complete Step-by-Step Guide for Beginners" by Mike Morris

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Content Marketing (BBA MKT 305)**

L	T	P
1	0	1

Course Name: Content Marketing

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: BBA MKT 305

Course Description: In the pre digital era, Marketing was majorly a one-way communication where Brands engage with consumers through certain channels. Consumers could only possibly respond to the ad or chose to ignore the ad by not responding. None of these involved any deeper engagement from the consumer's end. With the advent of Social Media platforms and their extensive rise in the last 1.5 decades, any Brand today can boast of engaging with their consumers real-time and likewise can also boast of consumers engaging with them.

Course Objectives: Content Marketing subject will majorly focus on how each platform is unique on their own, what kind of content can be marketed on what type of platforms, paid advertisement on Social Media platforms and the visitor insights/analytics to each and every platform.

Course Contents:

UNIT	MODULE
UNIT I	Fundamentals of Social Media Marketing & Content Marketing
UNIT II	Detailed Walkthrough of Content Marketing & Blog writing
UNIT III	Detailed Walkthrough of Social Media Platforms
UNIT IV	Paid Marketing & Optimization of Campaigns

Course Outcomes (COs):

(CO1) Differentiate and match each social media platform to the communicational requirement and need of a brand.

(CO2) Formulate strategies to effectively communicate and market on various platforms with different business goals in mind.

(CO3) Comprehend the intricacies of Content Marketing on Social Media and adeptly implement it across various campaigns.

(CO4) Recognize the repercussions of Social Media strategies, both positive and negative, on the online reputation of brands, and devise methods to manage them effectively.

(CO5) Plan, execute, and assess the effectiveness of each campaign through social media analytics and various social listening tools.

(CO6) Develop skills to innovative content marketing ideas or approaches that leverage emerging trends or technologies.

References

The Content Marketing Handbook: How to Double the Results of Your Marketing Campaigns
Robert W. Bly | Entrepreneur Press (18 February 2020)

**Bachelor of Arts (Hons.) 3rd Year
Semester 5
Business Challenge (BBA MGT 305)**

L	T	P
1	0	1

Course Name: Business Challenge

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: BBA MGT 305

Course Description: Navigate complex business scenarios through strategic analysis, problem-solving, and decision-making. Explore case studies of real-world business challenges across various industries and functional areas. Apply interdisciplinary knowledge in finance, marketing, operations, and management to develop innovative solutions. Collaborate with peers to analyze data, assess risks, and formulate actionable strategies. Hone presentation and communication skills as you present solutions to business leaders and stakeholders. Gain practical insights and leadership capabilities essential for addressing the dynamic challenges of entrepreneurship.

Course Objectives : Explore real-world business challenges, developing critical thinking and strategic problem-solving skills. Collaborate in teams to propose innovative solutions, evaluating risks and opportunities. Communicate findings effectively through presentations and reports. Gain practical experience through case studies and simulations, fostering ethical awareness and adaptability in dynamic environments.

Course Contents:

UNIT	MODULE
UNIT I	Identifying Business Challenges
UNIT II	Analyzing Business Challenges
UNIT III	Developing Solutions for Business Challenges
UNIT IV	Implementing and Evaluating Solutions

Course Outcomes (COs):

(CO1) Identify and define complex business challenges within various organizational contexts.

(CO2) Apply analytical frameworks and problem-solving methodologies to dissect and understand business challenges.

(CO3) Develop innovative and practical solutions to address identified business challenges.

(CO4) Collaborate effectively within diverse teams to tackle complex business challenges, leveraging individual strengths and expertise.

(CO5) Communicate solutions and recommendations clearly and persuasively to stakeholders, utilizing appropriate presentation and reporting formats.

(CO6) Evaluate the effectiveness of implemented solutions and adapt strategies as necessary in response to changing business environments.

References

The Portfolio Book of Great Indian Business Stories: Riveting Tales of Business Leaders and Their Times (Penguin Portfolio 1 April 2015)

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Media Laws & Ethics (6.1)**

L	T	P
2	0	1

Course Name: Media Laws & Ethics

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 6.1

Course Description: Media plays a pivotal role in shaping public opinion and influencing societal discourse. Understanding the legal and ethical frameworks that govern media practices is crucial for media professionals and consumers alike. This course provides an in-depth examination of media laws and ethical considerations, exploring the rights, responsibilities, and constraints that govern media content creation, dissemination, and consumption in a digital age. Through a combination of theoretical discussions, case studies, and practical exercises, students will gain insights into the legal and ethical challenges facing the media industry and develop the critical thinking skills necessary to navigate complex ethical dilemmas.

Course Objectives:

Understand the micro and macro features of the functions of the media system

Evaluate and suggest ways for improving and maintaining the legal as well as ethical standards, pertaining to the media structures and functions

Demonstrate knowledge of key pillars that democratically guard the sanctity of media institutions

Critically appraise and reflect on contemporary issues, challenges and problems such as, the statism, sedition laws, ethical dilemma

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Objectives of various media institutions● Functions of various media institutions● Why does Media Freedom Matters?● Theories of Media systems

UNIT II	<ul style="list-style-type: none"> ● Principles of Indian Constitution ● Emergency period till date
UNIT III	<ul style="list-style-type: none"> ● Sedition Act: is it needed? ● Defamation Act: civil vs criminal ● Contempt of Court Act vs Media Trials ● Fall of India's press freedom
UNIT IV	<ul style="list-style-type: none"> ● Sting operations and Investigative Journalism ● Social Media as the 5th pillar of democracy ● Deep Fake (AI) in the media industry ● Netiquettes

Course Outcomes (COs):

(CO1) Understand the fundamentals of press laws and ethics.

(CO2) Critically analyse the legal and ethical features of the press.

(CO3) Apply critical perspectives in the real-time, dealing with the press functions

(CO4) Examine and analyse problems and challenges that affect the calibre of media freedom.

(CO5) Identify and understand contemporary issues that affect the legal and ethical qualities.

References

Media Law and Ethics by M Neelamalar (Phi Learning; 2nd edition 1 January 2009)

Press Laws & Media Ethics by Dixit Anil K. (Reference Press 1 January 2006)

Bachelor of Arts (Hons.) 3rd Year
Semester 6
Customer Relationship Management (6.2)

L	T	P
2	0	1

Course Name: Customer Relationship Management

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 6.2

Course Description: In today's business landscape, organizations rely on Customer Relationship management systems to manage their customer relationships effectively and drive marketing success. It is very important in this era of cutthroat competition. Marketing using CRM will help students explore the strategic application of CRM tools and techniques in the field of marketing.

This course will help students to understand the organizational need, benefits and process of creating long-term value for individual customers keeping intact human values. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing. It delves into the principles, strategies, and practices of leveraging CRM platforms to enhance marketing efforts and achieve customer-centric objectives.

Course Objectives:

Define the role of CRM and its role in marketing.

Explain various CRM tools available in the market.

Apply effective customer retention and loyalty strategies through CRM implementation.

Examine skills in implementing and managing CRM with marketing departments.

Formulate ethical considerations and privacy concerns related to CRM data usage in marketing.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction and Origin of CRM● CRM Literature● Definition and Features of CRM● Importance of CRM (Marketing, HR, IT, Ecommerce)

UNIT II	<ul style="list-style-type: none"> • Types of customers, Orientation of customers • Need of customer relationships • Types of CRM
UNIT III	<ul style="list-style-type: none"> • How to recognize a relationship? • Attributes of successful relationships
UNIT IV	<ul style="list-style-type: none"> • Customer Acquisition – First Stage of Customer Life cycle • The strategies that can be used to recruit new customers • Key performance indicators for customer acquisition strategies
UNIT V	<ul style="list-style-type: none"> • Managing customer experience • Three core concepts of customer experience – touch point, moment of truth and customer engagement

Course Outcomes (COs):

(CO1) Explain and use the concept and the benefits delivered by CRM, the contexts in which it is used and the technologies that are deployed.

(CO2) Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.

(CO3) Analyze CRM strategies by understanding customers' preferences for the long-term sustainability of the organizations.

(CO4) Create and address ethical considerations and privacy concerns associated with CRM data usage in marketing.

(CO5) Analyze the concept and the benefits delivered by ECRM, the contexts in which it is used in various industries.

References

Buttle, F. & Malkan, S. (2015). Customer relationship management: Concepts and technologies, 3e. New York: Routledge

Customer Relation Management (2014) by Shraddha M. Bhome and Dr. Amarpreet Singh Ghura

Anderson, K & Kerr, C (2002). Customer relationship Management, McGraw-Hill.

Payne, A (2005). Handbook of CRM: Achieving excellence in customer management, Butterworth-Heinemann.

Sheth, J.N., Parvatiyar, A. & Shainesh, G. (2017). Customer relationship management: Emerging concepts, tools and applications, New Delhi: Trinity Press

Mullick, N. H. (2016). Customer relationship management, Oxford University Press

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Crisis & Reputation Management (6.3)**

L	T	P
2	0	1

Course Name: Crisis & Reputation Management

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: 6.3

Course Description: This course provides students with a comprehensive exploration of the principles and practices essential for effective communication during organizational crises. Students would get an understanding of crisis communication theories, learn to develop crisis communication plans, assess potential risks, and craft messages tailored to various stakeholders and communication channels. Emphasis is placed on practical skills such as media relations, social media management, and online reputation strategies. The course also addresses ethical considerations in crisis communication, fostering an understanding of transparency, confidentiality, and truthfulness.

Course Objectives:

To equip students with the skills to develop basic crisis communication plans, identify potential crises, and assess associated risks.

To enable students to craft effective crisis messages, considering different stakeholders and communication channels

To provide students with the skills necessary to build positive relationships with journalists, conduct media interviews, and manage press interactions during a crisis.

To familiarize students with the role of social media in crisis communication, including monitoring, managing online conversations, and utilizing social platforms for effective communication.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Definition and Importance of Crisis Communication● Theories of Crisis Communication● Ethical considerations in crisis

	communications
UNIT II	<ul style="list-style-type: none"> ● Developing a Basic Crisis Communication Plan ● Identifying and Assessing Potential Crises ● Crisis team formation and roles
UNIT III	<ul style="list-style-type: none"> ● Proactive vs. Reactive Strategies ● Crafting Effective Crisis Messages ● Crisis Communication Channels
UNIT IV	<ul style="list-style-type: none"> ● Building Relationships with Journalists ● Social media in crisis communication ● Online Reputation Management

Course Outcomes (COs):

(CO1) Understand crisis communication concepts, theories, and best practices.

(CO2) Apply practical skills in crisis planning and message development to respond effectively to real-world crisis scenarios.

(CO3) Demonstrate competence in building positive relationships with the media and effectively managing media interactions during crises.

(CO4)) Analyze social media during crisis, including monitoring online conversations and managing crises on social platforms.

(CO5) Develop strategies for monitoring and maintaining a positive online presence during crises.

References

Reddi, C.V. N. (2014), Effective Public Relations and Media Strategy, 2e, PHI

Zaremba, A.J. (2010), Crisis Communication, Routedledge

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Media Planning (DMA 6.1)**

L	T	P
1	0	2

Course Name: Media Planning

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: DMA 6.1

Course Description: Media Planning and Strategy is a comprehensive course designed to provide students with the knowledge and skills necessary to develop effective media plans for advertising campaigns. The course covers the principles, theories, and practices of media planning in both traditional and digital media environments. Through a combination of lectures, case studies, and practical exercises, students will learn how to analyze target audiences, select appropriate media channels, allocate advertising budgets, and evaluate the effectiveness of media campaigns.

Course Objectives: Understand the role of media planning in the advertising process and its importance in achieving marketing objectives.

Evaluate different media platforms and channels, including television, radio, print, outdoor, digital, and social media.

Develop media strategies that align with campaign goals, budget constraints, and target audience preferences.

Apply media planning tools and techniques to optimize media mix, reach, frequency, and engagement.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">• Introduction to Media Planning: Concepts, Evolution, and Trends
UNIT II	<ul style="list-style-type: none">• Understanding Target Audiences: Segmentation, Profiling, and Insights• Media Research and Audience Measurement: Data Sources and Methodologies
UNIT III	<ul style="list-style-type: none">• Media Channels and Platforms: Traditional vs. Digital Media Landscape

	<ul style="list-style-type: none"> • Media Strategy Development: Reach, Frequency, Continuity, and Scheduling
UNIT IV	<ul style="list-style-type: none"> • Media Budgeting and Allocation: Cost Estimation, ROI Analysis, and Budget Optimization • Media Plan Execution and Implementation: Coordination, Monitoring, and Adjustments • Media Performance Evaluation: Metrics, Analytics, and Reporting

Course Outcomes (COs):

(CO1) Summarize how media consumption habits and technological advancements influence media planning decisions.

(CO2) Apply media planning principles and techniques to develop media strategies tailored to specific advertising objectives and target audiences.

(CO3) Implement media planning best practices in creating media plans that maximize reach, frequency, and impact within budget constraints.

(CO4) Assess the efficiency and effectiveness of media plans based on key performance indicators (KPIs) such as reach, frequency, GRPs, CPM, and ROI (Return on Investment).

(CO5) Design comprehensive media plans that integrate multiple media channels and tactics to achieve synergistic effects.

References

Media Planning: A Practical Guide by Jim Surmanek and Michael Solomon

The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying by Helen Katz

Media Planning and Buying: Principles and Practice in the Indian Context by Arpita Menon

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Luxury Marketing (DMA 6.2)**

L	T	P
1	0	2

Course Name: Luxury Marketing

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: DMA 6.2

Course Description: The Luxury Marketing Strategies course is an advanced exploration of the distinctive dynamics within the luxury goods and services industry. Students delve into the psychology of luxury consumption, brand management, digital marketing, pricing strategies, and ethical considerations. The curriculum emphasizes the fusion of innovation and tradition in luxury marketing, examining successful campaigns and addressing the challenges of global expansion. Through lectures, case studies, and practical projects, participants gain the skills needed to navigate the complexities of luxury marketing and prepare for leadership roles in this unique sector.

Course Objectives:

Students should develop a deep understanding of the luxury market, including its size, growth trends, consumer behavior, and key players.

Delve into the motivations, desires, and behaviors of luxury consumers, including their perceptions of value, prestige, and status.

Explore the strategies and techniques involved in managing luxury brands, including brand positioning, differentiation, and maintaining exclusivity.

Explore the global nature of the luxury market and how cultural differences influence consumer preferences, branding strategies, and marketing tactics.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Intro to Luxury, categories ● Luxury Strategy- pyramid ● Luxury Strategy - Luxury Vs. Premium vs. Mass
UNIT II	<ul style="list-style-type: none"> ● Indian Luxury

	<ul style="list-style-type: none"> ● Global Luxury markets ● Luxury and, art and crafts
UNIT III	<ul style="list-style-type: none"> ● Branding- Brand Identity Prism ● Anti-Laws of Luxury ● Luxury PR and storytelling
UNIT IV	<ul style="list-style-type: none"> ● Digital Luxury ● Sustainable and Ethical Luxury

Course Outcomes (COs):

- (CO1) Attain a deep understanding of the psychological factors influencing consumer behavior in luxury markets, enabling effective market segmentation and targeted marketing.
- (CO2) Leverage digital and social media strategies specific to luxury marketing, balancing exclusivity with online accessibility.
- (CO3) Demonstrate their ability to foster innovative thinking within the luxury sector's constraints, evidenced by the analysis and application of successful and creative marketing campaigns.
- (CO4) Exhibit proficiency in strategic brand management in the luxury sector, demonstrating the ability to craft and maintain compelling brand identities.
- (CO5) Propose distribution and retail strategies for launching a new luxury product in a particular market.

References

Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands
Kapferer, J. N., & Bastien, V. (2009).

Bachelor of Arts (Hons.) 3rd Year
Semester 6
Fundamentals Rural Marketing (BBA MKT 302)

L	T	P
2	0	1

Course Name: Fundamentals Rural Marketing

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: BBA MKT 302

Course Description: Rural markets represent a significant yet often overlooked segment of the economy, characterized by unique challenges and opportunities. This course provides students with a comprehensive understanding of the dynamics, strategies, and best practices involved in marketing products and services to rural consumers. Through a combination of theoretical knowledge, case studies, and practical applications, students will gain insights into the intricacies of rural markets and develop the skills necessary to formulate and implement effective marketing strategies tailored to the needs and preferences of rural consumers.

Course Objectives:

Develop a comprehensive understanding of the unique characteristics, dynamics, and challenges of rural/regional markets, including demographics, infrastructure, and consumption patterns.

Learn how to segment rural markets based on demographic, geographic, psychographic, and behavioral factors, and identify target segments with the most potential for growth.

Understand the process of adapting products and services to meet the specific needs and preferences of rural consumers, considering factors such as affordability, durability, and utility.

Explore various distribution channels and strategies for reaching rural consumers effectively, including traditional retail outlets, rural haats (markets), cooperatives, and e-commerce platforms.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Rural Marketing Process ● Why do Companies Go Rural ? ● The underlying Potential in Rural Markets

UNIT II	<ul style="list-style-type: none"> ● Why Rural Marketing Mix is important for understanding Rural Markets ● From 4P's to 4 A's – The Changing Landscape in Rural Markets of India
UNIT III	<ul style="list-style-type: none"> ● Introducing the RMS Model ● Completing Stage I of the RMS Model ● Explaining the Stage II of the RMS Model
UNIT IV	<ul style="list-style-type: none"> ● Understanding the Agricultural & Rural Distribution Strategies ● Video Based Lecture on HUL's Project Shakti (Rural Distribution) & ITC's E-Choupal Model (Agricultural Distribution)
UNIT V	<ul style="list-style-type: none"> ● Rural Communication Media Tools ● Videos of Successful Ads in Rural Communication ● Understanding the Sales Force Strategy for Rural Markets

Course Outcomes (COs):

(CO1) Apply marketing strategies and techniques to address specific challenges faced by businesses targeting rural consumers, such as developing product adaptations and distribution plans tailored to rural contexts.

(CO2) Evaluate the effectiveness of different marketing approaches in rural contexts, considering factors such as cultural differences and infrastructure limitations.

(CO3) Critically evaluate the success of rural marketing campaigns based on their ability to reach and engage rural consumers effectively.

(CO4) Design innovative marketing strategies specifically tailored to rural markets, considering factors such as product adaptation, distribution channels, and communication methods.

(CO5) Develop comprehensive rural marketing plans for businesses aiming to expand their reach into rural areas, integrating various marketing elements to achieve strategic objectives.

References

The Rural Marketing Book (Text and Practice) by Pradeep Kashyap and Siddhartha Raut
Dreamtech Press (4 July 2005)

Rural Marketing in India: Texts and Cases by Debarun Chakraborty
Atlantic Publishers and Distributors Pvt Ltd (1 January 2018)

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Integrated Marketing Communication for Business (BBA MKT 304)**

L	T	P
2	0	1

Course Name: Integrated Marketing Communications (IMC)

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: BBA MKT 304

Course Description:

This course provides a comprehensive introduction to the dynamic field of integrated marketing communications. Students will delve into key concepts, gaining an understanding of the principles that govern effective IMC strategies. Emphasis is placed on developing essential skills, from crafting impactful content strategies to selecting diverse media channels. The role of emotional advertising and its compelling appeal will be explored, providing students with insights into the psychological aspects of consumer engagement.

Course Objectives:

Students will gain a comprehensive understanding of the principles, concepts, and theoretical foundations of Integrated Marketing Communications.

Learn how to develop strategic IMC plans that align with organizational goals, target audience needs, and market dynamics.

Explore consumer behavior theories and market research techniques to better understand target audiences and tailor communication strategies accordingly.

Understand the role of IMC in brand building, brand positioning, and brand equity management across various communication channels.

Learn how to develop creative content and messaging that resonates with target audiences while maintaining brand consistency across different communication channels.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to Integrated Marketing Communication● Understanding IMC and Its Evolution● Importance of IMC in Modern Marketing
UNIT II	<ul style="list-style-type: none">● Consumer Behavior, Market Segmentation & Advertising as a part of IMC● Market Segmentation and Targeting in IMC
UNIT III	<ul style="list-style-type: none">● Public Relations and Media Relations, Digital Media and Social Media & Events as components of IMC● PR Fundamentals and Strategies
UNIT IV	<ul style="list-style-type: none">● Integrated Marketing Communication Planning & Measurement and Evaluation of IMC● Developing an IMC Plan● Budgeting and Resource Allocation in IMC

Course Outcomes (COs):

(CO1) Apply IMC concepts and theories to analyze real-world marketing scenarios and develop strategic IMC plans tailored to specific brands, target audiences, and marketing objectives.

(CO2) Evaluate the strengths and weaknesses of different communication channels and messaging strategies used in IMC campaigns.

(CO3) Assess the effectiveness of IMC campaigns based on predefined objectives and key performance indicators (KPIs), such as ROI, brand sentiment, and customer retention.

(CO4)) Develop creative content and messaging that resonates with target audiences while maintaining brand consistency and alignment with strategic objectives.

(CO5) Design innovative IMC strategies and campaigns that leverage a mix of traditional and digital communication channels to reach target audiences and achieve marketing goals.

References

Batra, R., Myers, J.G., Aaker, D. A. (2009), Advertising Management

Belch, G.E., Belch, M.A. & Purani, K (2021), Advertising and Promotion: An Integrated Marketing Communication Perspective, 12th edition, McGraw Hill

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Economics Analysis and Public Policy (BBA ECO 302)**

L	T	P
2	0	1

Course Name: Economic Analysis and Public Policy

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: BBA ECO 302

Course Description: Economic Analysis and Public Policy is an introductory course for undergraduate level students designed to understand the link between economics and government intervention. This course enables critical thinking and also helps understand the history of economics schools of thought that have shaped humanity in the modern world. This course is all about applying concepts and models of economics to policy making.

Course Objectives: Economic analysis and Public Policy is at the intersection of mainstream economics and public policy.

The main rationale is to enable students to better understand how economists think and how they advise governments and organizations involved in public policy and broad governance issues.

To clearly understand the neoclassical (neoliberal) perspective, that has prevailed since the late 1970s, shifting the trend from ‘nation building’ towards pro-market ‘reforms’.

Understand some key interventions like the economic growth theory (GDP), post – WWII era, market failure, rational choice, state and governance, GFC, and the new programmable economic space.

The post-war decades traversed through the ‘mix economy’, the welfare state and Keynesian economics.

This course explores the economic philosophy for the accompanying shifts.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Economic School of thought
UNIT II	<ul style="list-style-type: none"> ● Transition of the economy over 1970s and 1980s
UNIT III	<ul style="list-style-type: none"> ● Policy analysis and current trends in 21st century

Course Outcomes (COs):

(CO1) Clearly understand the neoclassical (neoliberal) perspective, that has prevailed since the late 1970s, shifting the trend from 'nation building' towards pro-market 'reforms'.

(CO2) To fully understand the language and concepts of contemporary economics as applied to governance and Public Policy.

(CO3) To be able to critique alternative policies globally and proffer critical comment on policy proposals.

(CO4)) Design and proofread economic/ public policy proposals.

(CO5) Evaluate and suggest ways for improving and maintaining a nation's standard of living and level of economic and societal well-being.

References

PMGR by the Facilitator

The Communist Manifesto, Karl Marx

The General Theory, John Maynard Keynes

Road to Serfdom, Friedrich Hayek

Wealth of Nations, Adam Smith

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
International Economics (BBA ECO 304)**

L	T	P
2	0	1

Course Name: International Economics

Course Contact Hours: 03

Course Credit Hours: 45 Hours

Course Code: BBA ECO 304

Course Description: The course develops a systematic understanding of the key areas of the world economy – international trade, commercial trade policy and exchange rate policy and how they impact on each other. International economics has great relevance in today’s world. It is dynamic in nature and is impacted by real world developments in business, politics and finance.

Course Objectives: The course will explore important topics such as why do countries trade with each other and the effect of international trade on welfare and income distribution.

The course aims to cover a mix of microeconomic theory of trade and international trade policy issues. Important trade theory and models will be studied to enable students to analyse controversial trade policy issues.

The lectures will aim to highlight contemporary issues that challenge policy makers as different economies of the world globalize or integrate with the global economy through trade policy.

The course focuses on understanding globalization and international trade patterns.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● International Trade Theories ● Mercantilist Views on Trade and Adam Smith Trade Model ● Comparative advantage Theory Practical application of theoretical models on time series data
UNIT II	<ul style="list-style-type: none"> ● Trade Policy Instruments ● Arguments in favour of Free Trade, Arguments against free Trade ● Trade policy tools – Tariffs: Effects of tariffs, Effects of tariff on small country and large country

UNIT III	<ul style="list-style-type: none"> ● Trade and Economic Integration ● Economic Integration , Regionalism vs Multilateralism ● Multilateral Trade organisation: WTO and its provisions, Impact of the WTO on trade and development of Developing Countries
UNIT V	<ul style="list-style-type: none"> ● Foreign Exchange Rate Regimes ● Foreign Exchange Rate: Concepts -

Course Outcomes (COs):

(CO1) Understand how international trade theory helps in shaping the real-world events and illustrate economic & trade relationships amongst countries.

(CO2) To identify welfare effects of tariff and non-tariff barriers on producer and consumer groups and the government in the importing and exporting countries.

(CO3) To comprehend and assess welfare effects of free trade area formation.

(CO4)) interpreting different exchange rate systems and how this led to coordination in framing policies for the member countries.

(CO5) Assess the impact of multilateral and regional trading agreements on the development of EMEs.

References

Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz.(2017). International economics: theory and policy, Person India educational services.

Dominick Salvator (2017). International Economics, 13th Edition, Willy Publications, USA.
Wealth of Nations, Adam Smith

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Sports Management (PE 601)**

L	T	P
1	0	1

Course Name: Sports Management

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: PE 601

Course Description: This course delves into the principles and practices of sports management, covering areas such as sports marketing, event management, and athlete representation.

Course Objectives: Provide students with an understanding of the sports industry landscape and equip them with skills to manage sports organizations, events, and athletes effectively.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none"> ● Overview of sports industry landscape ● Role of sports management ● Key stakeholders in sports
UNIT II	<ul style="list-style-type: none"> ● Sports marketing strategies ● Fan engagement techniques ● Sponsorship and endorsements
UNIT III	<ul style="list-style-type: none"> ● Planning and organizing sports events ● Venue selection and logistics ● Ticketing and promotions
UNIT V	<ul style="list-style-type: none"> ● Legal considerations in sports management ● Athlete contracts and endorsements ● Ethical issues in sports governance

Course Outcomes (COs):

(CO1) Understand the structure and dynamics of the sports industry, including professional leagues, teams, and governing bodies.

(CO2) Develop marketing strategies tailored to the unique characteristics of the sports market and fan base.

(CO3) Plan and execute sports events, including logistics, promotion, and fan engagement activities.

(CO4) Navigate legal and ethical considerations in sports management, such as contract negotiation and athlete representation.

(CO5) Analyze trends and innovations in sports management and apply strategic thinking to address challenges and capitalize on opportunities.

References

The Business of Sport Management by Simon Chadwick John Beech Pearson India; Second edition (1 October 2019)

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Business Intelligence (PE 602)**

L	T	P
1	0	1

Course Name:Business Intelligence

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: PE 602

Course Description: This course explores the concepts and applications of business intelligence (BI), including data analysis, reporting, and decision support systems.

Course Objectives: Equip students with the knowledge and skills to collect, analyze, and interpret data to drive strategic decision-making and business performance.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to BI concepts● Importance of BI in decision-making● Types of business intelligence systems
UNIT II	<ul style="list-style-type: none">● Data sources and collection methods● Data integration techniques● Data quality and governance
UNIT III	<ul style="list-style-type: none">● Statistical analysis● Data mining and predictive analytics● Machine learning algorithms
UNIT V	<ul style="list-style-type: none">● Dashboard design principles● Data visualization techniques● Reporting tools and techniques

Course Outcomes (COs):

(CO1) Understand the role and importance of business intelligence in organizational decision-making processes.

(CO2) Collect and integrate data from multiple sources to create a comprehensive view of organizational performance.

(CO3) Apply data analysis techniques, such as statistical analysis and data mining, to extract actionable insights from large datasets.

(CO4) Develop interactive dashboards and reports to visualize and communicate key performance metrics and trends.

(CO5) Utilize business intelligence tools and technologies to support strategic planning, forecasting, and performance optimization.

References

Business Intelligence, Analytics, and Data Science by Ramesh Sharda, Dursun Delen & Efraim Turban
Pearson Education; Fourth edition (25 March 2019)

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Financial Innovation (PE 603)**

L	T	P
1	0	1

Course Name: Financial Innovation

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: PE 603

Course Description: This course explores innovative financial products, services, and technologies transforming the financial industry, including blockchain, fintech, and alternative investments.

Course Objectives: Provide students with insights into emerging trends and innovations in finance and equip them with skills to evaluate and implement financial innovations.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Overview of financial innovation● Drivers of financial innovation● Impact on financial markets
UNIT II	<ul style="list-style-type: none">● Introduction to fintech● Digital banking services● Peer-to-peer lending platforms
UNIT III	<ul style="list-style-type: none">● Blockchain technology● Cryptocurrency ecosystem● Applications of blockchain in finance
UNIT V	<ul style="list-style-type: none">● Alternative investment vehicles● Crowdfunding platforms● Impact investing

Course Outcomes (COs):

(CO1) Understand the concept and drivers of financial innovation in the digital age.

(CO2) Explore various financial innovations, including fintech, blockchain, and peer-to-peer lending platforms.

(CO3) Analyze the impact of financial innovation on traditional financial services and markets.

(CO4) Evaluate the risks and opportunities associated with adopting financial innovations in different contexts.

(CO5) Develop strategies to leverage financial innovations for competitive advantage and sustainable growth.

References

Notes provided by the faculty.

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Social Listening (PE 604)**

L	T	P
1	0	1

Course Name: Social Listening

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: PE 604

Course Description: This course explores social listening techniques and tools for monitoring, analyzing, and engaging with online conversations and trends across social media platforms.

Course Objectives: Provide students with the knowledge and skills to harness social listening insights for brand management, customer engagement, and market research.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Introduction to Social Listening
UNIT II	<ul style="list-style-type: none">● Social Listening Tools and Techniques
UNIT III	<ul style="list-style-type: none">● Data Analysis and Insights Generation
UNIT V	<ul style="list-style-type: none">● Engagement Strategies and Crisis Management

Course Outcomes (COs):

(CO1) Understand the concept and importance of social listening in digital marketing and brand management.

(CO2) Implement social listening tools and techniques to monitor brand mentions, sentiment, and trends on social media.

(CO3) Analyze social listening data to identify actionable insights and opportunities for engagement and intervention.

(CO4) Develop strategies to respond effectively to customer feedback, complaints, and crises identified through social listening.

(CO5) Evaluate the impact of social listening efforts on brand perception, customer satisfaction, and business performance.

References

Notes provided by faculty.

**Bachelor of Arts (Hons.) 3rd Year
Semester 6
Life Skills / Career Readiness (CR)**

L	T	P
1	0	1

Course Name: Life Skills/Career Readiness

Course Contact Hours: 02

Course Credit Hours: 30

Course Code: CR

Course Description: This course focuses on developing essential life skills and preparing students for successful careers, covering areas such as communication, time management, leadership, and job search strategies.

Course Objectives: Equip students with practical skills and knowledge to navigate personal and professional challenges, make informed career choices, and thrive in the workplace.

Course Contents:

UNIT	MODULE
UNIT I	<ul style="list-style-type: none">● Effective Communication Skills● Time Management and Organization
UNIT II	<ul style="list-style-type: none">● Leadership and Teamwork
UNIT III	<ul style="list-style-type: none">● Career Exploration and Planning
UNIT V	<ul style="list-style-type: none">● Job Search Strategies and Professional Development

Course Outcomes (COs):

- (CO1) Develop effective communication skills for interpersonal interactions and professional networking.
(CO2) Enhance time management and organizational skills to balance academic, personal, and professional commitments.
(CO3) Cultivate leadership abilities and teamwork skills to collaborate effectively in diverse environments.
(CO4) Explore career options, set goals, and develop strategies for career advancement and success.
(CO5) Prepare for the job search process, including resume writing, interview preparation, and professional networking.

References

Notes provided by the faculty.