



**BBA PROGRAM (4 years Honors)**  
**CBCS - 2020-21**

**BBA –Digital Marketing**

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**Note:** BOS is to provide final soft copy in PDF and word formats and four copies of hard copies in bounded form to the office of Dean Academic affairs.

**Agenda:**

1. Adoption of revised-common program structure and revising/updating course-wise syllabi(in the prescribed format) as per the guidelines issued by APSCHE.
2. Adoption of regulations on scheme of examination and marks/grading system of the University UG programs.
3. Preparation of Model question papers in prescribed format.
4. Eligibility of student for joining the course
5. Eligibility of faculty for teaching the course
6. List of paper-setters/paper evaluators with phone, email-id in the prescribed format

**Members present:**

Dr. P.Venkateshwara Rao	Chairman, Dept. of CSE, ANUR.
Dr. N. Udhay Bhasker	Member, Dept. of Commerce & Management Studies, ANUR.
Dr. BVL Naidu	Member, Principal Aditya Degree College, Kakinada
Mr.M. Rama Krishna	Member, Lecturer, Vasavi Degree College, Tadepalligudem.
T.Naga Sumathi Lavanya	Member, Lecturer, Dept. of Management Studies/ Marketing. Dr.CSN Degree & PG College(Aided),Bhimavaram.

**Resolutions:**

1. Resolved to adopt the revised-common program structure and revising/updating course-wise syllabi (in the prescribed format) as per the guidelines issued by APSCHE.
2. Resolved to adopt the regulations on scheme of examination and marks/grading system of the University UG programs.
3. Resolved to prepare the Model question papers in prescribed format.
4. Resolved the eligibility of student for joining the course
5. Resolved the eligibility of faculty for teaching the course
6. Resolved to give the list of paper-setters/paper evaluators with phone, email-id in the prescribed format

**2. DETAILS OF PAPER TITLES & CREDITS**  
**BBA- Digital Marketing-Semester-I**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics 2.Computer Applications 3.Statistics	50	---	50	2	2
4.	Skill Development Courses	1.secretary ship 2.Insurance Promotion	50	---	50	2	2
5.	DSC 1A	Principles of Management	100	25	75	5	4
6.	DSC 2A	Managerial Economics	100	25	75	5	4
7.	DSC 3A	<b>Fundamentals of Digital Marketing and Digital Markets</b>	100	25	75	5	4
<b>Total</b>			<b>600</b>	<b>125</b>	<b>475</b>	<b>27</b>	<b>22</b>

**BBA-Digital Marketing-Semester –II**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Indian Culture and Science 2.Information and Communication Technology 3.Entrepreneurship Development (Any 1 of the 3)	50	---	50	2	2
4.	*Skill Development Courses	1.Agricultural Marketing	50	---	50	2	2
		2.Business Communication(English) 3.Advertising 4.Logistics & Supply Chain					
5.	DSC 1B	Accounting for Managers	100	25	75	5	4
6.	DSC 2B	<b>Digital and Social Media Marketing</b>	100	25	75	5	4
7.	DSC 3B	E-commerce	100	25	75	5	4
8.	DSC 4B	Two Months Social Immersion Internship	100	--	--	--	4
<b>Total</b>			<b>750</b>	<b>125</b>	<b>525</b>	<b>29</b>	<b>28</b>

### BBA Digital Marketing-Semester-III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Analytical Skills 2.Personality Enhancement 3.Health & Hygiene	50 50	--- ---	50 50	2 2	2 2
4.	Skill Development Courses	Online Business Retailing	50	---	50	2	2
5.	DSC 1C	Organizational Behaviour	100	25	75	5	4
6.	DSC 2C	<b>SEO</b>	100	25	75	5	4
7.	DSC 3C	Financial Management	100	25	75	5	4
<b>Total</b>			<b>650</b>	<b>125</b>	<b>525</b>	<b>29</b>	<b>24</b>

### BBA-Digital Marketing-Semester –IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	DSC 1D	Training and Development	100	25	75	5	4
2.	DSC 2D	Business Law	100	25	75	5	4
3.	DSC 3D	Micro,Small,Medium Enterprises Management	100	25	75	5	4
4.	DSC 4D	International Business	100	25	75	5	4
5.	DSC 5D	<b>SEM &amp; Affiliate Marketing</b>	100	25	75	5	4
6.	DSC 6D	<b>Cyber Law</b>	100	25	75	5	4
7.		Corporate Internship	100	---	---	---	4
<b>Total</b>			<b>700</b>	<b>125</b>	<b>450</b>	<b>30</b>	<b>28</b>

- Proposed combination subjects: Digital Marketing
- Student eligibility for joining in the course:
- Faculty eligibility for teaching the course:
- List of Proposed Skill enhancement courses with syllabus, if any
- Any newly proposed Skill development/Life skill courses with draft syllabus and required resources
- Required instruments/software/ computers for the course (Lab/Practical course-wise required i.e., for a batch of 15 students)

Sem. No.	Lab/Practical Name	mes of Instruments/Software/ computers required with specifications	and Name	y quired
	b Name:			
	b Name:			

- List of Suitable levels of positions eligible in the Govt/Pvt organizations  
Suitable levels of positions for these graduates either in industry/govt organization like., technical assistants/ scientists/ school teachers., clearly define them, with reliable justification

S.No	Position (some positions)	Company/ Govt Organization	Remarks	Additional skills required, if any
1	Business Marketing Manager	IBM, TCS, Wipro, Amazon, LG, Twitter, Apple, Samsung, Genpact, Microland etc.		
2	Digital Strategist			
3	SEO & SMM Expert			
4	B2B Business Manager			
5	Digital Business Marketer			
6	Content Manager			
7	Account Manager			
8	Interactive & Direct Advertising Manager			
9	Social Media Manger			
10	Search Engine Manager			

- h. List of Govt. organizations / Pvt companies for employment opportunities or internships or projects

S.No	Company/ Govt. organization	Position type	Level of Position			
1	Internship with Directorate General of Foreign Trade					
2	Internship with Competition Commission of India					
3	Internship with Telecom Regulatory Authority of India (TRAI)					
4	Amazon					
5	Airtel					
6	Reliance					
7	Snapdeal					
8	LG					
9	ITC					
10	ICICI Bank etc.					

- i. Any specific instructions to the teacher /paper setters/Exam-Chief Superintendent

### 3. PROGRAM OBJECTIVES, OUTCOMES, CO-CURRICULAR AND ASSESSMENT METHODS

#### BBA Digital Marketing-Semester-I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics 2.Computer Applications 3.Statistics	50	---	50	2	2
4.	Skill Development Courses	1.secretary ship 2.Insurance Promotion	50	---	50	2	2
5.	DSC 1A	Principles of Management	100	25	75	5	4
6.	DSC 2A	Managerial Economics	100	25	75	5	4
7.	DSC 3A	Fundamentals of Digital Marketing and Digital Markets	100	25	75	5	4
<b>Total</b>			<b>600</b>	<b>125</b>	<b>475</b>	<b>27</b>	<b>22</b>



<b>BBA</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 1A</b>	<b>Principles of Management</b>	<b>Hrs/Wk: 5</b>

### **Course Introduction**

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

### **Course outcome:**

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

### **Unit – I introduction of Management**

Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

**Unit – II Planning** Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

**Unit – III Organizing** Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

**Unit – IV Directing**– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

**Unit – V Controlling** Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

### **Books Recommended**

- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6<sup>th</sup> edition.
- Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw-Hill, 1998
- Joseph L Massie “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing



<b>BBA</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 2A</b>	<b>Managerial Economics</b>	<b>Hrs/Wk: 5</b>

### **Course Introduction:**

The course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning), pricing new products and competitive bids and price quotes.

#### **Course objective:**

The object of the course is to enable the students to list the different goals and constraints that firms face, apply the economic way of thinking to individual decisions and business decisions.

Use calculus (first and second order derivatives) to solve for an optimum solution

### **Unit– I Introduction to Managerial Economics**

Nature, Scope and definition of Managerial Economics, Application of managerial economics

Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental Principle, Principle of time perspective, Discounting principle

### **Unit – II Consumer behaviour, demand and supply analysis**

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

### **Unit -III Consumer behavior Utility Approach:**

Cardinal utility approach, Diminishing marginal utility, Law of equal marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium

Law of supply, shift in supply curve

### **Unit– IV Theory of Production, cost and firm's behaviour:**

Meaning, concept of production, Factors of production and production function, Fixed and variable factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economics and diseconomies of scale

Explicit cost and implicit cost, private and social cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

### **Unit – V Macro Economics Analysis**

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

#### **Recommended Books:**

Managerial Economics by Ivan Png, Blackwell Publishers

Managerial Economics in a global economy by Dominick Salvatore, Thomson South Western Publications

Economics by Lipsey, Oxford University Press

Managerial Economics: Economic Tools for today's decision makers by Paul G. Keat, Philip K.Y. Young, Pearson Publications

Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and Sons

Managerial Economics, D.N. Dwivedi, Vikas Publishing Co

<b>BBA</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 3A</b>	<b>Fundamentals of Marketing and Digital Markets</b>	<b>Hrs/Wk: 5</b>

**Course Objective:** Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

**Learning Outcome:** Students will be understand:

- a) Marketing Concepts and Marketing environment
- b) The applications of digital marketing in the globalized market
- c) Application and usage of E-mail advertisement and mobile marketing.

#### **UNIT I:**

Introduction to Market - Marketing, Marketing concept - Selling concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business - Marketing environment - Identifying market segments -Basis for market segmentation.

#### **UNIT II:**

Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions -Branding and Brand decisions, packing and labeling decision - Product life cycle-Strategies.

#### **UNIT III:**

Pricing: Setting the price, pricing process, pricing methods. Adapting price, Pricing Strategies, Marketing channels: The Importance of marketing channels - Channel designdecisions - Channel management decisions - Channel Conflict: Types, Causes and managingthe conflict.

#### **UNIT IV:**

Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.Email Marketing-Need for Emails, Types of Emails, options in Email advertising, Mobile MarketingOverview of the B2B and B2C Mobile Marketing.

#### **UNIT V:**

What are Blogs, Importance Of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, Blog Stats.

#### **REFERENCE BOOKS:**

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

#### **Activities/ Requirements:**

- Marketing Based Activities and E-based activities
- Individual Presentation
- Marketing Survey

## BBA Digital Marketing-Semester-II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Indian Culture and Science 2.Information and Communication Technology 3.Entrepreneurship Development (Any 1 of the 3)	50	---	50	2	2
4.	*Skill Development Courses	1.Agricultural Marketing 2.Business Communication(English) 3.Advertising 4.Logistics & Supply Chain	50 50	--- ---	50 50	2 2	2 2
5.	DSC 1B	Accounting for Managers	100	25	75	5	4
6.	DSC 2B	<b>Digital and Social Media Marketing</b>	100	25	75	5	4
7.	DSC 3B	E-commerce	100	25	75	5	4
8.	DSC 4B	Two Months Social Immersion Internship	100	---	---	---	4
<b>Total</b>			<b>750</b>	<b>125</b>	<b>525</b>	<b>29</b>	<b>28</b>

<b>BBA</b>	<b>Semester: II</b>	<b>Credits: 4</b>
<b>Course: 1B</b>	<b>Accounting for Managers</b>	<b>Hrs/Wk: 5</b>

### **Type of Course:**

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

### **Unit-I – Introduction to Accounting**

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting– Accounting concepts and conventions – Accounting Cycle – Classification of Accounts and its rules – Double Entry Book-keeping – Journalization – Posting to Ledgers, Balancing of ledger Accounts (problems). Difference between manual accounts and computerised accounts.

### **Unit –II: Subsidiary Books:**

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty cash Book (Problems).

### **Unit-III- Bank Reconciliation Statement:**

Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavourable balances.

**Unit -IV: Trail Balance and Final Accounts: Preparation of Trail balance-**Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with adjustments (Problems).

**Unit-V: Issue of Shares and Debentures:** Shares – meaning –types –types of share capital- Issue of shares-forfeiture of shares –reissue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

Text Books Reference Books: 1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House 2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand 8th Edition 3. Modern Accountancy - Hanif Mukerji – TMH 4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House

<b>BBA</b>	<b>Semester: II</b>	<b>Credits: 4</b>
<b>Course: 2B</b>	<b>Digital and Social Media Marketing</b>	<b>Hrs/Wk: 5</b>

### **COURSE OBJECTIVE:**

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

### **LEARNING OUTCOMES:**

Understand the Social Media space and tools • Analyze the effectiveness of your company's and competitors' social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

### **UNIT I:**

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

### **UNIT II:**

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

### **UNIT III:**

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

### **UNIT IV:**

Social Media for Marketing-Facebook, LinkedIn, Twitter, YouTube.Establishing Relationship with customers Social Media.

### **UNIT V:**

Social Analytics-Automation and Social Media-Social Media and other types of Marketing, Managing Tools of Social Media.

### **TEXT BOOKS:**

1. Digital Marketing: Seema Gupta-Mcgraw hill

### **Activities/ Requirements:**

- Written Assignments
- Oral Presentation
- Quiz Programme

<b>BBA</b>	<b>Semester: II</b>	<b>Credits: 4</b>
<b>Course: 3B</b>	<b>E-commerce</b>	<b>Hrs/Wk: 5</b>

#### Unit-I:

Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market - e-Business.

#### Unit-II:

Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic logistics and its implementation in business houses - Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

#### Unit-III:

Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security- cryptography, hacker, secure electronic transaction, secure-socket layer.

#### Unit-IV:

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

#### Unit-V:

HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

#### References:

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India.
2. Effraim Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce, A Management Perspective - Pearson Education Asia.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, PrenticeHall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.

## BBA Digital Marketing Semester III

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Analytical Skills	50	---	50	2	2
		2.Personality Enhancement 3.Health & Hygiene	50	---	50	2	2
4.	Skill Development Courses	Online Business Retailing	50	---	50	2	2
5.	DSC 1C	Organizational Behavior	100	25	75	5	4
6.	DSC 2C	<b>SEO</b>	100	25	75	5	4
7.	DSC 3C	Financial Management	100	25	75	5	4
<b>Total</b>			<b>650</b>	<b>125</b>	<b>525</b>	<b>29</b>	<b>24</b>



<b>BBA</b>	<b>Semester: III</b>	<b>Credits: 4</b>
<b>Course: 1C</b>	<b>Organizational Behaviour</b>	<b>Hrs/Wk: 5</b>

**Objective of the Course structure:** The course is structured in such a way that after understanding the importance of human resources management in an organisation, it is also important to understand human behavior in any system. When an individual enters an organization, his/her behavior as an individual in response to the new environment needs to be understood. Also his behavioural responses in a group are important, since an organisation is nothing but a group of individuals working together to achieve objectives. Finally his responses to the culture and systems of the organisation are again significant aspects.

#### **Unit 1: INTRODUCTION**

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

#### **Unit 2: THE INDIVIDUAL**

Foundation of Individual Behaviour: Concepts of Motivation, Personality, Values,

#### **Unit 3**

Attitudes, Perception, Learning, Individual Decision-Making and Problem-Solving.

#### **Unit 4: THE GROUP**

Foundation of Group Behaviour: Concepts related to Communication, Leadership, Power and Politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model

#### **Unit 5: THE ORGANISATION**

Foundation of the Organisation: Concepts related to Organisation Structure, Organization Culture, Organization Change & Development, Organizational Conflict and Discipline

#### **Suggested Reading:**

Organizational Behavior – Stephen P. Robbins, Timothy A. Judge, Seema Sanghi

Organisational Behaviour – L M Prasad

Organizational Behavior, Human Behavior At Work – John W Newstorm

Management & Organisational Behaviour – Laurie J Mullins

<b>BBA</b>	<b>Semester: III</b>	<b>Credits: 4</b>
<b>Course: 2C</b>	<b>Search Engine Optimization</b>	<b>Hrs/Wk: 5</b>

### **Course Objective:**

With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

### **Learning Outcomes:**

- Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
- Appreciate the constructs of search engine-friendly Web sites.
- Attract inbound Links from other Web Sites.

### **UNIT I:**

Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

### **UNIT II:**

Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, google search console analysis, crawler issues, remove urls, sitemap submission

### **UNIT III:**

On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

### **UNIT IV:**

Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

### **UNIT V:**

Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places

### **TEXT BOOKS:**

1. Search Engine Optimization: Your Visual Blueprint for effective
2. Internet marketing, 3 Edition (MISL-Wiley)-Kristopher B Jones
3. Search Engine Optimization: An Hour a Day- Jenni Peapack, Gradiva Cousin-Wiley.

### **Activities/ Requirements:**

- Written Assignments
- Oral Presentation
- Quiz Programme

<b>BBA</b>	<b>Semester: III</b>	<b>Credits: 4</b>
<b>Course: 3C</b>	<b>Financial Management</b>	<b>Hrs/Wk: 5</b>

## COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

**Unit-I: Financial management:** meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions.

**Unit-II: Capital budgeting:** nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return , NPV and IRR comparison, capital rationing, risk analysis in capital budgeting.

**Unit-III: Working capital:** meaning, significance and types of working capital; determinants of working capital; sources of working capital; management of inventory; management of cash; management of account receivables.

**Unit-IV: Capital structure theories:** traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital; meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages.

**Unit-V: Dividend decisions—**Types of dividend- dividend models - Determinants of dividend policy - Practical aspects of dividend.

## SUGGESTED READINGS

Horne, James Van Financial Management & Policy  
SolomanEzreThe Theory of Financial Management  
Hunt William and Donaldson Basic Business Finance ,  
Kuchal, S.C. Financial Management  
Bradley Fundamentals of Corporation Finance  
Pandey, I.M. Financial Management  
Fred, Weston J. The Scope & Methodology of Finance  
Weston & Brigham Essentials of Management Finance

## BBA Digital Marketing Semester IV

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	DSC 1D	Training and Development	100	25	75	5	4
2.	DSC 2D	Business Law	100	25	75	5	4
3.	DSC 3D	Micro,Small,Medium Enterprises Management	100	25	75	5	4
4.	DSC 4D	International Business	100	25	75	5	4
5.	DSC 5D	Search Engine Marketing & Affiliate Marketing	100	25	75	5	4
6.	DSC 6D	Cyber Law	100	25	75	5	4
7.		Corporate Internship	100	---	---	---	4
<b>Total</b>			<b>700</b>	<b>125</b>	<b>450</b>	<b>30</b>	<b>28</b>

<b>BBA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 1D</b>	<b>Training and Development</b>	<b>Hrs/Wk: 5</b>

#### Unit-I:

Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

#### Unit-II:

Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning.

#### Unit III:

Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

#### Unit-IV:

Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

#### Unit-V:

Coaching and Counselling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counselling - Special Projects, Committee assignments conferences, Management games.

#### References:

- 1.P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
- No index entries found.2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
- 3.Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher.

<b>BBA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 2D</b>	<b>Business Law</b>	<b>Hrs/Wk: 5</b>

### **Unit-I:**

Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contracts, and remedies

### **Unit-II**

Companies Act definition of company, kinds of company, Memorandum of Association, Articles of association, prospectus, meetings and resolutions

### **Unit-III**

Factories act 1948 definition of factory provisions of health, safety, welfare

### **Unit-IV**

Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property

### **Unit-V:**

The essential Commodity Act, The Consumer Protection Act, 1986. District forum, state commission, national commission, Consumer councils.

### **References:**

1. Indian Contract Act – by Bare Act, Government of India.
2. N.D. Kapoor Mercantile Law, Sultan Chand & Company, New Delhi.
3. Avatar Singh Mercantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D.Geet and M.S. Patil: Business Laws
6. S.S. Gulshan: Business Laws. 7. N.M. Wechlakar: Business Laws.

<b>BBA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 3D</b>	<b>Micro, Small, Medium Enterprises Management</b>	<b>Hrs/Wk: 5</b>

#### Unit-I:

Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

#### Unit-II:

Project Formulation: Project identification and formulation, Feasibility study, Project report preparation, location of units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

#### Unit-III:

Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

#### Unit-IV:

Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness Role of Board for Industrial & Financial Reconstruction (BIFR).

#### Unit-V

Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

#### References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.

<b>BBA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 4D</b>	<b>International Business</b>	<b>Hrs/Wk: 5</b>

#### Unit-I:

Introduction – Need - - Difference between Domestic and International/Foreign Trade. Difference between globalisation of trade /international trade

#### Unit-II:

Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, spot-future forward and option market.

#### Unit-III:

Balance of Payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.

#### Unit-IV:

WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

#### Unit-V:

Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - Packing list - Incentives to exports, recent Exim policy

#### References:

1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram & Rudradatta, Indian Economy, S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.



<b>BBA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 5D</b>	<b>Search Engine Marketing &amp; Affiliate Marketing</b>	<b>Hrs/Wk: 5</b>

### **Course Objective:**

Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location, demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign. This course provides inputs on promoting websites on Google, the search landscape and how to spot trends in search, understanding of PPC campaigns, performance tracking, deciphering user psychology and building alluring landing pages.

Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

### **Learning Outcomes:**

- Understand concepts of search engine marketing including various elements of search engine marketing plan.
- Create effective landing pages by understanding web users' behavior.
- Affiliate marketing helps in building performance-base. It helps broaden your audience.
- Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales

### **UNIT I:**

Search Engine Marketing Overview Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization.

### **UNIT II:**

PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc.

### **UNIT III:**

Effective landing pages and user psychology importance of ui/ux design, call-to- action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals, define performance metrics and monitor ppc activity with google analytics. Sem management (other techniques) re- marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.

**UNIT IV:**

Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods-cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

**UNIT V:**

Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization.

**TEXT BOOKS:**

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela (Author), Joseph Kerschbaum (Author)
2. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs.
3. Evgenii Prussakov: Affiliate Program Management: An Hour a Day

**Activities/ Requirements:**

- Written Assignments
- Oral Presentation
- Quiz Programme

<b>BBA</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 6D</b>	<b>Cyber Law</b>	<b>Hrs/Wk: 5</b>

### **Course Objective:**

This course provides an overview of law enforcement practices put in place to respond to them. To create more awareness about cyber legal issues and challenges. To provide advice, inputs as also guidance to people on their day-to-day legal issues concerning the use of cyberspace. The course will focus on the types and extent of current cyber crimes, how the justice system responds to these crimes, the various constitutional protections afforded to computer users.

### **Learning Outcomes:**

Students completing the course will be able to:

- Define and describe the nature and scope of cybercrime;
- Develop knowledge of major incidents of cybercrime and their resulting impact;
- Analyze and discuss national and global digital law enforcement efforts;
- Critically consider specific laws and policies governing cybercrime detection and prosecution.

### **UNIT I:**

INTRODUCTION- Evolution of Modern Electronic Communication; Media- History of Internet and World Wide Web; Essence of Cyber law and rise of Cyber crimes; Important terms related to Cyber law; Need for Cyber law in India

### **UNIT II:**

History of Cyber law in India; Information Technology Act 2000-Scope, objectives, documents excluded; Overview of the Act with Amendments; Rules under Information Technology Act; National policy on IT Act 2012

### **UNIT III:**

Electronic Commerce; Digital signature, rules and digital certificate; Electronic Governance and electronic records; Regulatory Authorities under the Act-Certifying authorities, Functioning, Duties, Controller

### **UNIT IV:**

Cybercrimes- it's nature, reasons, types, Indian perspective; Cybercrimes- preventive measures; Offences under the IT Act 2000; Penalties under the Act

### **UNIT V:**

Investigation of Cybercrimes in India and in other countries; National and International Cases; Regulatory Authorities of Cyber crime; Digital marketing- Cyber law- perspective; Cloud computing its importance.

### **REFERENCES BOOKS:**

1. Law of Information Technology and Internet- Author Anirudh Rastogi Publisher: Lexis Nexis
2. Cyber Law in India- Author Aparna Viswanath Publisher: Lexis Nexis
3. Cyber Law- Author Pavan Duggal

### **Activities/ Requirements:**

- Written Assignments
- Oral Presentation
- Case Study

## Semester V:

<b>Group A Subjects: Management Subjects</b>							
S.NO	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM	SEM END EXAM*	TEACHING HOURS	CREDITS
1	6A	Product & Brand Management	100	25	75	5	4
2	7A	Sales Management	100	25	75	5	4
3	6B	Marketing of Services	100	25	75	5	4
4	7B	Retail Management	100	25	75	5	4
5	6C	Advertisement	100	25	75	5	4
6	7C	Media Management	100	25	75	5	4
<b>Group B Subjects: Digital Marketing Subjects</b>							
1	6A	Content Marketing	100	25	75	5	4
2	7A	Content Management System	100	25	75	5	4
3	6B	Advanced SEO	100	25	75	5	4
4	7B	Web Analytics	100	25	75	5	4
5	6C	SEMRush	100	25	75	5	4
6	7C	Google Search Console	100	25	75	5	4
<b>Group C Subjects: Digital Marketing Subjects</b>							
1	6A	Mobile Marketing	100	25	75	5	4
2	7A	E-Mail Marketing	100	25	75	5	4
3	6B	Video Editing	100	25	75	5	4
4	7B	Photography & Image Editing	100	25	75	5	4
5	6C	HTML & CSS	100	25	75	5	4
6	7C	Web Design & Planning	100	25	75	5	4

## **GROUP A - Course-6A: PRODUCT & BRANDMANAGEMENT**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** To help the students appreciate the relationship between Corporate Strategy and, Product and Brand Management

### **Learning Outcomes:**

- Demonstrate knowledge of the nature and processes of branding and brand management.
- Analyse and discuss contemporary brand related problems and develop appropriate Strategies and initiatives.

**UNIT-I:** Product Management - An Introduction. Corporate Strategy and Product Policy  
Product line Decisions Product Life Cycle and Marketing Strategies.

**Unit-II:** New Product Development and the Techniques of Idea Generation and Screening  
Concept, Development and Testing Test Marketing, Launching and Tracking New Product Programmes.

**UNIT-III:** Organizing for New Products Introduction to Brand Management and  
Crafting of Brand Elements, Consumer Brand Knowledge Brand Identity,  
Personality and Brand Associations

**Unit-IV:** Managing Brand Architecture and Brand Portfolios , Corporate Branding  
and Tools for Building Brand, Equity

**Unit- V:** Leveraging Brand Equity, Measurement of Brand Equity

### **References**

1. Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing.  
Noise and Stand Out from the Competition by: John Michael Morgan,
2. Marketing Management by Philip Kotler and Kevin Lane Keller

### **Activities:**

- Written Assignment
- Oral Presentation
- Case Study

Subject: **BBA – Digital Marketing**  
**GROUP A : Course-7A: SALES MANAGEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:**

The objective of this course is to develop a basic understanding about the management concepts as well as of human in various sales processes in organisation .

**Learning Outcomes:**

1. Develop a plan for organizing, staffing and training a sales force.
2. Know the distinction between the skills required for selling and sales management.

**UNIT-I:** Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations

**UNIT-II:** Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

**UNIT-III:** Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.

**UNIT-IV:** Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process

**UNIT-V:** Sales management job: Standard sales management process-international sales management -international market selection-market survey approach or strategy - case study in Indian context

**References:**

1. Salesmanship Practices and Problems Paperback– Import, 15 Mar 2007 by Bertrand R. Canfield (Author).
2. Selling & Sales Management 6th Edition by David Jobber (Author), Geoff Lancaster (Author)
3. Sales Management 8th Edition: Concepts, Practices, and Cases Eugene M. Johnson, David L. Kurtz, Eberhard Eugen Scheuing McGraw-Hill, 1994
4. Sales force Management by Still, Cundiff & Govoni

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme
-

Subject: **BBA – Digital Marketing**  
**GROUP A: Course-6B: MARKETING OF SERVICES**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

**Learning Outcomes:**

- Understand the Concept of Services and intangible products and Discuss the relevance of the services Industry to Industry
- Examine the characteristics of the services industry and the modus operandi and Analyze the role and relevance of Quality in Services

**Unit-I:** Meaning of Service, role of services in Indian economy, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

**Unit-II:** Service Marketing: Marketing management process for services planning, organizing, analyzing marketing opportunities, selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

**Unit-III:** Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

**Unit-IV:** Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel and hospitality marketing, other relevant services marketing.

**Unit-V:** Service marketing and ICT interface – Deficiency in Services – Consumer Protection Act, 1986 – Service Tax Rules – Goods and Services Tax (GST) Bill.

**References:**

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata Mc Grow HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

Subject: **BBA – Digital Marketing**  
**GROUP A: Course-7B: RETAIL MANAGEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.

**Learning Outcomes:**

- The contribution of retailers to the product value chain, corporate objectives, competitor analysis, and competitive strategy;
- Consumer motivations, shopping behaviors, and decision processes for evaluating retail offering and purchasing merchandise and services;

**Unit-I:** Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

**Unit-II:** Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Controlling Costs and Reducing Inventories Loss.

**Unit-III:** Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing, Role of IT in retailing, emerging trends in retailing.

**Unit-IV:** Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing, Retail Research.

**Unit-V:** Case Studies: Practical:

- (i) To Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.
- (ii) To go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.
- (iii) To visit any one of the modern Malls like, Reliance, Best Price, More, Lifestyle and prepare a Report.

**References:**

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. Dravid Gilbert, Retail Marketing Management, Pearson Education.
4. A. J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme



Subject: **BBA – Digital Marketing**  
**GROUP A: Course-6C: ADVERTISEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Basics of planning, creating, using, and placing advertising in the business world and reviews entire field of advertising as basis for students who select advertising as a career or as an integral part of a marketing program.

**Learning Outcomes:**

1. Demonstrate an understanding of advertising strategies and budgets and Identify and understand the various advertising media.
2. Demonstrate an understanding of how an advertising agency operates.

**Unit-I : Evolution of advertising** - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system -market research – vocational aspects of advertising

**Unit-II: Planning and campaigns** – Media selection – newspapers – Magazines – Radio-Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacularBulletins

**Unit-III : Outdoor advertising** in India -Commercial advertisings over - All India Radio - Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**Unit-IV: Advertising copy** – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness.

**Unit-V: Advertising** – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

**Reference books:**

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977
3. Advanced M.P.-John R Rossister, Kluwer Academic publications 1998
4. Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition

**Activities:**

- Written Assignments
- Oral Presentations
- Case Study

Subject: **BBA – Digital Marketing**  
**GROUP A: Course-7C: MEDIA MANAGEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Experience and skills in the media management field are the only way to get more job opportunities or future scopes. There are tons of opportunities available in the media sector in India as well as abroad, related to marketing, digital media, and much more.

**Learning Outcomes:**

1. To make students understand the dynamic role of the media in society
2. To introduce students to the study of contemporary forms of mediated communication.

**Unit-I:** Media planning - The function of media planning in advertising -Role of media planner- Challenges in media planning -Media planning process -Media planning for consumer goods- Media planning for industrial goods

**Unit-II:** Importance of Media Research in planning; Sources of media research -Audit Bureau of Circulation - Press Audits-National readership survey/IRS - Businessmen's readership survey - Television- Audience measurement- TRP -National television study -ADMAR satellite cable network study -Reach and coverage study -CB listenership survey

**Unit-III:** Selecting suitable media options- TV, Radio, Magazine, Newspapers,Pamphlets and brochures, direct mail, outdoor media

**Unit- IV:** Criterion for selecting media vehicles: Reach - Frequency • GRPS - Cost efficiency - Cost per thousand -Cost per rating - Waste - Circulation - Pass-along rate (print)

**Unit- V:** Media Timing- Scheduling; Scheduling and budget allocation

**Reference books:**

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977
3. Advertising And Sales Promotion - S H HKazmi, Satish K Batra

**Activities:**

- Written Assignments
- Oral Presentations
- Case Study

Subject: **BBA – Digital Marketing**  
**GROUP B: Course-6A: CONTENT MARKETING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives**

This course aims to show you how to strategically and operationally implement a content marketing plan for your business.

**Learning Outcomes:**

- Understanding of how Content impacts a customer's buying decision and relationship with a business
- Determine the types of content they will engage with utilize low-cost, no-cost tools to produce on-brand and engaging content.

**UNIT-I:** Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.

**UNIT-II:** Business goals and planning for websites -Naming primary and lower level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure,

**UNIT-III:** Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines -Tools for developing visual content -HTML and CSS, overview for CMS

**UNIT-IV:** Competitive analysis -Collecting content ideas, Tools and resources for creating and managing content -Social media channels – community and communication, distributing content.

**UNIT-V:** Tools for social media management -Establishing metrics -Evaluating data-Capstone Project

**Note:** Capstone projects are designed to apply the skills and knowledge learned in the course and will include the following elements as projects are shared:

1. Explain the criteria that guided your content development.
2. Present your website and other media channels that highlight that content.
3. Give a summary of your plan for developing, managing, and distributing future content.

**SOURCE:** AARON MATTHEW WALL Content Marketing Book© Aaron Matthew • seobook@gmail.com

**Reference Books**

- Building a Story Brand: Clarify Your Message So Customers Will Listen Paperback – 28 February 2018-Donald Miller
- Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guidebook Kindle Edition-Julia McCoy

**Activities:**

- Written Assignments
- Oral Presentation
- Case Study

Subject: **BBA – Digital Marketing**  
**GROUP B: Course-7A: CONTENT MANAGEMENT SYSTEM**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** In this course, students will learn how to use the thousands of themes and plugins already out there to design own custom websites by using wordpress

**Learning Outcomes:**

- Student is able to design and develop a website
- Student is able to manage the content in the website

**UNIT-I:** Introduction-Hosting your CMS-Types of WordPress-Setting up local server □-  
Downloading XAMPP-Installing XAMPP to create local server

**UNIT-II:** Installation:Install WordPress-Extracting WordPress files and installing WordPress-  
Logging into WordPress Dashboard-WordPress Dashboard -Navigate to the WordPress  
dashboard; know what everything does and how to use it

**UNIT-III:** Themes:Install WordPress Themes -Understand themes and how to find/install them  
- Customizing WordPress Themes -Customization of WordPress Widgets -Installing WordPress  
Premium Theme -Installing Wordpress Premium Theme Demo Content

**UNIT-IV:** Plugins:Install WordPress Plugins -Installing plugin for SEO on WordPress website  
- Increasing Speed of WordPress websites -Security of WordPress websites -Contact Form for  
WordPress websites -Setup Contact us page for WordPress websites -Creating Post and Basics of  
One Page Optimization (SEO)

**UNIT-V:** Page Creation:Creating Page -Settings -Domain -Choosing the right domain name  
Registering your domain -Choosing your hosting services -Comparing various service providers  
-Choosing your hosting provider -Pointing your domain to hosting provider -Setting up your  
Web server -Installing your WordPress to your Web server -Transferring Content to Web server

**References:**

1. WordPress-All –in-One for Dummies by Lisa Sabin-Wilson, a John Wiley& Sons Inc. Brand  
in 2013 New Jersey
2. Wordpress for Writers- Create an Awesome Author Website that Helps You Sell BooksBy  
Rachel McCollin • 2019 published by Catawampus Press

**Activities:**

- Written Assignments
- Oral Presentations
- Case Study

**Subject: BBA – Digital Marketing**  
**GROUP B: Course-6B: Advanced SEO**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

**Learning Outcomes:**

1. Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
2. Appreciate the constructs of search engine-friendly Web sites.

**UNIT-I: SEO Introduction-** Concepts of search engine optimization (SEO)- Dynamic pages- Importance, Relevance, Popularity, Trust, Authority, What is Website? What is Domain Name, Types of Domains, Domain suggestions, Premium Domains, Register a Domain Name, Web Hosting Concepts, Domain/Hosting Business Types of Websites, HTML, CSS and Java Script, Website architecture, Static pages

**UNIT-II:** How Search Engines Work, Major Search Engines, Components of Search Engines, Major Search Engines: Google, Yahoo, Bing, Google Results, Search Engine Mechanism, Search Engine Crawling, Robots.txt, Sitemaps, Storing, Processing and Indexing, Ranking,

**UNIT-III:** On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization.

**UNIT-IV:** Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Linkbait, Trust rank and worthless links

**UNIT-V:** SEM Strategy: What is SEM Strategy- Meaning and Definition of SEM- Importance of SEM- Advantages and Dis-advantages of SEM- Setting up SEM strategy- Analyzing the Efficiency of SEM Strategy- Digital promotion- Tools and techniques

**References:**

1. Search Engine Optimization: Your Visual Blueprint for effective
2. Internet marketing, 3rd Edition (MISL-Wiley)- Kristopher B Jones
3. Search Engine Optimization: An Hour a Day- Jenni Peurapponen, Gradiva Cousin- Wiley.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

Subject: **BBA – Digital Marketing**  
**GROUP B: Course-7B: WEB ANALYTICS**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Web analytics course covers the basic concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

**Learning Outcomes:**

- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies

**UNIT-I:** Getting started with Web Analytics - The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data - Collecting actionable data with Google Analytics - Navigating Google Analytics reports - Navigating Conversions reports

**UNIT-II:** Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users - Measuring behavior

**UNIT-III:** Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager - Collecting data using the Data Layer, variables, and events - Using additional tags for marketing and remarketing - Facebook Analytics - Twitter Insights

**UNIT-IV: Traffic sources-** Direct, referring, and search traffic-Campaigns-AdWords, Ad sense  
**Content-** Pages and Landing Pages-Event Tracking and AdSense -Site Search **Visitors-** Unique visitors-Geographic and language information-Technical reports Benchmarking, **Actionable insights and the big picture** Recap of Google Analytics reports and tools-Finding actionable insights-Getting the organization involved-Creating a data-driven culture- Resources

**UNIT-V:** Social Analytics & User Generated Contents - Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms - Free tools for web listening analysis

**Software to be used**

Google Analytics, Talkwalker Platform, Facebook Analytics, Twitter Insights, YouTube Analytics

**Reference books:**

2. Web Analytics Strategies for Information Professionals (English, Paperback, Farney Tabatha)
3. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes
4. Complete Web Monitoring: Alistair Croll and Sean Power

**Activities:**

- Written Assignment
- Oral Presentation
- Case Study

Subject: **BBA – Digital Marketing**  
**GROUP B: Course-6C: SEMRush**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:**

SEMrush is an SEO tool that does keyword research, tracks the keyword strategy used by competitors, runs an SEO audit of a blog and looks for back-linking opportunities .

**Learning Outcomes:**

Save time & budget. Stay creative with your content while *Semrush* takes care of the data.  
Over 7 million users have registered for *Semrush*.

**UNIT-I:** Keyword Research:Analyze Search Intent Instantly with Semrush-Keyword Research- The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Keyword Research

**UNI- II:** Keyword Ranking: How to Track Your Keywords on Google (with Semrush)- Search Engine Ranking: How to Use Semrush to Track Keywords and Positions-How To Measure SEO Share of Voice on Semrush-How To Use Semrush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position

**UNIT-III:** LINK Building:How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Semrush-Semrush Backlinks Update 2021: How We Built a New Backlinks - Fastest Backlink Discovery Tool as a SEMrush

**UNIT-IV:** Social Media and Local SEO:How to Use the Free Semrush Social Media Tool for Every Platform-EffectiveOnline Reputation Management:Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Semrush-How To Improve Your Local SEO

**UNIT-V:** SEO Traffic Analysis and Competitor Reserach:How to Target and Win SERP Features-How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4 Steps:How -How to Analyze Competitor Website Traffic with .Trends- Competitor Insights

**References:**

1. SEMrush for Advanced Digital Marketing Strategy by Justin Womack 2017,Publisher-Packt
2. SEMRush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017  
Publisher: Matthew Powell

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

Subject: **BBA – Digital Marketing**  
**GROUP B: Course-7C: GOOGLE SEARCH CONSOLE**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** To make reports and help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

**Learning Outcomes:**

1. Submit sitemaps and individual URLs for crawling.
2. Review index coverage to make sure that Google has the freshest view of website..

**UNIT-I:** Overview: Performance: total clicks, total impression, avg. CTR, avg position-URL Inspection: URL on is Google-view crawled page – view source, learn more option

**UNIT-II:** Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page, pages with errors, valid pages -Sitemaps-add new sitemap, submitted sitemaps, type, submitted, last read, status, discovered URLs.

**UNIT-III:** Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ-Howto- Logos- Review snippets- Site Links Searchbox

**UNIT-IV:** Security & Manual Actions: Manual actions-How do I remove Manual Actions in Google Search Console- security issues and its report-

**UNIT-V:** Legacy Tools and Reports: Links-settings-submit feedback- about new version-International targeting-messages-URL parameters-web Tools

**References:**

1. The Ultimate Guide to Google Search Console 2021 by AjaFrom@ajavuu, <https://blog.hubspot.com/marketing/google-search-console>
2. Google search console: Knowledge panel by Sajith Thomos and Evin Jaison 2016
3. Google Search Console : A Complete Guide by Gerardus Blokdyk 2018, Bookshout publishers

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme



Subject: **BBA – Digital Marketing**  
**GROUP C: Course-6A: MOBILE MARKETING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** To equip the student with basic understanding about mobile marketing and how to promote products by using mobile applications.

**Learning Outcomes:**

1. Make use of mobile devices to promote products and services.
2. Integrate your mobile marketing strategy with your social media strategy.

**UNIT-I:** Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

**UNIT-II:** Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing

**UNIT-III:** Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-- Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs-Mobile Rules and Regulations Mobile Marketing Rules and Regulations Mobile Campaign Compliance

**UNIT-IV:** Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Facebook Advertising for Mobile- - Location and Mobile Mobile Marketing Location - Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons-Mobile Website Responsive Design Converting Non-Mobile Websites- Mobile Marketing Analytics Mobile Measurement - Careers in Mobile Marketing Mobile Marketing Opportunities

**UNIT-V:** Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically. Page Creation:

**References:**

1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman

**Activities:**

- Written Assignments
- Oral Presentation
- Quiz Program

**Subject: BBA – Digital Marketing**  
**GROUP C: Course-7A: E-MAIL MARKETING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Email Marketing Course covers marketing strategies and guides in creating effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

**Learning Outcomes:**

1. Recognize the current landscape of the digital business environment and identify strategies to define, attract, and engage your audience online.
2. Develop a digital marketing plan designed to meet your goals and objectives for any existing or new business, product, or service.

**UNIT-I:** Introduction to Email Marketing - Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals-History of Email Marketing- Advantages and Dis Advantages of Email Marketing

**UNIT-II:** E-Mail Marketing Understanding: Benefits of Email Marketing-How to write Effective content and subject line-Why Email automation is required-Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines

**UNIT-III:** Introduction to Mail-Chimp- Mail-Chimp Structure -Account Setup and Settings- Email Marketing Strategy -Creating a Subscriber List -Integration of Forms in Site- Import Subscribers in a List

**UNIT-IV:** Mail-Chimp: Types of Email Marketing: -Campaigns Creating an Email -What Is the Newsletter- Design a Newsletter Reports -Marketing Automation

**UNIT-V:** Best Email Marketing Alternatives: Introduction: MailerLite-SendInBlue-ActiveCampaign-HubSpot etc..

**References**

1. Author: Tom Corson – Knowless ,Email Marketing Mastery.TCK Publishing
2. Author: Susan Gunelius,Publisher:Entrepreneur Press,31 May 2018,

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

Subject: **BBA – Digital Marketing**  
**GROUP C: Course-6B: VIDEO EDITING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** The Course covers the technical concerns such as camera, lens, format, and lighting instruments just to name a few, as well as various methods related to composition and subject modeling in order to tell the story.

**Learning Outcomes:**

- Understand history for cinematography and Identify various facilities required to Shoot and edit the film
- Learn different techniques of capturing the film and techniques of editing and Develop the script and shooting techniques

**Unit-I:** Writing with motion, The frame, The lens, Point-of-view, Shooting methods, Overlapping or Triple-Take method, Visual language, Miscellaneous rules of composition, Language of the lens, The leans and the Frame, Image control at the lens

**Unit-II:** Visual storytelling, Lighting as storytelling, Cinematic continuity, Shooting for editing, The Six types of cuts, Lighting basics, Motivated Light, Lighting for high def video, Lighting sources, Xenons, soft lights, Color- Correction Fluorescents, Day Exteriors

**Unit-III:** HD Cinematography, Types of video sensors, Digital video, Controlling the HD image, Exposure, Camera movement, Camera Mounting, The crab dolly, Cranes, Color in visual storytelling, Image control, Optics & focus, Set operations, Technical issues, film formats

**Unit-IV:** Digital Video editing, Timeframe, Analog and digital video, Video standard formats, Video broadcast, Streaming video, Video capturing, Digital media, Clips with device control, Using the Tools,

**Unit-V:** Start the magic(editing), Effects and integration, Working with Audio, Applying Audio Effects, Superimposing and compositing, Creating Titles, Render and Exporting video, Export formats

**References:**

1. Digital Video Editing, Chandrabhanu Pattanayak
2. Digital Video for dummies, Keith Underdahl
3. Filmmaker's Handbook by Steven Ascher & Edward Pincus
4. Cinematography: Theory & Practice by Blain Brown
5. Basics of Video Lighting by Des Lyver, Graham Swainson

**Activities:**

- Seminar/Workshop on related topics
- RVJ(Reflective Visual Journal) on the theory and particles
- Production/ Live related 2D project

Subject: **BBA – Digital Marketing**  
**GROUP C: Course-7B: PHOTOGRAPHY AND IMAGE EDITING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** At the end of this course, the student will possess image editing skills using the imaging-editing software

**Learning Outcomes:**

- Understand the techniques and tips of the photography and Identify various facilities required to Shoot and edit the Image
- Learn different techniques of capturing the Images and modifying in software and Develop the method of basic image editing techniques

**Unit-I:** Making of photography, Digital cameras and images, Taking photos, Image sensors, images cleaning, Digital workflow, Image formats, Storing images, Color Management, Color Models and spaces, Controlling Exposure

**Unit-II:** Controlling Sharpness, Image stabilization, Focusing, Depth of Field, Capturing light & Color, White Balance, Color Balance and time of day, Understanding Lenses, Macro mode and macro lenses, On-camera flash photography

**Unit-III:** Studio Photography, Using studios, Using diffusers, The main light, The fill light, The rim light, Displaying & Sharing photos on Screen, Slide Shows, File formats, Publishing your photos

**Unit-IV:** Scanning and Image Editing, Digital retouching, Image enhancement, Image size, Retouching tools, Layers, Applying selective effects to images, Filters with masks, Digital darkroom effects

**Unit-V:** Digital output, Placing photos, Document creation, Posting photos on the web page, Printers, Output devices, Proofing, Printing Quality, Printing sizes

**References:**

1. The textbook of Digital Photography second edition, Dennis P. Curtin
2. Resources suggested by the Teacher concerned and the college Librarian including reading material

**Activities:**

- Seminar/Workshop on related topics
- RVJ(Reflective Visual Journal) on the theory and particles
- Event Photography of any function

Subject: **BBA – Digital Marketing**  
**GROUP C: Course-6C: HTML & CSS**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** HTML and CSS go hand in hand for developing flexible, attractive, and user-friendly websites. HTML (Hyper Text Markup Language) is used to show content on the page whereas CSS is used for presenting the page. HTML describes the structure of a Website semantically along with presentation cues, making it a mark-up language, rather than a programming language.

**Learning Outcomes:**

- Student is able to design basic website through HTML
- Learner is able to present content more effectively

**UNIT- I:** HTML Introduction-History of HTML-What you need to do to get going and make your first HTML page-What are HTML Tags and Attributes- HTML Tag vs. Element-HTML Attributes:How to differentiate HTML Document Version-HTML-Basic Formatting Tags:HTML Basic Tags-HTML Formatting Tags-HTML Color Coding.

**UNIT-II:** HTML-Grouping Using Div Span:Div and Span Tags for Grouping-HTML-Lists:Unordered Lists-Ordered Lists-Definition list-HTML-Images:Image and Image Mapping-HTML-Hyperlink:URL - Uniform Resource Locator-URL Encoding.

**UNIT-III:** HTML-Table:<table> - <th> - <tr> - <td> - <caption> - <thead> - <tbody> - <tfoot> - <colgroup>  
-<col>: HTML-Iframe:Attributes Using- Iframe as the Target-HTML-Form: <input> - <textarea>- <button> - <select> -<label>-: HTML-Headers:: Title- Base- Link- Style s- Script- Meta-: HTML-Miscellaneous:HTML Meta Tag-XHTML-HTML Deprecated Tags & Attributes

**UNIT-IV:** CSS Introduction:Benefits of CSS-CSS Versions History-CSS Syntax-External StyleSheet using  
<link>-Multiple Style Sheets-Value Lengths and Percentages-: CSS2-Syntax:CSS Syntax-single Style Sheets-Multiple Style Sheets-Value Lengths and Percentages.

**UNIT-V:** CSS Selectors:ID Selectors-Class Selectors-Grouping Selectors-Universal Selector-Descendant / Child Selectors-Attribute Selectors-CSS – Pseudo Classes--Color Background Cursor:background-image- background-repeat-background-position-CSS Cursor.

**References**

1. Thomas A.Powell- HTML & CSS: The Complete Reference, Fifth Edition-Tata Mc GrawHill
2. Jon Duckett- HTML & CSS Design and Build Websites- Published by John Wiley & Sons, Inc. 10475 Crosspoint Boulevard Indianapolis, IN 46256 www.wiley.com.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

Subject: **BBA – Digital Marketing**  
**GROUP C: Course-7C: WEB DESIGN & PLANNING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** Participant is able to learn how to start blogging regularly and Drive more traffic from audience to website and Decrease your site's bounce rate and Raise your conversion rate.

**Learning Outcomes:**

1. Certainty and Efficiency in website designing
2. Enhanced end user experience so that achieve maximum returns.

**UNIT-I: Website:** What is the Website-What is www-What are the different types of websites?- Web page Vs. website-Difference between blog Vs. website-Components of the website-Purpose of creating websites-

**UNIT-II: Building a Web Page:** How to build a web page-Web design Vs. web development-What makes a website user-friendly-Dynamic Vs. Static website-What are responsive websites- Build your own portfolio website

**UNIT-III: Domain Registration:** What is domain & subdomain name-Parts of domain name- How to choose a domain name-What is the Protocol-What is IP address

**UNIT-IV: Hosting:** What is web hosting-What is Uptime-Types of Web Hosting-How to buy domain and hosting-Costs of a domain name-Buying and managing domains-Importance of server security-What is SSL certification-When your site goes down what will happen-What is the page authority and domain authority

**UNIT-V:** What is Internet- Understanding domain names & domain extensions -Different types of websites -Based on functionality -Based on purpose -Planning & Conceptualising a Website - Booking a domain name & web hosting -Adding domain name to web Server -Adding webpages & content - Adding Plugins -Building website using CMS in Class -Identifying objective of website -Deciding on number of pages required -Planning for engagement options - Landing Pages & Optimization -Creating blueprint of every webpage -Best & Worst Examples

**References:**

1. The principles of beautiful web design: by Jason Beaird and James George, 8 July 2014, Publisher: Site Point
2. Learning web design: A beginners guide, 5th edition, by Jennifer Niederst Robbins

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme