



**Subject: B.B.M in Social Media Marketing**  
**(3 years/6 semesters)**

**OFFERED UNDER THE STATUTE OF**  
**“SPECIALIZED PROGRAMME”**  
**OF**  
**UNIVERSITY OF MYSORE**

**Credit Based Choice Based Continuous Assessment System**

**Academic Year beginning 2015-2016**

# **SYLLABUS**

## **BBM In Social Media Marketing**

### **6 Semesters – 3 Years**

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**Bangalore**

## Scheme of Instruction and Syllabi

Semester	Course Code	Course Title	Hours/ week	L: T: P	Credit
<b>I</b>	<b>1.1</b>	<b>English I</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>1.2</b>	<b>Optional Language</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>1.3</b>	<b>Principles of Management &amp; Behavioral Process</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>1.4</b>	<b>Marketing Concepts</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>1.5</b>	<b>Business Mathematics</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>1.6</b>	<b>Business Communication</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>1.7</b>	<b>Fundamentals Of Computers</b>	<b>2+2+2</b>	<b>2:1:1</b>	<b>4</b>
					<b>Total =22</b>

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hours/ week</b>	<b>L: T: P</b>	<b>Credit</b>
<b>II</b>	<b>2.1</b>	<b>English 2</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>2.2</b>	<b>Optional Language</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>2.3</b>	<b>Marketing Management</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>2.4</b>	<b>Managerial Economics</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>2.5</b>	<b>Human Resource Management</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>2.6</b>	<b>Introduction to Graphics</b>	<b>2+2+2</b>	<b>2:1:1</b>	<b>4</b>
					<b>Total =22</b>

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hours/ week</b>	<b>L: T: P</b>	<b>Credit</b>
<b>III</b>	<b>3.1</b>	<b>English 3</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>3.2</b>	<b>Optional Language</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>3.3</b>	<b>Indian Constitution</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>3.4</b>	<b>Business Law</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>3.5</b>	<b>B2B Marketing</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>3.6</b>	<b>Managerial Accounts</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>3.7</b>	<b>Advanced Graphic Design</b>	<b>2+2+2</b>	<b>2:1:1</b>	<b>4</b>
					<b>Total =22</b>

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hours/ week</b>	<b>L: T: P</b>	<b>Credit</b>
<b>IV</b>	<b>4.1</b>	<b>English 4</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>4.2</b>	<b>Optional Language</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>4.3</b>	<b>Environmental Sciences</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>4.4</b>	<b>Market Research</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>4.5</b>	<b>E-Commerce</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>4.6</b>	<b>Financial Management</b>	<b>2+2</b>	<b>2:1:0</b>	<b>3</b>
	<b>4.7</b>	<b>Digital Animation</b>	<b>2+2+2</b>	<b>2:1:1</b>	<b>4</b>
					<b>Total =22</b>

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hours/ week</b>	<b>L: T: P</b>	<b>Credit</b>
<b>V</b>	<b>5.1</b>	<b>Consumer Behavior</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>5.2</b>	<b>Advertising &amp; Sales Management</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>5.3</b>	<b>Service Marketing</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>5.4</b>	<b>Social Media Marketing</b>	<b>3+4</b>	<b>3:2:0</b>	<b>5</b>
	<b>5.5</b>	<b>Web Design &amp; Animation</b>	<b>3+2+2</b>	<b>3:1:1</b>	<b>5</b>
					<b>Total =22</b>

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hours/ week</b>	<b>L: T: P</b>	<b>Credit</b>
<b>VI</b>	<b>6.1</b>	<b>Entrepreneurship Development</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>6.2</b>	<b>Search Engine Optimization</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>6.3</b>	<b>Business Environment</b>	<b>3+2</b>	<b>3:1:0</b>	<b>4</b>
	<b>6.4</b>	<b>Project Work</b>	<b>0+2+14</b>	<b>0:1:7</b>	<b>8</b>
					<b>Total =20</b>

**SEMESTER: I**

**1.1 BBM-SMM**

**English I**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week = 2**

**Tutorial hours/week = 2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

**Unit 1 :** 15 hours

**Unit 2 :** 15 hours

**Unit 3 :** 15 hours

**Unit 4 :** 15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**1.2 BBM-SMM**

**Optional Language**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

<b>Unit 1 :</b>	15 hours
<b>Unit 2 :</b>	15 hours
<b>Unit 3 :</b>	15 hours
<b>Unit 4 :</b>	15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**1.3 BBM-SMM**

**Principles of Management**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To help students of management understand the fundamentals of management with considerable ease.

**Syllabus:**

**Unit 1:**

**12Hours**

Introduction to business management,

- vision & mission,
- Schools of management thought –(Taylor, Fayol, Chester Barnard , MBO),
- strategic management-
- definition, characteristics, process, SWOT, Planning ,forecasting and decision making-(importance, characteristics ,process, components).

**Unit 2:**

**18Hours**

- Organizing –
- definition, characteristics, process, guiding principles for effective organizing.
- Organization –
- definitions, characteristics, importance of organization structure,
- Features of a good organization,

- Types of organization structure (entrepreneurial, line, line and staff, horizontal, net- work, virtual organizations). Directing – (Definitions, characteristics, importance, directing tools/techniques).
- Coordination – definition, characteristics.
- types of coordination.
- methods of coordination, importance).
- Controlling- ( definition, characteristics,importance, process).
- Authority, power , responsibility –definition, characteristics.
- difference between authority and power, types of power, delegation of authority.( definition, characteristics, benefits)

**Unit 3:**

**18Hours**

- Attitudes-(components, ABC model, formation of attitude )
- Perception – (definition, factors affecting perception)
- Personality- (definition, measuring personality,Myer Briggs model)
- Learning – (definition, components, theories of learning, principles)

**Unit 4:**

**12Hours**

- Group dynamics –(definition, classification)
- Stages of group development
- motives for joining groups
- Conflict- (definitions, characteristics)
- sources/reasons for conflict,
- methods for resolution.

✓ **Expected Outcome :** Students to have adequate knowledge of various disciplines in management.

**1.4 BBM-SMM**

**Marketing Concepts**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To help students of management understand the fundamentals of marketing and be acquainted with various associated terms.

**Syllabus:**

**Unit 1:**

**12Hours**

- Nature and scope of marketing, Evolution.
- Marketing Vs Production,
- Selling Concepts,
- Wants, Needs and Demand concepts.
- Marketing challenges in the globalized economic scenario.
- Marketing Environment- Assessing the impact of micro and macro environment

**Unit 2:**

**15Hours**

- Understanding buying motives,
- factors influencing buying behavior, Buying habits,
- Stages in consumer buying decision process,
- Organizational buying Vs household buying

**Unit 3:**

**18Hours**

- Concepts of marketing mix-product, price, promotion, place, people, processes, physical evidence.
- Marketing of goods and services (difference), branding concepts- (Equity, role and scope).

**Unit 4:**

**15Hours**

- Meaning and need of segmentation, targeting and positioning.
- Meaning and definition and role of CRM, introduction to e-business.

✓ **Expected Outcome :** The student will have adequate knowledge of marketing basics.

✓ **Reference Books :**

- Marketing management: K.Karunakaran,3/e. Himalaya Publishing House
- Marketing management: Kotler, Keller, Koshy and Jha, 13/e, Pearson Education

**1.5 BBM-SMM**

**Business Mathematics**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To familiarize students with fundamental mathematics/statistical tools for business decision making.

**Syllabus:**

**Unit 1:**

**12Hours**

- Averages.
- percentages.
- Ratio and proportion.
- brokerage commission.
- Profit and loss

**Unit 2:**

**12Hours**

- Simple interest.
- Compound interest.
- Types of annuities.
- Present values and amount of annuity.
- Sinking fund.

**Unit 3:**

**18Hours**

- Matrices and determinants.
- Definition of matrix.
- Types of matrices.
- Addition subtraction and multiplication of two matrices, transpose , up to 3<sup>rd</sup> order, ad joint of a matrix,
- finding inverse of a matrix through adjoint and elementary row and column operations. Properties of determinants.
- calculation of value of determinants, minor of an element, Cofactor of an element, Crammers rule in two variables.

**Unit 4:**

**18Hours**

- Statistics – Meaning and scope,
- Measures of central tendency,
- Arithmetic mean,
- median, mode,
- geometric mean,
- harmonic mean

✓ **Expected Outcome** : The student should be comfortable in using business decision making tools.

✓ **Reference Books** : Mathematics and statistics for management – by P.K Mittal, B.G. Satyaprasad, Himalaya Publishing House : Business math – Dorai Raj- United Publishers

**1.6 BBM-SMM**

**Business Communication**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To enhance interpersonal skills of the student so as to adapt to industry needs.

**Syllabus:**

**Unit 1:**

**12Hours**

**Communication**

- Meaning, Importance, Objective, Process  
Means of Business Communication
- Introduction to various means of communication,
- Verbal Communication, Oral Communication,
- Advantage and Limitation of Oral Communication,
- Written Communication, Advantage and Limitation of Written Communication  
Listening Skills
- Importance of Listening,
- Types, Barriers to Effective Listening,
- 10 Commandments of Listening  
Means of Non-Verbal Communication
- Importance.
- Body Language, Paralanguage

**Principles of Effective Communication**

- C's of Communication
  - Types of Communication
- Organizational Pyramid
- Formal & Informal channels of communication, The grapevine.
- Direction of communication.
- Downward of communication.
- Upward of communication.
- Horizontal of communication.
- Diagonal of communication

**Barriers of communication**

- Intro to barriers,
- overcoming the barrier
- SWOT
- Effective Speeches
- Introduction to Speech
- Character of a Good Speech
- Delivering a Speech

**Effective Presentations**

- Intro.
- Purpose.
- Delivering an Effective Presentation.

**Unit 3:**

**15Hours**

**Business Correspondence**

- Introduction to Correspondence.
- Importance of Business Correspondence

**Business Letters**

- Important feature of a good Business Letter
- Parts of a Business Letter
- Layout of Letter

**Types of Letters**

- Type of Business Letter,
- Business Enquiry Letter
- Quotation Letter
- Order Letter
- Complaint Letter
- Recovery Letter

**Unit 4:**

**15Hours**

**Writing a Cover Letter**

- Importance of a Cover Letter.
- Purpose of a Cover Letter.
- Guideline to write a good Cover Letter.
- Essential feature of a Cover Letter.
- Type of the Cover Letter.
- Notices, Agenda & Minutes
- Intro, Notice, Agenda, Minutes

### **Report writing & Press Release**

- Report Writing, Importance.
- Essential feature of a good Report.
- Principles of drafting a report.
- Format of report.
- Press release.
- Essential feature of a good Press release.

### **E Mails**

- Intro to E mail.
- writing an E-mail.
- E-mail etiquettes.

✓ **Expected Outcome :** The students should be able to communicate effectively and make good presentations (verbal/written).

✓ **Reference Books :** Business Communication by Sangeeta Magan, Published by Biztantra.

**1.7 BBM-SMM**

**Fundamentals Of Computers**

**Credit Pattern**

**L:T:P = 2:1:1**

**Lecture hours/week = 2**

**Tutorial hours/week = 2**

**Practice hours/week = 2**

**All units are of equal weight**

- ✓ **Objectives :** To enhance computer skills of the student so as to adapt to industry needs.

**Syllabus:**

**Unit 1:**

**12Hours**

**Organization of Computer**

- Characteristics of computer.
- Limitations of computer.
- Central Processing Unit.
- Computer peripherals, Input devices, Output devices, Storage devices, Modem.
- Impact of computer on business and society.

**Computer Memory**

- Main memory.
- Cache memory.
- internal processor memory.
- Virtual storage.

### **History of Computer**

- Generations of computer.
- Types of computer.
- Personal computer.

### **Computer Software**

- Compiler, Loaders and Linkers.
- Operating system, Functions of operating system.
- Multiprogramming, Time sharing.
- MS DOS, Windows, Application software, Groupware, Virus, Security Measures.

## **Unit 2:**

**18Hours**

### **Microsoft Windows**

- Installing Windows, Active desktop, Windows accessories, Calculator, Notepad, Paint, WordPad, Clipboard, Maintenance Wizard, Windows Explorer

### **Word Processing**

- Features of word processing, Ms Word For Windows.
- Creating a document in MS Word, Formatting text, Copying 'and Moving.
- Finding and Replacing Text, Spell check, Thesaurus.
- Printing a Document in Word.

### **MS Excel**

- Parts of worksheet, Function Wizard.
- Managing Workbooks In Excel, Selecting Text, Formatting Text.
- Creating Charts in Excel, Functions In Excel.
- Database In Worksheet, Goal seek, Solver

**Unit 3:**

**15Hours**

**MS Access**

- Data types, creating a table in Access.
- Entering data in Access table, Defining Relationships, Query Design in MS Access.
- Running a Query, Report Design in MS Access.

**Multimedia.**

- Multimedia components.
- Applications of multimedia.
- MS PowerPoint
- Parts of a slide.
- creating a presentation.
- Formatting slides.
- Slide master.
- presenting animation.
- printing a presentation.

**Unit 4:**

**15Hours**

**Programming Languages**

- Machine language.
- Assembly language.
- High level language.
- popular high level languages.
- Characteristics of a Good Language.

**The Internet**

- History of the Internet.
- Internet Protocols.
- Administration of the Internet.

- Growth of the Internet.
- World Wide Web, E-mail, Telnet, FTP, Usenet, Features of the Internet.
- Setting up website, Intranet, Extranet, Web browsers, Search engines.

✓ **Expected Outcome :** The students should be able to be operational on MS Office.

✓ **Reference Book :** Introduction to computers by Peter Norton, TMH

**SEMESTER: 2**

**2.1 BBM-SMM**

**English II**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week = 2**

**Tutorial hours/week = 2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

<b>Unit 1 :</b>	15 hours
<b>Unit 2 :</b>	15 hours
<b>Unit 3 :</b>	15 hours
<b>Unit 4 :</b>	15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**2.2 BBM-SMM**

**Optional Language**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

**Unit 1 :** 15 hours

**Unit 2 :** 15 hours

**Unit 3 :** 15 hours

**Unit 4 :** 15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**2.3 BBM-SMM**

**Marketing Management**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To provide the students latest marketing developments & practices as well as to inculcate managerial approach to marketing problems.

**Syllabus:**

**Unit 1:**

**12Hours**

- Segmentation: factors influencing segmentation.
- basis for segmentation, segmentation of consumer and industrial markets.
- targeting: basis for identifying target customers, target market strategies.
- Positioning: Product differentiation strategies, tasks involved in positioning, Branding: Types, brand equity, branding strategies

**Unit 2:**

**15Hours**

- Product decisions: product hierarchy, new product development ,product life cycle ,product mix strategies.
- Packaging/labeling: Packaging as a marketing tool, need of good packaging, role of labeling in packaging.
- Pricing decisions: pricing concepts for establishing value, pricing strategies. :value/cost/market/competitor based .New product pricing: market skimming and penetration

**Unit 3:**

**18Hours**

- Distribution decisions : purpose and channel alternatives, factors affecting channel choice, channel design and channel management decisions, channel conflict, distribution system, multi-level marketing .
- Integrated marketing communications: concept of communication mix, objectives, steps in developing effective communication.
- Advertising: objectives, AIDA model.

**Unit 4:**

**15Hours**

- Sales promotion: sales promotion mix, push and pull strategies, personal selling, publicity/public relations, direct marketing: concepts , features, functions Marketing planning: meaning, concepts ,steps involved in planning.
- Marketing audit: meaning, features and various components of marketing audit.

✓ **Expected Outcome :** Students should have understanding of marketing terms and be aware of latest issues in marketing.

✓ **Reference Books :**

- Marketing management: K.Karunakaran,3/e. Himalaya Publishing House
- Marketing management: Kotler, Keller, Koshy and Jha, 13/e, Pearson Education

**2.4 BBM-SMM**

**Managerial Economics**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To provide clear relationship between knowledge of economics & application in management decision making.

**Syllabus:**

**Unit 1:**

**15Hours**

- Definition and meaning and scope of Managerial economics,
- objectives of the business firm
- profit as business objective,
- theories of profit, Walkers theory of profit,
- problems in profit measurement,
- profit maximization as business objective,
- alternate objectives of business firm.
- Profit as a control measure.

**Unit 2:**

**15Hours**

- Analysis of demand and demand forecasting: Introduction and meaning,
- basis of consumer demand,
- law of diminishing marginal utility,
- cardinal and ordinal concept of utility,
- analysis of consumer behavior, demand function,

- elasticity of demand ,
- demand forecasting.

**Unit 3:**

**15Hours**

- Production and cost analysis: production functions,
- laws of production,
- laws of return to scale,
- theories of cost,
- economies and diseconomies of scale,
- Basic concepts used in linear programming
- assumptions of LP

**Unit 4:**

**15Hours**

- Market structure and pricing decisions:
- Introduction to market structure and degree of competition, monopoly, oligopoly, pricing policy and methods.

✓ **Expected Outcome:** The students should have knowledge of various economic models and their relevance to decision making.

✓ **Reference Books:**

- Managerial Economics – Keating, Wilson, Biztantra
- Managerial Economics – Peterson, Lewis, Jain, - Pearson

**2.5 BBM-SMM**

**Human Resource Management**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives:** To help the students to the various aspects of human resource development strategies for better management of people in the organizations

**Syllabus:**

**Unit 1:**

**12Hours**

- Introduction.
- Meaning of HRM.
- Objectives of HRM.
- Importance of HRM.
- Functions and Process of HRM.
- HR Manager -Duties and Responsibilities.
- Recent trends in HRM. HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION.
- Meaning - Importance of Human Resource Planning.
- Benefits of Human Resource Planning. Recruitment .
- Meaning - Methods of Recruitment. Selection.
- Meaning.
- Steps in Selection Process.
- Problems Involved in Placement

**Unit 2:**

**15Hours**

**INDUCTION AND TRAINING**

- Meaning, objective and purpose of Induction: Training.
- Need for training, benefits of training, identification of training needs and methods of training.

**Unit 3:**

**18Hours**

**PERFORMANCE APPRAISAL AND COMPENSATION**

- Introduction.
- Meaning and Definition.
- Objectives.
- Methods of Performance Appraisal.
- Uses and Limitations of Performance Appraisal.
- Compensation - Meaning of Compensation - Objectives of Compensation

**Unit 4:**

**15Hours**

- Impact of social computing on organizations
- Impact of social computing on Human Resource Management
- Impact of social computing on the HR department
- Impact of social computing on the HR suppliers
- Impact of social computing on the HR cost structure
- Impact of social computing on the HR processes

✓ **Expected Outcome :** Students must be aware of application of various human resource strategies for business and using them via social media

✓ **Reference Books :**

- Aswathappa, Human Resource Management, Tata McGraw Hill.
- Madhurimalall, Human Resource Management, HPH.
- The impact of social computing on Human Resource Management by Sander van Lingen Erasmus University Rotterdam

**2.6 BBM-SMM**

**Introduction to Graphics**

**Credit Pattern**

**L:T:P = 2:1:1**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**Practical hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To enable students to understand basic tools for graphics.

**Syllabus:**

**Unit 1:**

**15Hours**

**Getting To Know the Work Area**

- Lesson overview.
- Starting to work in Adobe Photoshop, Using the tools.
- Using the options bar and other panels, Undoing actions in Photoshop.
- Customizing the workspace, Finding resources for using Photoshop.

**Basic Photo Corrections**

- Lesson overview.
- Strategy for retouching.
- Resolution and image size.
- Getting started.
- Adjusting the color in Camera Raw.
- Straightening and cropping the image in Photoshop.
- Replacing color in an image, Adjusting saturation with the Sponge tool.
- Repairing areas with the Clone Stamp tool, Using the Spot Healing Brush tool.

### **Working With Selections**

- About selecting and selection tools.
- Using the Quick Selection tool, Moving a selected area.
- Manipulating selections, Using the Magic Wand tool.
- Selecting with the lasso tools.
- Cropping an image and erasing within a selection.

### **Layer Basics**

- Using the Layers panel.
- Rearranging layers.
- Applying a gradient to a layer.
- Applying a layer style.
- Flattening and saving files.

## **Unit 2:**

**15Hours**

### **Correcting and Enhancing Digital Photographs**

- About camera raw files, Processing files in Camera Raw, Merging exposures and applying.
- advanced color correction, Correcting digital photographs in Photoshop, Correcting image distortion,
- Adding depth of field.

### **Masks and Channels**

- Working with masks and channels.
- creating a mask, refining a mask.
- creating a quick mask, manipulating an image with Puppet Warp.
- Working with channels

### **Typographic Designs**

- About type.
- creating a clipping mask from type.
- creating type on a path.
- Warping point type.
- Designing paragraphs of type.

### **Vector Drawing Techniques**

- About bitmap images and vector graphics.
- about paths and the Pen tool, Using paths with artwork.
- Creating vector objects for the background.
- Working with defined custom shapes, Importing a Smart Object.

**Unit 3:**

**15Hours**

### **CorelDraw X5 Essentials**

- Exploring Your Workspace.
- CorelDraw's Ins and Outs: Importing, Exporting, and Saving Design Work.
- Navigation and Page Setup, X5 Test Drive.

### **Getting Started with CorelDraw X5**

- Working with Single- and Multi-Page Documents.
- Measuring and Drawing Helpers.
- Creating Basic Shapes.
- Applying Transformations, Moving, Scaling, Rotating: Basic Transformations

**Unit 4:**

**15Hours**

### **Working with Object Tools**

- Drawing and Editing Objects, Editing Objects.

### **Working with Text**

- Getting Artistic with Text.
- Typography Rules and Conventions. Graphic Design (Photoshop/Coreldraw).

✓ **Expected Outcome:** Students should be capable of using basic tools in software for graphics design.

✓ **Reference Books:**

- Text Books: Adobe® Photoshop® Cs5 Classroom in a Book, the Official Training Workbook from Adobe Systems, Page No: 01 to 224
- CorelDRAW®X5 The Official Guide by Gray David Bouton, McGraw Hill, Page No: 01 to 401

**SEMESTER : 3**

**3.1 BBM-SMM**

**English III**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week = 2**

**Tutorial hours/week = 2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

<b>Unit 1 :</b>	15 hours
<b>Unit 2 :</b>	15 hours
<b>Unit 3 :</b>	15 hours
<b>Unit 4 :</b>	15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**1.2 BBM-SMM**

**Optional Language**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

**Unit 1 :** 15 hours

**Unit 2 :** 15 hours

**Unit 3 :** 15 hours

**Unit 4 :** 15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**3.3 BBM-SMM**

**Indian Constitution**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To familiarize students with basics of Indian constitution.

**Syllabus:**

**Unit 1: 15Hours**

- Meaning of the term “Constitution”-Its importance-making of the Indian Constitution 1946-49
- Dr.Ambedkar’s contribution
- Preamble-Method of amending the constitution and its limitation-An over view of constitutional developments

**Unit 2: 15Hours**

- The democratic institutions created by the Constitution-bicameral system of legislature and cabinet form of government at the Center and States
- Role and Position of President and Prime Minister-Adult Franchise System-Election Commission, Panchayat Raj System

**Unit 3: 15Hours**

- Fundamental Rights and Duties- Their content and significance-
- Special, rights created in the constitution for Dalits, Backwards, Women,
- Children and the Religious and Linguistic Minorities.

**Unit 4:**

**15Hours**

- Enforcing rights through writs: Certiorari, Mandamus, Quo Warranto and Habeas Corpus- public interest
- Litigation-Directive Principles of State Policy-The need to balance Fundamental Rights with Directive
- Principles-Constitution and sustainable development.
- Doctrine of Separation of Powers-Legislative, Executive and Judicial and their composition and functioning in India-Features of Indian Federalism-Center State relations. Measures for national Unit-Public Service Commissions

✓ **Expected Outcome :** Students would be aware of basics of Indian constitution

✓ **Reference book :**

- J.C. Johari, The constitution of India- A Politico-Legal Study-Sterling Publications, Pvt.Ltd.New Delhi.

**3.4 BBM-SMM**

**Business Law**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To introduce the students to various regulations affecting business and to familiarize the students with such regulations.

**Syllabus:**

**Unit 1:**

**12Hours**

**Contracts.**

- Essentials of Contract.
- Agreements.
- Void - Voidable and illegal contracts.
- Express and implied Contracts.
- Executed and executory Contracts.
- Absolute and contingent contracts.
- offer- Legal rules and lapse of offer.
- Acceptance and rules as to acceptance.
- to create legal relation.
- capacity of parties to create contract.
- consideration
- Legal rule as to Consideration
- Stranger to a contract and exceptions
- Contract with out consideration
- Consent

- Coercion
- undue influence
- misrepresentation
- Fraud
- Mistake of law and mistake of fact .

**Unit 2:**

**12Hours**

**Legality of objects**

- unlawful and illegal agreements
- Effects of illegality
- Wagering Agreements
- Agreement opposed to public policy
- Agreements in Restraint of trade
- Exceptions
- void agreements
- Remedies for breach of Contract

**Unit 3:**

**18Hours**

- Negotiable Instruments ACT 1881 -
- Negotiable Instruments
- Character
- cheque-Essential requirements
- Endorsements
- kinds
- crossing
- types
- Demand draft
- bills of Exchange

**Factories ACT 1948**

- provisions relating to health,
- safety welfare ,
- working hours ,
- leave etc. of workers;
- approval ,
- Licensing and registration of factories –
- manager and occupier –
- their obligations under the Act;
- powers of the authorities under the penalty provisions

✓ **Expected Outcome :** Students should be familiar with different laws and regulations in business.

✓ **Reference Books :**

- Commercial & Industrial Law -H.K .Saharay & N.K Sah
- Mercantile Law – N.D Kapoor

**3.5 BBM-SMM      B2B Marketing      Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods with the use of social media.

**Syllabus:**

**Unit 1:**

**12Hours**

**The Industrial Marketing system and the Industrial Marketing concept**

- Industrial goods demand and product characteristics
- market levels and product types,
- the industrial customer,
- buyer motives business and institutional buyers.
- Organisational Buying : BUYGRID MODEL,
- phases in purchasing decision process & their marketing implications,
- Buying centers, value analysis & vendor analysis.

**Unit 2:**

**15Hours**

- Industrial market segmentation,
- bases for segmenting industrial market-macro and micro variables.
- targeting the industrial product, positioning the industrial product. Industrial product life cycle, product mix,

- Service component—The provision of parts, technical assistance, terms

**Unit 3:**

**18Hours**

**The distribution channel component—Industrial distributors**

- Formulation of channel strategy-conditions influencing channel structure.
- Brief introduction to Marketing Logistics.
- The price component-conditions affecting price competition, cost factor, the nature of demand, pricing policies

**Unit 4:**

**15Hours**

**Social media marketing in B2B**

- B2B relationships and transactions
- Size of the market
- Social media engagements
- cost-effectiveness and complexities

✓ **Expected Outcome:** Students must be aware of application of various human resource strategies for business with the use of social media marketing.

✓ **Reference books :**

- Reeder & Reeder : Industrial Marketing, Prentice Hall, India.
- Social media for social media marketing, by Ashutosh Nair & Jaspreet Sidhu, B2B ento

**3.6 BBM-SMM**

**Managerial Accounts**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To provide knowledge in accounting considered essential to students pursuing advanced study in accounting and other related professional subjects.

**Syllabus:**

**Unit 1:**

**14Hours**

**Meaning of Accounting**

- Accounting Principles.
- Concepts & Conventions.
- Systems of Book-keeping – rules of double entry.
- Preparation of Journal and Ledger (Personal Accounts only).
- Subsidiary books – Purchases, purchase Returns, Sales, Sales returns.
- Cash Book.
- Petty Cash Book.
- Journal Proper.
- Bills Receivable and Bills Payable book (Format & Theory only). Problems on three column cash book.

**Unit 2:**

**16Hours**

- Bill of Exchange.
- Meaning.

- Characteristics, Parties to Bill of Exchange (Drawer, Drawee, , payee, Endorsee & Endorser) .
- Noting & Protest – Discounting – Endorsement – Renewals of Bills – Dishonor of Bills. Simple problems on Trade bills.

**Unit 3:**

**15Hours**

- Preparation of Trial Balance,
- Preparation of Final Accounts of Sole-Trading Concern – Trading Account, Profit & Loss Account and Balance Sheet.

**Unit 4:**

**15Hours**

- Depreciation – Meaning, Causes.
- Depreciation V/s Fluctuations.
- Methods of Depreciation – Problems on Straight line method.
- written down value method and Depreciation fund Method.
- Consignment – Meaning.
- Difference between Sales and Consignment – Pro-forma invoice – Account Sale. Problems on Consignment (at cost and Invoice price) – Normal and abnormal loss.

✓ **Expected Outcome :** Students should be familiar with accountancy practices in business.

✓ **Reference Books :**

- Advanced Accountancy- R.L. Gupta
- Advanced Accountancy - S.N. Maheshwari

**3.7 BBM-SMM**

**Advanced Graphic Design**

**Credit Pattern**

**L:T:P = 2:1:1**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**Practical Hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To enhance knowledge of advanced tools in graphics using specific software.

**Syllabus:**

**Unit 1:**

**15Hours**

**Advanced Layering**

- Clipping a layer to a shape.
- Setting up a Vanishing Point grid.
- Creating your own keyboard shortcuts.
- Placing imported artwork.
- Adding artwork in perspective.
- Adding a layer style.
- Placing the side panel artwork, Adding more artwork in perspective.
- Adding an adjustment layer.
- Working with layer comps, Managing layers.
- Flattening a layered image.
- Advanced Compositing
- Assembling a montage of images.
- Applying filters.
- Hand-colouring selections on a layer.

- Applying Smart Filters.
- Adding drop shadows and a border.
- Matching color schemes across images.
- Automating a multistep task, Stitching a panorama.
- Painting with the Mixer Brush
- About the Mixer Brush, Selecting brush settings, mixing color, creating a custom brush presets, mixing color with a photograph

**Unit 2:**

**15Hours**

**Working with 3d Images**

- Creating a 3D shape from a layer.
- Manipulating 3D objects, Using the 3D panel to adjust lighting and surface texture.
- Merging two-dimensional layers onto 3D layers, Importing 3D files, Adding a spot light.
- Preparing Files for the Web
- Selecting a web design workspace, Creating slices, Exporting HTML and images, using the Zoom feature, creating a web gallery

**Unit 3:**

**15Hours**

**Attributes for Objects and Lines**

- Filling Objects.
- Outline Attributes.
- Digital Colour Theory Put to Practice.
- Creating the Illusion of 3D Objects
- Working with Perspective.
- Extruding Objects.
- Creating Special Effects
- Envelope and Distortion Effects.
- Blends and Contours, Lens Effects.

- Transparency, Shadows, Glows, and Bevels.

**Unit 4:**

**15Hours**

**The Bitmap Side of Corel Graphics Suite**

- Bitmap Boot Camp: Working with Photographs.
- Advanced Photography Techniques with CorelDraw.
- Thinking Outside of the (Tool) Box
- Printing: Professional Output, Basic HTML Page Layout and Publishing.

✓ **Expected Outcome :** Students must be able to create advanced graphical representation and illustrations with technical orientation.

✓ **Reference Books :**

- Adobe® Photoshop® Cs5 Classroom in a Book, the Official Training Workbook from Adobe Systems, Page No: 225 to 351
- CorelDRAW®X5 The Official Guide by Gray David Bouton, McGraw Hill, Page No: 402 to 891.

**SEMESTER : 4**

**4.1 BBM-SMM**

**English IV**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week = 2**

**Tutorial hours/week = 2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

<b>Unit 1 :</b>	15 hours
<b>Unit 2 :</b>	15 hours
<b>Unit 3 :</b>	15Hours
<b>Unit 4 :</b>	15Hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**4. 2 BBM-SMM**

**Optional Language**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

**Objectives:**

**Syllabus:**

<b>Unit 1 :</b>	15 hours
<b>Unit 2 :</b>	15 hours
<b>Unit 3 :</b>	15 hours
<b>Unit 4 :</b>	15 hours

**Expected Outcome :**

**Reference Books :**

**Text Books :**

**4. 3 BBM-SMM**

**Environmental Sciences**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To familiarize the students with issues regarding environment.

**Syllabus:**

**Unit 1:**

**15Hours**

- The Multidisciplinary nature of Environmental Resources. Definition, Scope and Importance, Need for Public awareness. Natural Resources and associated problems.
- Forest Resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining dams and their effects on forests and tribal people. Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case study.
- Energy Resources: Growing energy needs, renewable and non-renewable energy resources use of alternate energy sources. Case studies.

**Unit 2:**

**15Hours**

- Land Resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Ecosystems: concept, structure and function, producers, consumers, decomposers,
- Energy flow , Ecological succession, Food chains, food webs and ecological pyramids.Introduction,
- Types, characteristics, structure and function of following ecosystems:
  - a) Forest Ecosystem
  - b) Grassland Ecosystem
  - c) Desert Ecosystem
  - d) Aquatic Ecosystems(pond, streams, lakes,,rivers,oceans,estuaries)

**Unit 3:**

**15Hours**

- Biodiversity and its conservation: Introduction, Definition:genetic, species and ecosystem diversity,Biogeographical classification of India, value of Biodiversity, Biodiversity at Global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threat to biodiversity,
- Endangered and endemic species of India. Conservation of bio-diversity. Environmental Pollution: Definition, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

**Unit 4:**

**15Hours**

- Social Issues and the Environment: From Unsustainable to sustainable development, Urban problemsrelated to energy, Water conservation, rain water harvesting , watershed management, Resettlement and **rehabilitilization** of people; its problems and concerns. Case studies
- Environmental ethics:Issues and possible solutions.Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocauste, case studies.Wasteland reclamation, Consumerism and waste products,
- Environment protection Act, Air(prevention and control of pollution) Act, Water (Prevention and control of pollution)Act, Wildlife protection Act, Forest Conservation

Act. Issues involved in enforcement of environmental legislation. Public awareness. Human population and Environment: Population growth, variation among nations.

- Population explosion- Family Welfare Programme.Environment and human health. Human Rights. Value Education.HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health.
- Case studies. Field work: visit to a local area to document environmental assets- river/forest/grassland/hill/mountain.Visit to locate polluted site, study of common plants, insects, birds, study of simple ecosystems.

✓ **Expected Outcome :** Students should be aware of issues and steps taken to protect environment.

✓ **Reference Books :**

- Agarwal, K.C.2001 Environmental Biology, Nidi publications Ltd.Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt.Ltd.,Ahmedabad-380013
- Brunner R.c>,1989,Hazardous Waste Incineration,k McGraw Hill Inc.480 p.
- Trivedi R.K. and P.K.Goel, Introduction to Air pollution. Techno-science publications.
- Wagner K.D.1998. Environmental Management, W.B.Saunders Co.Philadelphia, USA.

**4.4 BBM-SMM**

**Market Research**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To provide clear idea about research methods and to know how to conduct research.

**Syllabus:**

**Unit 1:**

**12Hours**

- Introduction of Marketing Research: Define marketing, research, aims and objectives of marketing research.
- Applications of marketing research, marketing information system, evaluation and control of marketing research.
- value of information in decision making.
- steps in marketing research.
- Research Design: Formulating the research problem, choice of research design, types of research design, and sources of experimental errors

**Unit 2:**

**15Hours**

- Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.
- Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research

**Unit 3:**

**18Hours**

- Data Collection:
- Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.
- Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

**Unit 4:**

**15Hours**

- Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis 1, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).
- Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

✓ **Expected Outcome :** Students should be able to conduct research programs and analyse with statistical tools.

✓ **Reference Books :**

- Beri, G.C.; Marketing Research, Tata McGraw Hill, 2003.
- Gupta, S.L., Marketing Research, Excel Books, 2004.

**4.5 BBM-SMM**

**E-Commerce**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To expose the students to electronic modes of commercial operations.

**Syllabus:**

**Unit 1:**

**12Hours**

- Basic Terms and Introduction.
- Network, Internet, Transaction.
- Types of Network.
- Working of Internet, Web Server, Browser, Server, Client, Web Page.
- World Wide Web, Portal.
- Search engine, Cybernetics.
- Protocol and Protocol Suite, TCP/IP, URL, ISP, Gateway, Modem, Firewall & M-commerce, VAN

**Unit 2:**

**18Hours**

**E-commerce Concept Electronic Data Interchange (EDI), & Supply Chain Management (SCM).**

- Electronic Devices used for E-Commerce, I-Commerce, I-Commerce Value Chain.
- Non-Internet based E-Commerce & their Advantages and Disadvantages.

**Unit 3:**

**18Hours**

- Types of E-Commerce B2B, B2C, & C2B, C2C, G2B (Government to Business), G2C (Government to Citizens),
- AI2S (Academic Institutions to Students),
- Case studies - Various e-Commerce websites, Electronic Payment System, Internet Banking, Online Share Dealing.
- Network and Internet Security Need, Data encryption, Cryptography, Digital Signatures, Password, Encrypted smartcard, Bio-matrices, Firewall.

**Unit 4:**

**12Hours**

- Information Technology Act - 2000
- background of InformationTechnology Act – 2000
- Preliminary, Definitions, Digital Signatures, Electronic Governance, Attribution
- Acknowledgment and Dispatch of electronic records, Secure records and secure digital signatures
- Functions of controller, UNCITRAL (United Nations Commission on International Trade Law),Salient features provisions.

✓ **Expected Outcome :** The students should be able to understand various modes of business conducted via internet.

✓ **Reference Books :**

- E-Commerce,Strategy,Technologies and Applications By David Whiteley Tata McGraw
- E-commerce and its applications By Mahapatra P.B.S.Chand Publication.

**4.6 BBM-SMM**

**Financial Management**

**Credit Pattern**

**L:T:P = 2:1:0**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To acquaint the students with the basic concepts of management of business finance.

**Syllabus:**

**Unit 1:**

**12Hours**

**Introduction to Financial Management**

- Intro.
- Meaning of Finance.
- Business Finance.
- Finance Function.
- Aims of Finance function.
- Organisation structure of Finance.
- Finance Management.
- Goal of Finance Management.
- Financial Decision.
- Role of Finance Manager.
- Financial Planning, Principle of Financial Planning.

**Unit 2:**

**12Hours**

**Time Value of Money**

- Intro.
- Meaning and Definition.
- need, Future Value, Present Value.
- Doubling Period, Concept of Valuation.
- Valuation of Bond and Debenture, Preference Share, Equity Share, Simple Problems.

**Financing Decision**

- Intro, Meaning of Capital Structure,
- Factors influencing Capital Structure,
- Optimum Capital Structure,
- Analysis,
- Leverage

**Unit 3:**

**18Hours**

**Investment Decision**

- Introduction.
- Meaning and Definition of Capital Budgeting.
- Payback Period.
- accounting rate of return,
- Net present value,
- internal rate of return,
- Profitability Index.

**Dividend Decision**

- Intro.
- Meaning,
- Definition,
- Determination of Dividend Policy,

- Types of Dividends.
- Type of Dividend Policy in India.

**Unit 4:**

**18Hours**

**Working Capital Management**

- Intro.
- Concept of working capital.
- Significance of adequate working capital.
- Evils of excess or inadequate working capital.
- Determinates of working capital, Sources of working capital, Cash Management. Receivables Management, Inventory Management.

✓ **Expected Outcome :** Students should be aware of financial concepts and application of the same involved in business.

✓ **Reference Books :**

- Prasanna Chandra Financial Management, Theory & practice. Tata McGraw-Hill
- I.M Pandey, Financial management, Vikas Publications

**4.7 BBM-SMM**

**Digital Animation**

**Credit Pattern**

**L:T:P = 2:1:1**

**Lecture hours/week =2**

**Tutorial hours/week =2**

**Practical hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To enhance knowledge of advanced tools in graphics using specific software.

**Syllabus:**

**Unit 1:**

**15Hours**

**Getting Acquainted**

- Starting Flash and Opening a File.
- Getting to Know the Workspace, Working with the Library Panel.
- Understanding the Timeline, Organizing Layers in a Timeline, Using the Properties Inspector.
- Using the Tools Panel.
- Undoing Steps in Flash.
- Previewing Your Movie, Publishing Your Movie, Saving Your Movie, Finding Resources for Using Flash.

**Working with Graphics**

- Understanding Strokes and Fills, Creating Shapes, Making Selections, Editing Shapes. Using Gradient and Bitmap Fills, Making Patterns and Decorations, Creating Curves, Creating Transparencies, Creating and Editing Text.

**Unit 2:**

**15Hours**

**Creating and Editing Symbols**

- Importing Illustrator Files, About Symbols, Creating Symbols, Importing Photoshop Files, Editing and Managing Symbols.
- Changing the Size and Position of Instances, Changing the Color Effect of Instances, Understanding Blend Effects.
- Applying Filters for Special Effects, Positioning in 3D Space.

**Adding Animation**

- About Animation.
- Understanding the Project File.
- Animating Position, Changing the Pacing and Timing, Animating Transparency. Animating Filters, Animating Transformations.
- Changing the Path of the Motion, Swapping Tween Targets.
- Creating Nested Animations, Using the Motion Editor, Easing, Previewing the Animation.

**Unit 3:**

**15Hours**

**Articulated Motions and Morphing**

- Articulated Motion with Inverse Kinematics.
- Constraining Joints, Inverse Kinematics with Shapes, Armature Options, Morphing with Shape Tweens, Using Shape Hints.
- Creating Interactive Navigation
- About Interactive Movies, Creating Buttons, Understanding Action Script 3.0, preparing the Timeline, Adding a Stop Action,
- Creating Event Handlers for Buttons, Creating Destination Key frames, Creating a Home Button,
- Playing Animation at the Destination, Animated Buttons

**Unit 4:**

**15Hours**

**Using Text**

- Understanding TLF Text, Adding Simple Text.
- Adding Multiple Columns, Wrapping Text, Hyperlinking Text, Creating User-input Text, Loading External Text.

✓ **Expected Outcome :** Students must be able to create advanced graphical representation and illustrations with technical orientation.

✓ **Reference Books :**

- ADOBE FLASH Professional CS5 classroom in a book, the official training work book from Adobe Systems, by Russell Chun, Page No: 01 – 268.

**SEMESTER : 5**

**5.1 BBM-SMM**

**Consumer Behavior**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To enhance knowledge of students in field of understanding different theories of consumer behavior.

**Syllabus:**

**Unit 1:**

**12Hours**

**Introduction**

- Consumer Behaviour - definition - scope of consumer behaviour –
- Discipline of consumer behaviour –
- Customer Value Satisfaction –
- Retention –
- Marketing ethics

**Unit 2:**

**12Hours**

**Consumer research**

- Paradigms –
- The process of consumer research
- Consumer motivation dynamics
- types
- measurement of motives
- consumer perception

**Unit 3:**

**18Hours**

**Consumer Learning**

- Behavioural learning theories –
- Measures of consumer learning –
- Consumer attitude - formation - Strategies for attitude change
- Social Class and Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural Customers Behaviour Strategies.

**Unit 4:**

**18Hours**

**Consumer Decision Making**

- Opinion Leadership –
- Dynamics –
- Types of consumer decision making –
- A Model of Consumer Decision Making

✓ **Expected Outcome :** Students should be able to understand theories and applications of consumer behavior in business.

✓ **Reference Books :**

- Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House.

**5.2 BBM-SMM**

**Advertising & Sales Management**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To familiarize students with different methods employed in advertising/sales in business.

**Syllabus:**

**Unit 1:**

**12Hours**

**INTRODUCTION TO ADVERTISING**

- Meaning, Definitions. Nature, Importance.
- Communication Process and Model.
- Types of Advertising;
- Advertising Vs Personal Selling.
- Sales Promotion. Personal Selling, Publicity;
- Determining Advertising objectives.
- Methods of determining advertising budget.

**MEDIA PLANNING AND COPY DEVELOPMENT**

- Print Media: Meaning, Types and Evaluation
- Broad Cast Media: Meaning. Types and Evaluation
- Outdoor Media: Meaning. Types and Evaluation,
- Transit Media: Meaning. Types and Evaluation.
- Other Media: Meaning. Types and Evaluation
- Advertising Copy: Meaning. Definition.
- Types and Elements of Advertising Copy. Advertising Appeals. USP

**Unit 2:**

**18Hours**

- Advertising agency and measuring ad effectiveness
- Meaning. Types.
- Agency Organization Structure.
- Functions and Services.
- Persons involved;
- Remuneration of Agency:
- Measuring Effectiveness of Advertising
- Copy Testing: Pre Testing: Meaning. Methods; Post Testing: Meaning and Methods.

**Unit 3:**

**16Hours**

**SALES PLANNING AND ORGANISATION**

- Meaning. Importance and Types of Sales Planning.
- Process.
- Sales forecasting.
- Territory Allocation.
- Sales Quotas,
- Setting up a Sales Organization.
- Salesmanship: Selling Process. Salesmanship qualities.

**Unit 4:**

**14Hours**

**SALES FORCE MANAGEMENT**

- Recruitment: Meaning, Process
- Selection: Meaning. Process
- Training and Development: Meaning-
- Methods Motivation: Meaning.
- Methods Compensation: Meaning.
- Methods Control: Meaning. Methods.

- ✓ **Expected Outcome** : Students must have knowledge of different strategies in advertising and sales management.

- ✓ **Reference Books** :

- Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000
- Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998

**5.3 BBM-SMM**

**Service Marketing**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To enhance knowledge of students in the field of services.

**Syllabus:**

**Unit 1:**

**12Hours**

**INTRODUCTION TO SERVICES MANAGEMENT**

**Meaning of Services - Concepts.**

- Characteristics of Services.
- Classification of Services.
- Growth of Service Sector.Meaning .
- Differences between Products and Services .
- Importance of Services Marketing.
- Marketing Mix for Services - 7 P's (in detail) Managing Demand and Supply in Service Industry. Service Delivery Process: Role of Customer in Service delivery process- Quality issues in Services - GAP Model, Managing moments of Truth.

**Unit 2:**

**18Hours**

**TOURISM AND HOSPITALITY SERVICES**

- Introduction.
- Evolution of Tourism Industry.
- Concept and Nature of Tourism.

- Significance of Tourism Industry.
- Market segmentation in tourism.
- Marketing mix of Tourism.
- Recent Trends in Tourism.
- Hospitality Services : Types of Hotels - Types of Accommodation - Departments in Hotels - Customer care in Hospitality Industry.

**Unit 3:**

**16Hours**

**BANKING AND INSURANCE SERVICES**

- Banking.
- Introduction .
- Traditional Services.
- Modern Services.
- Recent Trends in Banking Services.
- Insurance - Introduction.
- Meaning and Definition of Insurance.
- Types of Insurance.
- Life Insurance.
- Products of Life Insurance.
- General Insurance .
- Types of General Insurance.
- Insurance Agents and other Intermediaries .

**Unit 4:**

**14Hours**

**HEALTHCARE AND INFORMATION TECHNOLOGY ENABLED SERVICES  
(ITES)**

- Hospitals.
- Evolution of Hospital Industry.

- Nature of Service.
- Risk involved in Healthcare Services.
- marketing of medical services.
- Hospital extension services.
- Pharmacy, nursing.
- Medical Transcription.
- ITES: Introduction - Growth, Types.
- Job opportunities in ITES.

✓ **Expected Outcome :** Students should be aware of different types and strategies involved in the service industry.

✓ **Reference Books :**

- Sunil B Rao - Service Management
- Shanker, Ravi; Services Marketing - the Indian Perspective; Excel Books, New Delhi; First Edition; 2002

**5.4 BBM-SMM**

**Social Media Marketing**

**Credit Pattern**

**L:T:P = 3:2:0**

**Lecture hours/week =3**

**Tutorial hours/week =4**

**All units are of equal weight**

- ✓ **Objectives :** To make students aware of importance, tools and techniques involved in social media marketing.

**Syllabus:**

**Unit 1:**

**15Hours**

**The Social Media Mix:**

- Making Business Case for Social Media,
- Tallying the Bottom Line,
- Plotting Social Media Marketing Strategy,
- Managing Cyber social Campaign

**Cyber social Tools:**

- Discovering Helpful Tech Tools,
- Leveraging Search Engine Optimization (SEO) for Social Media,
- Using Social Bookmarks, News, and Share Buttons

**Unit 2:**

**15Hours**

**Blogs, Podcast, and Video:**

- Growing the Brand,
- Building the Blog,
- Using Podcasts or Video in Content,
- Sharing Images

**Twitter:**

- Using Twitter as a Marketing Tool,

- Using Twitter as a Networking Tool,
- Finding the Right Twitter Tools,
- Supplementing Online Marketing Tools with Twitter,
- Hosting Twitter Chats

**Unit 3:**

**15Hours**

**Facebook:**

- Using Facebook as a Marketing Tool,
- Creating and Sharing Content on Facebook,
- Gaining Insight about Your Facebook Community,
- Finding the Facebook Sweet Spot.

**Google +:**

- Leaping into Google+,
- Socializing in Circles, and Building through Pluses,
- Shares, and Comments,
- hanging with Google+ Community

**Unit 4:**

**15Hours**

**Pinterest:**

- Pinning Down Pinterest,
- Marketing with Pinterest,
- Driving Sales with Pinterest

✓ **Expected Outcome :** Students should be able to understand and implement different strategies involved in social media marketing.

✓ **Reference Books :**

- Social Media Marketing All-in-One for Dummies by Jan Zimmerman
- Social Media Marketing for Dummies by Shiv Singh
- Social Media Marketing. The Next Generation of Business Engagement by Dave Evans

**5.4 BBM-SMM**

**Web Design & Animation**

**Credit Pattern**

**L:T:P = 3:1:1**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**Practical hours/week =2**

**All units are of equal weight**

✓ **Objectives** : To enable the students to create complete website with animation.

**Syllabus:**

**Unit 1:**

**12Hours**

**Working With Sound and Video (FLASH)**

- Understanding the Project File.
- Using Sounds.
- Understanding Flash Video, Using Adobe Media Encoder.
- Understanding Encoding Options, Playback of External Video.
- Working with Video and Transparency, Using Cue Points, Embedding Flash Video.

**Loading and Controlling Flash Content (FLASH)**

- Loading External Content, Removing External Content, Controlling Movie Clips, Creating Masks

**Introducing Dreamweaver CS5**

- The Dynamic World of Dreamweaver.
- Connecting to the world's data, True page representation, Integrated visual and text editors, World-class code editing.

- Web site maintenance tools, Team-oriented site building, The Dreamweaver Interface, Easy text entry, Drag-and-drop data fields, One-stop object modification.
- Accessing and managing resources, Complete custom environment, Managing keyboard shortcuts, Simple selection process, Enhanced layout options, Plugin media preview, Extended find and replace.

**Unit 2:**

**14Hours**

**Touring Dreamweaver**

- Choosing a Workspace Layout.
- Viewing the Document Window.
- Switching views in the Document window.
- working with the status bar, Accessing the Toolbars, The Application bar, The Related Files bar.
- The Document toolbar, The Standard toolbar.
- The Style Rendering toolbar.
- The Coding toolbar.
- The Browser Navigation toolbar, Selecting from the Insert Panel, Common objects. Layout objects, Forms objects.
- Manipulating the Property inspector, Property inspector elements.
- Customizing Your Workspace with Dockable Panels, Hiding and showing panels, Customizing panel groups, Accessing the Menus.

**Unit 3:**

**16Hours**

**Setting Your Preferences**

- Customizing Your Environment,
- General preferences, Preferences for invisible elements, Highlighting preferences, Status Bar preferences, File Types/Editors preferences, Copy/Paste preferences,
- New Document preferences, Adjusting Advanced Features, Accessibility preferences, AP Elements preferences,

- CSS Styles preferences, Making Online Connections, Site preferences, Preview In Browser preferences, Customizing Your Code, Fonts preferences, Code Hints preferences, Code Rewriting preferences, Code Colouring preferences, Code Format preferences, Validator preferences.

### **Setting Up Sites and Servers**

- Planning Your Site, Deciding what you want to say, Targeting your audience, Determining your resources, Mapping Dynamic Pages for Web Applications, Defining a Site,
- Working with Site Setup, Establishing local connections, Specifying a remote server, Defining a testing server, Cloaking Site Folders, Managing Site Info, Creating and Saving New Pages,
- Starting Dreamweaver, Opening existing files, Opening a new file, Saving your file, Closing the file, Creating New Documents,
- Using the New Document dialog box, Creating a new default document, Previewing Your Web Pages, Previewing in your browsers, Displaying pages with Browser Lab, Putting Your Pages Online, Using the FTP Log panel

## **Unit 4:**

**18Hours**

### **Accessing the Code Directly**

- The Structure of a Web Page, Expanding into XHTML, doctype and doctype Switching, Defining <head> Elements, Establishing Page Properties.
- Understanding <meta> and other <head> tags, Adding to the <body, Logical styles, Physical styles, Working with Code View and the Code Inspector, Printing code, Integrating Live View, Related Files, and Code Navigator Features, Enhanced workflow with Live View.
- Accessing Related Files, Navigating with the Code Navigator, Using the Coding Toolbar, Code collapse, Code selection and highlight, Commenting code, Manipulating CSS, Other Coding toolbar functions, Enhancing Code Authoring Productivity, Code Hints and Tag Completion.

- Modifying blocks of code, Inserting code with the Tag Chooser, Insert HTML mode, Wrap Tag mode, Edit Tag mode, Adding Java Applets.
- Managing JavaScript and VBScript, Inserting JavaScript and VBScript, Editing JavaScript and VBScript, Extracting JavaScript, Validating Your XML Pages, Inserting Symbols and Special Characters.

### **Building Style Sheet Web Pages**

- Understanding Cascading Style Sheets, Grouping properties, Inheritance of properties, Specificity, How styles are applied,
- Working with the CSS Styles Panel, All modes, Creating and Applying Styles,
- Generating new styles, Debugging your applied CSS, Styles and Their Attributes, Type options, Background options, Block options,
- Box options, Border options, List options, Positioning options, Extensions options, Design-Time Style Sheets.

✓ **Expected Outcome :** Students should be able to create different types of website using Dreamweaver/Flash.

✓ Reference Books:

- Adobe Dreamweaver CS6
- Adobe Flash Professional CS6

**SEMESTER : 6**

**6.1 BBM-SMM      Entrepreneurship Development**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives:** To familiarize the students to understand the concept of entrepreneurship skill and development.

**Syllabus:**

**Unit 1:**

**12Hours**

**ENTREPRENEURSHIP**

- Introduction.
- Meaning & Definition of Entrepreneurship.
- Entrepreneur & Enterprise.
- Differences between Entrepreneurship, Entrepreneur & Enterprise.
- Functions of Entrepreneur .
- Role of Entrepreneur for Economic Development.
- Factors influencing Entrepreneurship.
- Pros and Cons of being an Entrepreneur.
- Differences between Manager and Entrepreneur.
- Qualities of an Entrepreneur.
- Types of Entrepreneurs.
- Entrepreneurship Development.
- Need - Problems - National and State Level Institutions.

## **SMALL SCALE INDUSTRIES**

- Small Scale Industries –
- Tiny Industries –
- Ancillary Industries –
- Cottage Industries - Definition - Meaning –
- Product Range –
- Capital Investment –
- Ownership Patterns –
- Importance and Role played by SSI in the development of the Indian Economy - Problems faced by SSI's and the steps taken to solve the problems –
- Policies Governing SSI's

**Unit 2:**

**14Hours**

## **STARTING A SMALL INDUSTRY**

- Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. -
- An overview of the steps involved in starting a business venture -
- Location, Clearances and Permits required, Formalities.
- Licensing and Registration Procedures -
- Assessment of the market for the proposed project -
- Importance of financial, technical and social feasibility of the project.

**Unit 3:**

**18Hours**

## **PREPARING THE BUSINESS PLAN (BP)**

- Business Plan
- Importance of BP
- Preparation of BP
- Typical BP format - Financial aspects of the
- BP -Marketing aspects of the BP

- Human Resource aspects of the BP
- Technical aspects of the BP
- Social aspects of the BP
- Preparation of BP
- Common pitfalls to be avoided in preparation of a BP

**Unit 4:**

**16Hours**

**IMPLEMENTATION OF THE PROJECT AND SICKNESS IN SSIs.**

- Financial assistance through SFC's, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, - Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC - Financial incentives for SSI's and Tax Concessions -
- Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates - Role and Types.
- Sickness: Meaning and definition of a sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries.

✓ **Expected Outcome :** Students should be aware of opportunities, regulations and institutions for entrepreneurial development.

✓ **Reference Books :**

- Mark. J. Dollinger, Entrepreneurship - Strategies and Resources, Pearson Edition.
- Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH

**6.2 BBM-SMM**

**Search Engine Optimization**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

✓ **Objectives :** To familiarize the students with tools and techniques for optimization.

**Syllabus:**

**Unit 1:**

**12Hours**

**GettingStarted with Search-Engine Optimization**

- Choose a Topic,
- Find Your Target Audience,
- Set Budget, Set Goals, Put a Team Together,
- Keep Up with Industry News, Attend an Industry Conference

**Keyword Generation**

- An Introduction to Keyword Generation,
- Analyse Your Competition with Complete.com,
- Analyze Your Competition with SEMrush,
- Research Keywords with Keyword Tool, Using the Google AdWords Keyword Tool,
- Research Keyword with Keyword Discovery,
- Research Keyword with Bing Keyword Tool

**Creating Pages**

- An Introduction to Creating Pages,

- Choose Filenames, Optimize Title Tags, Optimize Title Tags, Optimize Meta Description Tags, Optimize Meta Keyword Tags,
- Create a Meta Robots Tag, Add Emphasis with Header Tags,
- Using Text Modifiers, Optimize Images, Create Links, Validate HTML

**Unit 2:**

**14Hours**

**Basic Website Structure**

- An Introduction to Basic Website Structure, Find Web Hosting,
- Establish a Domain Name, Optimize for Multiple Browsers, Plan and Design a Website Structure,
- Link within Subject Matters Themes, Design a Sitemap, Create a Company Information Page, Create a Privacy Policy.

**Advance Website Structuring**

- An Introduction to Advance Website Structuring, Create a Robots.txt File, Specify a Canonical Page,
- Using the Nofollow Attribute, Structure URLs Correctly, Protect Yourself with an .htaccess File, Using Mod\_Rewrite to Rewrite URLs

**Creating Content**

- An Introduction to Creating Content. Write for People.
- Not Search Engines, Avoid Duplicate Content.
- Using Proper Keyword Density, Using Latent Semantic Content, Keep Content Current, Optimize Non-HTML Documents.

**Creating Communities**

- An Introduction to Creating Communities.
- Create a Blog with WordPress.
- Create a Blog with Tumblr.
- Write Search-Engine-Optimized Posts.
- Make Your Blog Successful.

- Create a Community with vbulletins.
- Create a Community with phpBB, Make your Forum Successful, Add Reviews to Your Website

**Unit 3:**

**18Hours**

**Building Links**

- An Introduction to Building Links,
- Evaluate Competition, Evaluate Potential Linking Partners,
- Gather Link Intelligence with Open Site Explorer,
- Acquire Quality Links, Using Effective Anchor Text,
- Content Marketing with Guest Blogging,
- Content Marketing with Info graphics, Encourage Community Participation.

**Using Google Analytics**

- An Introduction to Google Analytics,
- Create an Account, Install Tracking Code,
- Set Conversion Goals, Exclude Your IP Address with Filters.
- Exclude Traffic From a Particular Domain, Include Only Certain Directories,
- Track External Links, Automate Reporting,
- Using Analytics to find New Keywords,
- Set Up E-Commerce Tracking, Insert Tracking Code on Your Thank You page, Using Third party Shopping Carts.

**Social Media Optimization**

- An Introduction to Social Media Optimization,
- Network with Facebook,
- Create a Facebook Business Page,
- Generate Leads with Facebook Ads, Maximize Exposure with Stumble Upon.
- Micro blog with Twitter, Build Follower with Twitter Search, Network with Google+,
- Grow Your Professional Network with LinkedIn,

- Share videos with YouTube, Generate Traffic with Pinterest, Network with Webmaster World.

### **Creating Pay-Per-Click Campaigns**

- An Introduction to Pay-Per-Click Campaigns.
- Learn About Adwords Accounts, Create an Adwords Campaign, Target Your Campaign, Target Your Campaign,
- Write Effective Ad Copy, Using Keyword Matching Options, Set Bidding Strategies, Export PPC Reports, Track Conversion.
- Using Google Adwords Editor, Optimize Your Account.

## **Unit 4:**

**16Hours**

### **Optimizing PPC campaigns through Quality Score Optimization**

- An Introduction to Quality Score Optimization, View your Quality Scores, Optimize Your Quality Score, Test Ad Copy.
- Utilize Ad Extensions, Test Ad Copy with Advance Keyword Insertion, Using Display Network Target Campaigns, Install Remarketing, Optimize Your Landing Pages

### **Optimizing for Other Search Engines**

- An Introduction to Optimizing for Other Search Engines, Optimize Blog Posts for Technorati Optimize Your Images for Google Images.
- Increase Exposure an Ask.com, Improve Your Ranking on Bing, Using Shopping Engines to Drive Traffic, Produce Sales with eBay Auctions.
- Using Craigslist to Drive Traffic.

### **Optimizing for Local Search**

- An Introduction to Local Search, Create a Google+ Local Page, Optimize Your Google+ Local Page.
- Leverage Reviews to Increase Your Local Search Ranking, Optimize Your Website for Local Search, Maximize Social Media Ranking Factors, Eliminate Negative Ranking Factors, Get Listed on Local.com, Get Listed on ReferLocal.com Business Pages.

### **Installing SEO Tools and Plug-ins**

- An Introduction to SEO Tools and Plug-ins,
- Using the Side-by-Side SEO Comparison Tool,
- Using the SEOMoz Browser Toolbar, Using SEO for Firefox Plug-in, Check Page Performance Using the Load Time Speed Test Tool
- Using the WordPress SEO Plug-in by Yoast
- Using the SEO for Firefox Plug-in, Check Page Performance Using the Load Time Speed Test Tool.
- Using the WordPress SEO Book Rank Checker, Using the SEOTools for Excel Add-In

✓ **Expected Outcome :** Students should be able to use different tools/techniques to achieve optimization.

✓ **Reference Books :**

- Search Engine Optimization For Dummies sby Peter Kent
- Search Engine Optimization 3<sup>rd</sup> Edition by Kristopher B. Jones and Foreword by Boykin

**6.3 BBM-SMM**

**Business Environment**

**Credit Pattern**

**L:T:P = 3:1:0**

**Lecture hours/week =3**

**Tutorial hours/week =2**

**All units are of equal weight**

- ✓ **Objectives :** To enable the students to have awareness about various local and Global Business environment.

**Syllabus:**

**Unit 1:**

**12Hours**

**Type of Environment**

- internal, external, micro and macro environment.
- Competitive structure of industries, environmental analysis and strategic management.
- Managing diversity. Scope of business, characteristics of business.
- Objectives and the uses of study. Process and limitations of environmental analysis.

**Unit 2:**

**14Hours**

Emergence of major economies in Asia and Latin America; and importance of outsourcing and off shoring

- impact of international macroeconomic developments (e.g. long-term shifts in trade balances), on the organisation's competitive environment.
- principles of good corporate governance in an international context
- Analysis of relationships among business, society and government in national and regional contexts.

**Unit 3:**

**18Hours**

**Economic Environment: Nature of Economic Environment.**

- Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy.
- Economic policies-industrial policy (1991), FEMA, Monetary and fiscal.

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.

**Unit 4:**

**16Hours**

**Political Environment:**

- Functions of state, economic roles of government, government and legal environment.
- The constitutional environment, rationale and extent of state intervention.
- Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology,
- features and impact of technology.

Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

✓ **Expected Outcome :** Students should be aware of current happenings in the internal and external environment in business

✓ **Reference Books :**

- Business environment: Francis Cherunillam
- Essentials of business environment: Dr. Aswathapa

**6.4 BBM-SMM**

**Project Work**

**Credit Pattern**

**L:T:P = 0:1:7**

**Lecture hours/week =0**

**Tutorial hours/week =2**

**Practical hours/week =14**

- ✓ **Objectives :** To enable the student to absorb industry practices in their specialization thru' internship.
  
- ✓ **Expected Outcome :** The students should have experienced actual industry conditions and would be ready for full time assignments.