

Subject Name	L	T	P	Credit
C2-COM2AG - New venture planning	4	0	0	4

Course Objectives:

- To create awareness about entrepreneurship among students.
- To focus on motivating students for entrepreneurship.
- To focus is given on creativity and innovation.

Course Outcomes:

1. Understand a business idea using different techniques and describe sources of innovative ideas.
2. Apply the basic concept of acquiring an ongoing venture
3. Analyze of various government schemes which are suitable for the business idea.
4. Analyze Develop a marketing plan for a business idea.
5. Analyze the ideas of a well conceived business plan.

Articulation Matrix

(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)

CO/PO/PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
CO1	3	-	1	-	-	-	--	2	-	1	-	1
CO2	-	2	-	3	-	1	-	-	-	-	-	-
CO3	3	-	2	-	-	-	-	1	-	1	-	2
CO4	1	-	3		-	-	1	-	-	-	-	1
CO5	1	-	2	3	-	-	-	-	-	1	-	1

High-3 Medium-2 Low-1

Unit 1:

12 hours

New venture: meaning and features - opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: the role of creative thinking. Developing your creativity. Impediment to creativity.

Unit 2:

12 hour

Methods to initiate Ventures - the pathways to new ventures for entrepreneurs, creating new Ventures. Acquiring an established venture: advantages of acquiring an ongoing venture. Examination of key issues. Franchising: how a franchise works. Franchise law. Evaluating the franchising opportunities.

Unit 3:

12 hour

The search for Entrepreneurial capital: the entrepreneurs search for capital. The venture capital market. Criteria for evaluating new venture proposals. Evaluating the venture capitalist. Financing stages. Alternate source of financing for Indian entrepreneurs. Bank funding. Government policy packages. State financial corporations. Business incubators and facilitators. Information risk capital: angel investors.

Unit 4

12 Hour

Business plan preparation for new Ventures - business plan: concept. Pitfalls to avoid in business plan. Benefits of a business plan. Developing a well conceived business plan. Elements of a business plan: executive summary. Business description. Marketing: market niche and Market share. Research, design and development. Operation management. Finances. Critical risk.

Unit 5:

12 Hour

Marketing aspects of new Ventures - developing a marketing plan. Customer analysis, sales analysis and competition analysis. Market research. Sales forecasting, evaluation pricing decision, Government schemes for new Ventures: different schemes like startup India stand up India, make in India, the venture capital assistance scheme, multiplier grand scheme for its research and development, credit guarantee, comparative analysis of various government schemes.

Text books:

- Vasant Desai, Business Planning and Entrepreneurial Management, Himalaya Publishing House, New Delhi
- Robert, Manimala, M. Peter's, Shepherd, Entrepreneurship, Tata McGraw Hill, India
- Sapna Bansal Tonye Stephen Lawson, New venture planning, JSR Publishing House, New Delhi
- Holt, David H, Entrepreneurship: New Venture Creation, PHI learning, New Delhi
- S.S. Khanka, Entrepreneurial Development, S Chand, New Delhi

Class: B.COM/BBA IV SEM 2023-24	L	T	P	Credit
Subject Name: COM 270 FUNDAMENTAL OF BANKING OPERATION	0	0	2	2

Course Objectives:

- To understand about the fundamental principles of banking
- To Supervision and its practices of Banking in India
- To update students with the various technologies used in banking.
- To make students understand the working of insurance companies.
- To able get employment in bank, insurance and small, big business houses.

Course Outcomes: CO's

After completion of this course students will able to:

CO1 Understand the basic knowledge on Banking

CO2 Understand the Banking scenario in India.

CO3 Apply Banking Rules of business environment in India.

CO4 Apply the Banking and Insurance business risks.

CO5 Analyze Banking and Insurance ethics in financial institutions.

Articulation Matrix

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	-	1	-	-	-
CO2	2	-	3	-	1	-	-	-	-	1
CO3	1	3	-	-	-	2	-	-	-	-
CO4	2	3	-	1	-	-	-	2	-	-
CO5	1	-	3	-	2	-	-	-	-	-

High- 3 Medium -2 Low – 1

<p>UNIT I</p>	<p>Bank-Introduction & Banking Operations: Concept and Evolution of Banks, Types of Banks, Classification of Commercial, Functions of Banks, Banking System, Banks: Emerging Trends and Challenges, Banker-Customer Relationship, Deposit Accounts: Types, Deposit Accounts: Procedure, Loans and Advances, Fund based Credit Facility, Non-Fund based Credit Facility, Types of Loans, Types of Depositors and Borrowers, Modes of Creating Charge, Non-Performing Assets (NPA), Principles of Sound Lending, Secured Advances and Unsecured Advances, Know Your Customer (KYC) and Core Banking Solutions (CBS) operations</p>	<p>12 HOURS</p>
<p>UNIT II</p>	<p>Reserve Bank of India (RBI): Reserve Bank of India (RBI): Introduction, RBI: General Functions, RBI: Credit Control Functions, Banking Ombudsman, Financial Inclusion, Central Banking Digital Currency (CBDC), Government schemes: Banks</p>	<p>12 HOURS</p>
<p>UNIT III</p>	<p>Banking Negotiable Instruments: Types of Negotiable Instruments, Endorsement, Crossing of Cheques, Dishonour of cheques, Cheque Truncation System (CTS), Role and Duties of Paying Bank, Role and Duties of Collecting Bank,</p>	<p>12 HOURS</p>
<p>UNIT IV</p>	<p>Digital Banking : Digital Banking: Introduction, Different aspects of Digital banking, Digital Banking Products, Digital Payment System, Trends in Digital Banking, Challenges in Digital Banking</p>	<p>12 HOURS</p>
<p>UNIT V</p>	<p>Insurance and Risk Management: Concept, Origin and Growth, Functions and Importance of Insurance and Principles of Insurance, Types of Insurance, Different Plans in Life Insurance, Double and Re-insurance, Digital Insurance, Insurance: Emerging Trends, Concept and Classification of Risk, Methods of Handling Risk, Risk Management Process, Regulations of Insurance: Insurance Regulatory and Development Authority (IRDA), Distribution Channels of Insurance, Insurance: Government Schemes</p>	<p>12 HOURS</p>

Text Books:

- "Banking Theory, Law, and Practice" by Sundaram and Varshney - This textbook covers various aspects of banking theory, laws, and practices relevant to the Indian banking system.
- "Banking Law and Practice" by P. N. Varshney - This book provides an in-depth understanding of banking laws and practices in India, including recent regulatory changes and updates.
- "Banking Theory, Law, and Practice" by Gurusamy - This textbook is tailored to meet the requirements of banking students in India, covering topics such as banking regulations, monetary policy, and banking operations.
- "Bank Management" by Macmillan Publishers India - This textbook offers insights into the management aspects of banks in India, including strategic planning, risk management, and corporate governance.

ReferenceBooks:

- "Banking and Financial Services in India" by Sarbapriya Ray - This reference book explores various aspects of banking and financial services in India, including digital banking, financial inclusion, and risk management.
- "Insurance Regulatory and Development Authority of India (IRDAI): Law, Practice, and Procedure" by Ashok Panigrahi - This book focuses on the legal and regulatory framework governing the insurance sector in India, including the role and functions of the IRDAI.
- "Banking Regulation Act and RBI Act: With Allied Rules" by Taxmann Publications - This reference book provides a detailed analysis of the Banking Regulation Act and the Reserve Bank of India Act, along with relevant rules and regulations.

UG: Bachelor's of Business Administration

Semester-IV

M2-BBAB1T Marketing Management

L-6T-0P-0C-6

Course Objectives:

- To assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- To develop effective marketing strategies to achieve organizational objectives.

Course Outcomes (COs):

- Understand the basic concept of marketing management
- Apply the concept of Market segmentation, Targeting & positioning in business operations
- Analyze the pricing strategy and channel flows
- Analyze the emerging trends in service Marketing
- Analyze the channel flows

Articulation Matrix

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CO2	1	1	1	-	-	-	-	-	-	-	-
CO3	-	2	1	-	1	1	-	-	-	-	-
CO4	1	2	2	-	1	1	1	-	-	1	-
CO5	-	2	-	-	1	1	-	-	-	-	1

High-3 Medium-2 Low-1

Unit I :

18 hours

Nature and scope of marketing, selling versus marketing, basic concepts and approaches, marketing management philosophies, concept of holistic marketing. Market segmentation, marketing mix, marketing environment, and marketing system.

Unit 2:

18 hours

Product strategy. Product classification and product mix, branding and packaging decision, integrated marketing Communication. Promotion mix: advertising, publicity, selling, sales promotion and public relation.

Unit 3:

18 hours

Pricing decision, methods of setting prices, pricing strategies, product promotion, rural marketing. Steps for taking lead in startups. Modern marketing, future marketing.

Unit 4:

18 hours

Service marketing - introduction growth of service sector, concept, characteristics and classification of service designing. Marketing of services with special reference to 1. Financial services 2. Health services 3. Hospitality services including travel, hotels and tourism. 4. Professional services 5. Public utility services 6. Educational services.

Unit 5:

18 hours

Channel of distribution, logistics supply chain management, factors affecting choice of channel, types of intermediaries and their roles. types of retailing, retail Management, internet marketing, non profit marketing.

References:

- Marketing Management; Saxena Rajan, Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019 -6th edition)
- Marketing Management, S.A. Sherlekar, Himalaya Publishing House (2015)
- Marketing Management, Philip Kotler, Pearsons Education (2015)
- B2B Marketing Text and Cases ,Krishna K. Havaldar and Shailendra Dasari ,McGraw, New Delhi (2021 5th edition)
- Marketing Management ,Nair Rajan Gupta C.B. ,Sultan Chand & Sons, New Delhi (2018).

Total 90 Hours

**Approved by:
Dr. Avinash Vikram**

**Submitted by:
Mr. Sonakshi Agrawal**

Subject Name	L	T	P	Credit
M2 - BBAB2T - Marketing Research	6	0	0	6

Course Objectives:

- The objective of this course is to explain the concept and activities of marketing research in the management context.
- It is designed to develop an appropriate market research design for the clients.
- The principle focus of this course is developing a comprehensive and integrated treatment of marketing research

Course Outcomes:

- The students will be able to understand the basic of marketing research and will have an in-depth understanding of the marketing research
- The student will understand the basic problems inherent in marketing research
- The student will be able to formulate the problem of marketing research
- The student will be able to apply how effectively they use data and analyse it
- The student will be able to analyse and examine current issues, trends, practices, policies and processes in marketing research

Articulation Matrix

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CO2	-	3	-	-	-	-	-	-	-	-
CO3	3	-	2	-	-	1	-	1	-	2
CO4	1	-	-	3	-	-	-	-	-	1
CO5	1	-	2	3	-	-	-	1	1	-

High-3 Medium-2 Low-1

Unit 1: Introduction and Overview:

18 Hour

Definition, concept and objectives of marketing research, advantages and limitations of marketing research, problems and preparations in marketing research. analysing competition and consumer markets, market research methodology

Unit 2: Types of marketing research:

18 Hour

Types of marketing research: consumer research, product research, sales research and advertising research, various issues involved and ethics in marketing research. Rural marketing research, institutional management and research

Unit 3: Research design and formulation:

18 Hour

Problem formulation in statement of research, Research process. Research design - exploratory research, descriptive Research and experimental research designs. Decision theory and decision tree.

Unit 4: Data collection:

18Hour

Methods of data collection: observational and survey methods. Questionnaire, design attitude measurement techniques

Unit 5: Hypothesis

18 Hour

Administration of surveys, sample designs, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, concept, need, objectives of hypotheses, types of hypotheses and its uses report writing

Text books:

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi (2019 4th edition)
- Cooper DR and Schindler , Business research methods, Tata McGraw Hill, New Delhi latest edition.
- Kothari, CR and Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. 2019

Reference books:

- Naresh K. Malhotra and Satyabhusan Das Marketing Research Pearsons Education (2019-7th Edition)
- Malhotra NC, Marketing Research, Pearsons, New Delhi (2015)
- G.C.Berry, Marketing Research, TMH, New Delhi (2020)

Total 90 Hour

Prepared By:-

Dr. Deepika Choudhary
Assistant Professor (FBAC)

Approved By:-

Dr. Avinash Vikram
Head of Department(FBAC)

Subject Name	L	T	P	Credit
V1-COM-DIGT - Digital Marketing	4	0	0	4

Course Objectives:

On having completed this course student should be able to:

1. To develop understanding of digital marketing skills.
2. To understand digital marketing tools.
3. To understand the working of search engine marketing.
4. To develop the techniques of social media optimization.
4. To understand and manage website traffic tools.

Course Outcomes (COs):

CO1: Understand the conceptual aspects of Digital Marketing.

CO2: Understand the external and internal strength and weakness of business.

CO3: Apply the search engine optimization techniques and related tools for the optimization.

CO4: Apply the social media marketing strategies for social media optimization.

CO5: Analyze the various digital marketing tools for the proper functioning website traffic analysis.

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CO1	1	2	3	-	-	-		-	-	-	1
CO2	-	-	2	3	1	-	-	-	1	-	-
CO3	-	1	3	2	-	-	-	-	-	1	-
CO4	3	-	-	-	-	2	1	-	-	-	-
CO5	-	-	-	-	1	2	3	-	-	-	1

Unit 1

12 hours

Meaning of digital marketing, differences from traditional marketing, return of investments on digital marketing versus traditional marketing. E-Commerce tools used for successful marketing, inbound and outbound digital marketing.

Unit 2

12 hours

SWOT analysis of business for Digital Marketing, meaning of blogs, websites, portal and their differences, visibility, visitor engagement, conversion process, retention, performance evaluation

Unit 3

12 hours

Search Engine Optimization: on page optimization techniques, off page optimization techniques, preparing reports, creating search campaigns, creating display campaigns.

Unit 4

12 hours

Social Media Optimization: Introduction two social media marketing, advanced Facebook marketing, word press blog creation, Twitter marketing, LinkedIn marketing, Instagram marketing, social media analytical tools.

Unit 5

12 hours

Search Engine Marketing: meaning and use of search engine marketing, tools used - pay per click, google adwords, display advertising techniques, report generation.

Website traffic analysis, Affiliate Marketing and Ad Designing: Google analytics, online reputation management, email marketing, affiliate marketing, understanding adwords algorithm, advertisement designing.

Text books:

- Ahuja Vandana, Digital Marketing, Oxford University press (2016) ISBN 9780 19 945 5447.
- Sainyromi, Nargundkar Rajendra, Digital Marketing: Cases from India, Notion Press (2018) ISBN 9781644291931, 1644291932.