



Class: MBA IV SEM	L	T	P	Credit
Subject Name: MGT252 TG1 – CORPORATE TAX PLANNING & MANAGEMENT	4	0	0	4

Course Objectives:

- To make the students aware of the corporate tax laws of India.
- To develop the corporate tax laws and using it for tax planning.
- To make the students aware of what business income is and when it gets taxed.
- To provide knowledge of tax avoidance and tax planning.
- To enable the students about Return of Income and Assessment.

Course Outcomes: CO's

- CO1 Understand the provisions in the corporate tax laws for tax planning.
- CO2 Understand different types of incomes and their taxability and provisions.
- CO3 Apply the corporate tax laws and their provisions related to managerial decisions in practical life
- CO4 Apply the knowledge in tax relation to setting up new business.
- CO5 Analyse file returns and assessment independently.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I	THEORY	COMMENCEMENT OF DIRECT TAX: Main Idea Relating To Income and Tax, Residential Status, Computation Of Income Under Different Heads Salary, House Property, Profits And Gains Of Business And Profession, Capital Gains, Other Sources Of Income, Set-Off And Carry Forward Of Losses, Gross Total Income, Deductions From Gross Total Income, Deduction 80 C And Other Deductions, Total Income, Scope Of Total Income, Total Income And Tax Computation	12 HOURS
UNIT II	THEORY	CORPORATE TAX PLANNING: Main Idea, Nature, Features, Scope, Importance, Objective of Corporate Tax Planning, Tax Evasion And Tax Avoidance, Justification Of Corporate Tax Planning And Management, Corporate Tax Planning In India, Corporate Failure And Contraction.	12 HOURS



UNIT III	THEORY	CORPORATE TAX PLANNING DECISIONS IN RESPECT OF SETTING UP A NEW BUSINESS: Location Of Business And Nature Of Business. Tax Planning With Reference To Financial Management Decisions, Capital Structure Decisions, Dividend Policy, Bonus Share, Investments And Capital Gains.	12 HOURS
UNIT IV	THEORY	TAX PLANNING AND MANAGEMENT DECISIONS: Difference Between Tax Planning And Tax Management, Areas Of Tax Management, Make Or Buy, Own Or Lease, Repair Or Replace, Tax Planning With Reference To Employees’ Remuneration, Tax Planning With Reference To Receipt Of Insurance Compensation, Tax Planning With Reference To Distribution Of Assets At The Time Of Liquidation.	12 HOURS
UNIT V	THEORY	TAX PLANNING WITH REFERENCE TO BUSINESS RESTRUCTURING: - Amalgamation, Demerger, Slump Sale, Conversion Of Sole Proprietary Concern/Partnership Firm Into Company, Conversion Of Company Into LLP, Transfer Of Assets Between Holding And Subsidiary Companies	12 HOURS

Text Books:

- Singhania, V.K., Direct Taxes: Law and Practice, Taxmann Publications, Latest Edition.
- Srinivas. E.A, Corporate Tax Planning, Tata McGraw Hill, Latest Edition
- Singhania, V.K., Direct Taxes: Planning and Management, Taxmann Publications, Latest Edition.
- Kanga, J.B., Palikawala, N.A. and Vyas, D. The Law & Practice of Income Tax, Latest Edition
- Mehrotra, H.C. &Goyal, S.P. Corporate Tax Planning and Management. SahityaBhawanPublications, Agra.
- Singhania, V.K. &Singhania, M Corporate Tax Planning & Business Tax Procedures. Taxmann Publications Pvt. Ltd.

Reference Books:

- The Tax and Corporate Law Weekly. TaxmannPublications
- Income Tax Reports, Company Law Institute of India Pvt. Ltd., Chennai.
- The Chartered Accountant Journal.
- Finance Act for the relevant assessment year.



- Ahuja, G.K. and Gupta, R., Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, Latest Edition

Subject Name	L	T	P	Credit
MGT253 - International HRM	4	0	0	4

Course Objectives:

- The objective of this course is to explain the concept and activities of Human Resource Management in the international context.
- It is designed to introduce students to the nature of managing human resources in multinational firms. It explores the complexities of IHRM and distinguishes international from domestic HR practices.
- The principle focus of this course is developing a comprehensive and integrated treatment of international HRM

Course Outcomes:

- The students will be able to understand the basic of IHRM and will have an in-depth understanding of the IHRM
- The student will understand the basic problems inherent in IHRM
- The student will be able to apply training and development and compensation techniques
- The student will be able to apply how effectively they can manage labour relations in IHRM
- The student will be able to analyse and examine current issues, trends, practices, policies and processes in IHRM.

Articulation Matrix

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CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1	-	-	2	-	-	1	-	1
CO2	-	3	-	-	-	-	-	1	-	-	-
CO3	3	-	2	-	-	1	-	-	1	-	2
CO4	1	-	-	3	-	-	-	-	-	-	1
CO5	1	-	2	3	-	-	-	1	1	1	-

High-3 Medium-2 Low-1

Unit 1: Introduction and Overview:

12Hour

Theory	Introduction to International Human Resource Management, difference between DHRM and IHRM, Issues in IHRM, the Cultural Context of International HRM, the Organizational Context of International HRM

Unit 2: International Staffing & Performance Management:

12 Hour

Theory	IHRM in Cross-Border Mergers & Acquisitions, International Alliances and SMEs, Sourcing Human Resources for Global Markets. Recruitment and selection of international managers, work visa and migration related issues, rigid timing v/s fluid timing.
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Unit 3: Training and Development & Compensation: 12 Hour

Theory	Expatriate Training, International Training, Development and Careers, International Compensation, Labour Relations Key issues in International context. International leadership development, international pay and compensation

Unit 4: Labour Relations: 12 Hour

Theory	International Industrial Relations and the Global Institutional, Regional Integration – The European Union (EU), The North American Free Trade Agreement (NAFTA)

Unit 5: Issues, Challenges, and Theoretical Developments in IHRM: 12 Hour

Theory	Managing people in an International Context – India – Human Resources Issues in Multinational corporate Social responsibility –concluding remarks, HR Practices in UK, USA and Japan

Text books:

1. Pinnington, Ashly H. (2011): Strategic Management and IHRM. In: Anne-WilHarzing.

Reference books:

1. Pinnington, Ashly H.: International Human Resource Management. 3rded. London: Sage publications

Total 60 Hour

Prepared By:-

Dr.DeepikaChoudhary

Assistant Professor (FBAC)

Approved By:-

J.S. Bhatia

Head of Department(FBAC)

**Master’s of Business Administration
Semester-IV**

L-4 T-0 P-0C-4

MGT255 TG1 - Product and Brand Management

Course Objectives

- To give a fundamental understanding of how to build, measure, and manage a brand.
- To identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).
- To learn how to identify brand meaning and to measure brand strength for any particular market offering.

Course Outcomes (COs)

1. Understand various levels of products and its differentiation.
2. Understand the new product design and product life cycle.
3. Apply brand marketing programs for enhancing brand image, brand personality and brand equity.
4. Apply branding strategies for establishing successful brands and brand revitalization.
5. Analyze the designing and implementing of branding strategies.

Articulation Matrix

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CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I: OVERVIEW OF PRODUCT

12 Hours

THEORY	Definitions & Features, Product Levels, Classification of Products , Individual Product Decisions, Difference between Consumer Products and Industrial Products , Consumer Adoption Process, Product Differentiation

UNIT II: NEW PRODUCT DEVELOPMENT:

12 Hours

THEORY	Factors Contributing to a new Product Design, New Product Development Process, Product Life Cycle, Factors Affecting Product Mix, Product Mix Strategies, Product Positioning

UNIT III: BRAND ELEMENTS

12 Hours

THEORY	Classification of Brands, Brand Identity,, Brand Image, Brand Personality, Brand Architecture, Brand Equity, Brand Loyalty Pyramid, Brand Equity, Factors Influencing Brand Equity, Different Methods of Brand Equity Measurement, Brand - Customer Relationship. Planning and Implementing Brand Marketing Programs: Choosing Brand Elements to Build Brand Designing Marketing Programs to Build Brand Equity; Integrating Marketing Communications to Build Brand Equity; Leveraging Secondary Brand Associations to Build Brand Equity.

UNIT IV: BRAND STRATEGIES:

12 Hours

THEORY	Characteristics of Successful Brands, Brand Strategies, Brand Positioning, Brand Extension Strategies, Brand - Product Relationship, Brand Revitalization.

UNIT V: SUSTAINING BRAND EQUITY:

12 Hours

THEORY	Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies; Introducing and Naming New Products and Brand Extensions; Managing Brands over Time; Managing Brands over Geographic Boundaries and Market Segments.

Total: 60 Hours

Reference Book:-

1. Gary L Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Halls.
2. U. C. Mathur, Product and Brand Management, Excel Books.
3. Tapan K. Panda, Product and Brand Management, Oxford University Press India
4. Keller, Kevin Lane, Strategic Brand Management : Building, Measuring and Managing Brand Equity
5. Aaker, David A., “Brand Extensions: The Good, the Bad, the Ugly,” Sloan Management Review, Summer 1990, p. 42.

Approved by

Dr. Avinash Vikram

Prepared by

Mrs. Sonakshi Agrawal

CLASS	SUBJECT NAME	L	T	P	Credit
MBA IV SEMESTER	MGT256 TG1 – ADVERTISING & MEDIA MANAGEMENT	4	0	0	4

OBJECTIVES:

- The objective of the course is to make students aware about using Advertising and Media as a management tool.
- To help them the understand various aspects of Advertising and Media

COURSE OUTCOMES:

CO1: Understand the basics of advertising concepts with scope, importance, process and ethical aspects.

CO2: Understand the media concept, role, types, advantages, disadvantages, selection process and its social aspects.

CO3: Apply the various components of advertising, copy writing, copy testing, creative advertising, motivational approaches, appeals and their uses, advertising budget and advertising regulation.

CO4: Analyze the advertising strategy, different approaches, process, planning, role of agencies and tools used in advertising.

CO5: Evaluate the effective advertising methods and functions.

Articulation Matrix

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CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I	THEORY	ADVERTISING: Elucidate & Bygone of advertising, Features, purpose and functions, Scope, Importance, Ethical aspects, advertising as a Communication Process, Types of Advertising, Criticism of Advertising,	12 HOURS
UNIT II	THEORY	INTRODUCTION TO MEDIA: Strategy , Role of Media, Types of Media, Media technology, Advantages and Disadvantages, Media Planning, Media Selection, Media Scheduling & Strategies, Economic, Social and Ethical aspects of Advertising, Sensitivity in Advertising.	12 HOURS
UNIT III	THEORY	ADVERTISING COMPONENT & REGULATORY: The art of Copywriting, Advertising Copy Testing; Creativity in Advertising communication, Motivational Approaches & Appeals, Types of Appeals used in Advertising; Advertising regulations, Advertising Budget Process.	12 HOURS
UNIT IV	THEORY	ADVERTISING AND CAMPAIGN PLANNING: Advertising as a Marketing Tool, marketing strategy and situation analysis; advertising plan; DAGMAR Approach; Advertising strategy & Campaign Planning Process., e-advertising.	12 HOURS
UNIT V	THEORY	ADVERTISING EFFECTIVENESS & ORGANIZING ADVERTISING	12

		<p>FUNCTIONS: Methods of measuring advertising effectiveness, Advertising research, Structure, Types & functions of an advertising agency, Role of advertising agencies, Client Agency Relationship. Selection of advertising agency, Co-ordination of advertising agency.</p>	<p>HOURS</p>

TEXT BOOKS:

1. Advertising Management, Author: Aaker, David A, Publication: Prentice Hall India. V Edition.
2. Chunawalla, S.A. Advertising, Sales and Promotion Management. Himalaya Publishing House, Mumbai. LII Edition.
3. Advertising Management, Mohan, Manendra,. Tata McGraw Hill, New Delhi. Latest Edition.
4. Advertising Management by Batra, Author(s): Batra, R./ Myers, J. G./ Aaker, D. A., Publisher: PHI Learning.
5. Media Management Hardcover, Author: B. K. Chaturvedi, GLOBAL ACADEMIC PUBLISHERS & DISTRIBUTORS.

REFERENCE BOOKS:

1. Advertising Management System Author:Shyam sunder Agrawal & Dr H.S.Bagga, Publication by Tata McGraw Hill, New Delhi. Latest Edition.
2. Advertising: Principles and Practice, William Wells and Ruth Spence-Stone, Pearson Education, Latest Edition.
3. Advertising & Media- A hand book, Author of the Book: Daniel Yadin, Frank Jefkins School of Public Relations & Frank Jefkins, Frank Jefkins School of Public, Publisher of the Book: Pearson Education India.
4. Advertising & Integrated Brand Promotion by Allen, Author of the book: Claude Hopkins, Publisher of the Book: Ingram short title.
5. Advertising and Promotion reference book by Belch, Author: George E Belch, Keyoor Purani, Michael A Belch, Publisher: Tata McGraw-Hill Education.
6. Contemporary Advertising reference book by Arens, Author(s): Arens, W. F, Publisher: Tata McGraw Hill (TMH).

Subject Name	L	T	P	Credit
MGT257-Financial Derivatives and Risk Analysis	4	0	0	4

Objectives:

- To equip students with principles and techniques of derivatives and its Greeks and risk management through stock market.
- Understand derivative in detail such as forward, futures, options, Greeks, swaps etc.
- Understand of option pricing models 3. Understand the concept of hedging, speculation and arbitrage
- Understand derivative in detail such as forward, futures, options, Greeks, swaps etc.
- Understand option pricing models.
- Understand the concept of hedging, speculation and arbitrage.

COURSE OUTCOME

- CO1. Understand the concept of various type of risk and their implication
- CO2. To apply fundamental principal in derivative market
- CO3. To analyses and estimate value at risk for future and forward option
- CO4. To evaluate various option strategy and apply this strategy to make profit
- CO5. To evaluate the profit making opportunity through interest rate swap

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CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I	THEORY	DERIVATIVE: Derivatives, Types, Participants in the Derivative Market: Hedgers, Arbitrageurs, Speculators. Risk: Meaning, Definition and Types;	12 HOURS
UNIT II	THEORY	Forward Contract: Features, Types and Settlement; Future Contract: Features, Forward v/s Futures, Types, Profit and Loss in Futures, Specification in Futures, Clearing House, Margin, Mark to Market Settlement	12 HOURS
UNIT III	THEORY	Options: Meaning, Types, Trade-offs	12 HOURS
UNIT IV	THEORY	Swaps: Types- Interest Rates Swaps and Currency Swaps, Credit risk and Swaps	12 HOURS
UNIT V	THEORY	Option Greeks: Delta, Theta, Gamma, Vega and Rho, Relationship between option Greeks.	12 HOURS

Text books:

1. Kolb, Robert W. and Overdahl, James A. (2007), Futures, Options and Swaps, Fifth Edition, Wiley-Blackwell Publishers, India.
2. Hull John C., and Basu Sankarshan(2010), Options, Futures, and Other Derivatives, Seventh Edition, New Delhi
3. Edwards, Davis W (2010), Energy Trading and Investing, First Edition, McGraw-Hill, New York
4. Rajib, Prabina(2014), Commodity Derivatives and Risk Management, First Edition, PHI Learning, New Delhi

Reference books:

1. Gupta, S.L, Financial Derivatives: Theory, Concepts and Problems (latest ed.), PHI Learning Publications.
2. JurgenFranke, Wolfgang Hardle and Christian Hafner. Introduction to Statistics of Financial Markets.
3. R. Madhumathi, M. Ranganatham. Derivatives and risk management (1st ed.) Redhead, K. Financial Derivatives- An introduction to futures, forwards, options, swaps. Prentice Hall of India
4. McDonald, Derivatives Markets, (latest ed.), Pearson. 4. Robert Reitano, 2010, Introduction to Quantitative Finance, MIT Press.
5. Chance, 2003, Analysis of Derivatives for the CFA Program.

Subject Name	L	T	P	Credit
MGT259 - Marketing of Services	4	0	0	4

Course Objectives:

- Understanding key issues concerning the management and measurement of service quality and customer satisfaction;
- Execution and understanding of the challenges involved in marketing and managing services;
- Differentiate and identify between the marketing of services and the marketing of manufactured goods;
- Check and analysing the various components of the services marketing mix;
- Appreciating the intertwined role of service personnel and customers with respect to service delivery, failures, and recovery issues.

Course Outcomes:

- Student will be able to understand the key concepts and principles of services marketing.
- Students will be able to understand how the unique characteristics of service products impact on design and execution of marketing strategies for services.
- Student will be able to apply how different elements of the services marketing mix can be used to address a range of marketing issues facing services organisations.
- Students will be able to apply the critical thinking and problem solving skills in services marketing and management.
- Student will be able to analyse and develops an understanding of the "state of the art and service management thinking, to promote a customer service oriented mind-set.

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CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

Unit 1: Fundamental of Services

12 Hour

Theory	Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Challenges & Strategic Issues in Service Marketing: Segmentation. Differentiation and positioning of Services
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Unit 2: Role of Process, People & Physical Evidence in Services Marketing

12 Hour

Theory	Focus on the Customer: Consumer behaviour in Services, Customer Expectation of Services, and Customer perception of services. Elements in an effective services marketing research programme, Building customer
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	relationship, Relationship development strategies, Reasons of Service failure, Service recovery and strategies
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Unit 3: Managing Consumer Behaviour & Service Quality **12 Hour**

Theory	Marketing Mix in Services Marketing: Product, Price, Place, Promotion, People, Physical Evidences end Process Decisions. The GAP Model.
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Unit 4: Delivering and performing services **12 Hour**

Theory	Employees role in service delivery, Customers role in service delivery, Delivering services through intermediaries and electronic channels, Strategies for matching capacity and demand, Key service communication challenges, Approaches to pricing services, Financial and Economic impact of services
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Unit 5: Applications of Service Marketing and CRM **12 Hour**

Theory	Applications of Service Marketing and CRM Marketing of Financial, Hospitality. Health Educational and Professional Services, Marketing for Non Profit Organizations and NGOs; Relationship Marketing (CRM) and Customer Satisfaction Measure.
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Text books:

1. Wirtz Jochen, Lovelock Christopher H, Chatterjee Jayanta.: Services Marketing, 8e Edition, Pearson.
2. Zeithaml Valerie A, & Bitner Mary Jo., Gremler Dwayne D., Pandit Ajay; Services Marketing, 4th Edition, McGraw Hill India
3. Marketing Management: A European Text, 6th Edition, Philip Kotler (Author), John G. Armstrong (Author), Pearson Education (Publisher), 2001

Reference books:

1. Woodruffe, Helen: Service Marketing. MacMillan India
2. Zeithaml Valerie A, & Bitner Mary Jo., Gremler Dwayne D., Pandit Ajay; Services Marketing, McGraw Hill

Total 60 Hour



PG: Master’s of Business Administration
Semester-IV

L-4 T-0 P-0 C-4

MGT261 - Performance Management and Appraisal

Course Objectives:

- Help the students understand the meaning of organizational performance and identify the main characteristics of global leaders.
- Analyze the changing environmental demands and the skill sets required to become effective performers and understand the follower’s characteristics as well.
- Familiarize the students with the meaning and importance of appraisal, factors affecting appraisal of performance, and to understand how teams can be made more effective

Course Outcomes (COs):

- **CO1-** Understanding the employee’s need for performance management in an organizations
- **CO2-** Demonstrate knowledge of applying the ability to analyze the appraisal in themselves and others
- **CO3-** Application of the techniques performance management system to evaluate and improve the employee’s performance.
- **CO4-** Analysis of the performance of the employees and paying them as per their role using the techniques of performance based compensation and career planning.
- **CO5-** Analysis of procedures and contemporary practices of PMT improving performance and smooth conduction of work in the organization.

Articulation Matrix

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CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

Unit-I		12 Hours
Theory	Performance Management: Performance Management – Concepts, Philosophy, Overview, Objectives and Standards	

Unit-II		12 Hours
Theory	Performance Planning and Appraisal: Understanding performance planning, creating performance goals, KPI’s, KPI v/s Metrics, Appraisal process, appraisal interviews, understanding self evaluation, reviewing highly emotional employees, common challenges of performance appraisal.	



Unit-III		12 Hours
Theory	Performance Management Systems: PMS – Importance, Features, Dimensions, Performance consulting, Four pillars of PMS, Strategic Performance Management systems	

Unit-IV		12 Hours
Theory	Decisions based on Performance: Performance based Compensation – Concepts of compensation, Performance related compensation and benefits, skill based pay, competency based pay, Executive compensation – Performance based Career Planning, Career Development and Succession planning	

Unit-V		12 Hours
Theory	Contemporary practices of PMT: Balanced Scorecard – HR Scorecard - Business Process Reengineering - McKinsey 7S framework - Lean Management - Quality management systems, Six-sigma practices, Quick Response Manufacturing.	

Reference(s)

1. T.n. chhabra , human resource management 6th revised edition
2. P. Subba rao, personnel and human resource management 5th revised edition 2014
3. Venkata ratnam c. s. & srivatsava b. k.,personnel management and human resources, tata mc-graw hill, newdelhi,,
4. Alan Price, human resource management, cengage learning, newdelhi, 2007
5. 5 Pravin Durai, human resource mangement, pearson, new delhi,2010
6. Snell, Bohlander & Vohra, human resources management, cengage, newdelhi, 2010
7. Aswathapa, K. (2008), Human Resource Management, 5th ed., Tata McGraw Hill.
8. Dipak Kumar Bhattacharyya, Human Resource Management, Excel Books.
9. French, W.L. (1990), Human Resource Management, 4th ed., Houghton Mifflin, Boston.
10. H.J. Bernardin, Human Resource Management, Tata McGraw Hill, New Delhi, 2004.
11. Ivancevich, J. M. (2008), Human Resource Management, Tata McGraw Hill.
12. Madhurima Lall and Sakina Qasim Zaidi, Human Resource Management, Excel Books.
13. Rao P.S. (2008), Essentials of Human Resource Management and Industrial.
14. Relations, Text cases and Games, Himalaya Publication.

Total: 60 Hours



PG: Master’s of Business Administration
Semester-IV

L-4 T-0 P-0 C-4

MGT262 – Compensation and Benefits Management

Course Objectives:

- To increase student knowledge and comprehension about the compensation function.
- To recognize how pay decisions help the organization achieve a competitive advantage
- To analyze, integrate, and apply the knowledge to solve compensation related problems in organizations
- Students learn about role of compensation, pay system, pay rates, employee benefits & compensation challenges

Course Outcomes (COs):

- CO1-** Understanding the concept of compensation in context of compensation practices.
- CO2-** Applying the knowledge to designing the pay level using external competitiveness and legal compulsion of compensation.
- CO3-** Applying the knowledge of Benefits and Social Security for compensation management.
- CO4-** Analysis of the salary survey of the employees and paying them as per their role using the techniques of pay for performance and salary structure administration.
- CO5-** Analysis of international pay system and latest trends of compensation in national and international level.

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CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

Unit-I		12 Hours
Theory	Foundation of Compensation Management: Initiation to Pay Model, Defining compensation, Preface of Wage, Economic Theory of Wages, Strategic Perspectives of Compensation, Internal Alignment, Concept of Equity, Job Evaluation and Methods of Job Evaluation.	

Unit-II		12 Hours
Theory	Designing Pay Level Defining external competitiveness, concept of base pay, salary progression, contextual influences on pay – allowances: Legal compulsions in compensation – labor laws applicable to compensation, pay commission, wage board and wage agreements.	



Unit-III		12 Hours
Theory	Benefits and Social Security: Defining Benefits, Mandatory Benefits, Benefit Determination Process, Discretionary Benefits, Flexible work schedule, Employee Stock Option Plans, Factors affecting the Benefit Package, Administration of Benefits and Services	

Unit-IV		12 Hours
Theory	Pay for Performance: Individual Incentive – Merit Pay, Commission, Team / Group Incentives , Gain sharing and Profit Sharing, Concept of Bonus Total Salary Structure and Administration: Analyzing Salary Surveys, Designing a Salary Structure, Ethics in Compensation, Deductions, Severance Pay, Flexi and Customized Compensation, Competency Based Compensation	

Unit-V		12 Hours
Theory	Extending the Structure and Latest Trend: Perspectives on Reward, Person focused Pay, International Pay Systems, Metrics in Compensation, Technology enablers in Compensation, Latest Trends in Compensation and benefits	

Reference Books

1. Compensation Management in a knowledge- based world, Richard I. Henderson, Pearson Education, 10th Edition.
2. Compensation planning, George T Mulkovich& Jerry Newmann, McGraw Hill Publication
3. Richard Thrope& Gill Homen, Strategic Reward Systems, Prentice Hall India, New Delhi
4. Compensation Management, Dr.Mousumi S Bhattacharya, Dr.NilanjanSengupta, Excel Books.
5. DewakarGoel, Performance Appraisal and Compensation Management, PHI Learning, New Delhi, Second Edition.
6. Milkovich, G.T., and Newman, J.M. (2011). Compensation, 10th ed. (Boston: McGraw-Hill Irwin, Inc.)
7. Milkovich, G.T., Newman, J.M., and Milkovich, C. (2009). Cases in Compensation, 10th ed. (Homewood, IL: Irwin)..
8. Michael Armstrong & Helen Murlis, Hand Book of Reward Management, Crust Publishing House
9. T.n. chhabra , human resource management 6th revised edition
10. P. Subba rao, personnel and human resource management 5th revised edition 2014
11. Venkata ratnam c. s. & srivatsava b. k.,personnel management and human resources, tata mc-graw hill, newdelhi,,
12. Alan Price, human resource management, cengage learning, newdelhi, 2007

Total: 60 Hours

List of e-Learning Resources:

- How to Tie Executive Compensation to Sustainability, digital article by Seymour Burchman, HBR.



- 7 Compensation Strategies for Cash-Strapped Startups digital article by Amelia Friedman, HBR.
- Elon Musk’s Unusual Compensation Plan isn’t really about Compensation at all Executive digital article by George Serafeim, HBR.
- “Why Elon Musk’s Compensation Plan Wouldn’t Work for Most Executives?” digital article by Alex Edmans, HBR.

**Master’s of Business Administration
Semester-IV**

L-4 T-0 P-0C-4

MGT263 - Securities Market Operations

Course Objectives

- To understand the evolution, working and role of the debt market in India.
- To understand the role, functions of the various intermediaries and regulatory bodies.
- To provide an introduction to the financial markets and to analyze the role of financial markets.
- The course will help them in building a career in stock market/broking houses.
- To help them to understand the practical aspects of primary and secondary market operations.

Course Outcomes (COs)

On successful completion of the course students will be able to:

1. **Understand** the role and importance and the role of regulatory authorities to develop the financial market.
2. **Apply** the Concepts of SEBI relevant to the Indian financial market.
3. **Apply** and analyze the mechanics of trading at NSE and BSE. value of stocks, bonds, and securities are calculated.
4. **Analyze** problem related to derivatives market in India and role and mechanism of credit rating Agencies.
5. At the end of the course the students can **analyze** specific problems or issues related to Derivatives market in India.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I: SECURITY MARKETS AND REGULATING BODIES:

12 Hours

THEORY	Primary and secondary market concept, Primary market role and functions; methods of selling securities in primary market; Regulating Bodies: SEBI, Securities Contract (Regulation) Act 1956, Securities Contract (Regulation)(Amendments) Rules, 2020.
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UNIT II: NEW ISSUES:

12 Hours

THEORY	SEBI guidelines for public issues: pricing of issue, promoters' contribution, appointment and role of merchant bankers, underwriters, brokers, registrars and managers, bankers, etc.; underwriting of issues; Allotment of Shares, Procedures for new issues; e-trading.
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UNIT III: SECONDARY MARKET

12 Hours

THEORY	Role, importance, organization of stock exchange, Listing of securities in stock exchanges; Trading mechanism: screen based trading; Insider trading; Stock Exchanges of India: Introduction to BSE and NSE, Trading at BSE and NSE, Types of orders.
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UNIT IV: DEPOSITORY SYSTEM IN INDIA

12 Hours

THEORY	Role and need; The Depositories Act, 1996, SEBI (Depositories and Participant Regulation) 1996, Participants, NSDL; Credit Rating: Meaning and necessity; Credit rating agencies; Methodology of credit rating.
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UNIT V: DERIVATIVES:

12 Hours

THEORY	Overview, Types, Importance, Trading, Derivative market in India: Present position, regulation and exchanges i.e. MCX and NCDEX.
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Total: 60 Hours

Reference(s)

- NISM publications
- Thomas Susan, Derivatives Market in India; Tata McGraw Hill, 2005
- Financial Derivatives: Theory, Concepts and Practices by S.L. Gupta, PHI, 2013
- Financial Derivatives by S.S.S Kumar, PHI, 6th Ed.
- Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India; New Delhi, 10th ed
- Bhasin Nitin (2010) Financial Institutions & Financial Markets in India: Functioning & Reforms New Century Publications New Delhi.
- Bhole L. M. and Mahakud. J. (2009) Financial Institutions & Markets: Structure, Growth & Innovations-5th ed. Tata McGraw Hill New Delhi
- Desai Vasant (2007) Fundamentals of Indian Financial System: New Challenges and Initiatives Himalaya Publishers, Mumbai.
- Gupta N K and Chopra Monika (2008) Financial Markets, Institutions & Services Ane Books Pvt. Ltd New Delhi.

- Machiraju .H. R (2006).Indian Financial Systems Vikas Publishers, New Delhi .
- Swamy Rita S. (2007) Financial Institutions & Markets Sheth Publishers, Mumbai

E-LEARNING RESOURCES

<http://corporatefinanceinstitute.com>
www.bseindia.com
www.managementstudyguide.com
www.investopedia.com

Approved by

Dr. Avinash Vikram

Prepared by

Mrs. Mangla Badoliya

CLASS	SUBJECT NAME	L	T	P	Credit
MBA IV SEMESTER	MGT271 - INTERNATIONAL BUSINESS FINANCE	4	0	0	4

COURSE OBJECTIVE: This course aims to develop an understanding of the financial management of multinational companies, (MNC's), and in particular, factors influencing exchange rates and exchange rate system, international taxation, hedging of financial risk exposures and their impact on financing, foreign investment decisions and cross border mergers and acquisition.

COURSE OUTCOMES:

CO1: Understand the concept, need, sources, risk factors and policies of international finance.

CO2: Understand terms such as 'balance of payments' and 'current accounts' and evaluate different approaches to measuring them.

CO3: Apply the knowledge, skills and competence in the area of the international foreign exchange market.

CO4: Analyze the operating (economic) currency exposures and their management using external (derivatives and money markets) and internal techniques and policies.

CO5: Evaluate Euromarkets and factors survey evidence suggests influence the choice and mix of financing of MNC's and transfer pricing and taxation influences on MNC policies and decisions.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I	THEORY	Environment of international finance: Need for International Financial System and changes in Global Finance Market. exposure and risk in international business, types of Exposure (Economic, Transaction, Translation) and their impact	12 HOURS
UNIT II	THEORY	Balance of payments and International economic linkages: categories of balance of payments, International flow of goods, services and capital, current and capital account deficits.	12 HOURS
UNIT III	THEORY	Foreign Exchange Markets: Spot and Forwards, Exchange Rates, Eurocurrency and Domestic Interest Rates and Quotations and Market Rules. Forecasting Exchange Rates - Fundamental Factors Affecting Exchange Rates. Time Series Forecasting Models	12 HOURS
UNIT IV	THEORY	Parity conditions in International Finance: Purchasing Power Parity, Covered Interest Parity, Real Interest Parity. Parity Conditions and its	12 HOURS

		Managerial Implications. Carry of future contract, speculation and hedging strategies, swap deals and their types. Concept of LIBOR, LIBID, SIBOR, MIBOR etc.	
UNIT V	THEORY	International financing: Alternative external, medium and long term debt financing, Options for MNCs'. International capital markets. Brief introduction to international taxation – Foreign currency accounts for residents and non-resident Indians.	12 HOURS

TEXT BOOKS:

1. International Financial Management: A.K. Seth, Galgotia Publication Pvt Ltd.
2. International Financial Management: P.G. Apte, Tata McGraw Hill.
3. International Financial Markets and India -- Machirauj, New Age Publication.
4. Multinational Financial Management- Alan C. Shapiro, Wiley India (P.) Ltd.
5. Multinational Business Finance – David K. Eiteman, Michael H. Moffett, Arthur. I Stonehill, Alok Pandey, Pearson Education.
6. International Business Text and Cases, Edition: 2nd Revised and enlarged, Author: P Subba Rao, Publication: Himalaya Publishing house, Publisher: Geetanjali Press Nagpur.
7. International Business – Environment and management, Authors: V K Bhalla and S Shiva Ramu, Edition: 12th revised and enlarged edition (2009), Publication: Anmol Publications Private Ltd. New Delhi 110002 (India).

REFERENCE BOOKS:

8. The International Business Environment By Anant Sundaram, Authors: Anant K Sundaram and J Stewart Black, Publication PHI New Delhi, Eastern Economy Edition, Edition: 2012.
9. International Business – Competing in the Global Marketplace, Edition: 6th, First reprint: 2008, Publication: The Tata McGraw Hill publishing Company Ltd.
10. International Business Environments and Operations, **Authors:** John D Daniels, University of Miami, Lee H Radebaugh, Brigham Young university and Daniel P Sullivan, University of Selaware, **Publication:** Pearson.
11. Foundations of Multinational Financial Management, Author Alan C. Shapiro & Atulya Sarin, Publication: BMC Graham Center Miami.
12. International Business Finance, Michael Connolly (Author) Publisher : Routledge.

CLASS	SUBJECT NAME	L	T	P	Credit
MBA IV SEMESTER	MGT272 – INTERNATIONAL TRADE LOGISTICS	4	0	0	4

COURSE OBJECTIVE:

The objective of the course is to providing the concepts, issues and challenges including the risk and legal implications in Trade Logistics and covers various aspects of Global sourcing including policies, sourcing strategies, cultural diversity and risks. Target Audience: Middle Level and Senior Level Management.

COURSE OUTCOMES:

CO1: Understand the concept, objectives, importance and role of logistic in SCM, in context of international trade and export management.

CO2: Apply the concept of Transportation model to find out the optimum root.

CO3: Analyze the structure of shipping & its tool.

CO4: Analyze the process of handling, planning, demand and supply.

CO5: Evaluate the importance of packing in international trade and Standards used in ITL

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I	THEORY	Approaches and Framework of SCM: Operating objectives and scope of logistics, Role of logistics in Supply Chain Management, Importance of logistic management, logistic service providers, various key terms, Logistical performance cycle, Barriers to internal integration, Supply chain relationships, Logistical service alliances, Customers Services- Customer focused marketing, Value added services, Customer satisfaction and success.	12 HOURS
UNIT II	THEORY	Transportation & Warehousing management: Infrastructure of transportation, Modes of transportation, Role of transportation in ITL, transportation Decision (Pricing, Rate), Multimodal transportation act and its documents, transportation regulation. Warehousing and Inventory management- Storage functionality & principles, Operations, Types, strategy, design, Functions, and contemporary developments in warehousing.	12 HOURS
UNIT III	THEORY	Structure of shipping: (I) World shipping – World shipping council, World Sea borne trade and World shipping. (II) General structure of Indian shipping Industry: Different types of ships/vessels, shipping routes, Operating Ships: Liners, Tramps etc., and Major ports in India, ICDs, CFS, CONCOR, Problem and prospects of Indian shipping, Glossary.(III)	12 HOURS

		International Air Transport: IATA, Cargo Handling, transportation, Problem and prospects (IV) Containerization: Genesis, Classification of containers.(V)Coordination and role of various intermediaries: CHA, Freight forwarders (NVOCC), Stevedores, and other shipping agents.	
UNIT IV	THEORY	Material Handling: Unitization Material Handling, Planning demand and supply through break-bulk, consolidation and cross docking. Supply Chain Management in Retail Sector and reverse logistic process with examples, Material holding- managing the warehouse resource.	12 HOURS
UNIT V	THEORY	Packing system and Design: Perspectives, Damage protection, Alternative materials, International Packing and Packaging Standards used in ITL, Logistics system design- logistics positioning, logistics environmental assessment, time based logistic, alternative logistics strategic, logistics location structure, planning and design techniques, planning costing & pricing.	12 HOURS

REFERENCE BOOKS:

1. K. Muthaiah - Logistic Management & World Seaborne Trade – Himalaya Publishing House Ltd.
2. RajivAserkar - Logistics in International Business - Shroff Publication And Distribution Ltd.
3. Robert Chira - International Logistics Management - Publisher: Author house.
4. Murali Patibandla - International Trade And Investment Behaviour of Firms - Publisher: OUP India.
5. S. SUDALAIMUTHU, S. ANTHONY RAJ - Logistics Management for International Business - Publication: PHI Learning Pvt. Ltd.
6. Rashmi A.Y, Dr.Waseeha Firdoss & Dr. S.Qviya - Trade Logistics and Supply Chain Management - Publisher: Himalaya Publishing House.

Prepared By

Harish Chaturvedi

Approved By

Dr. Avinash Vikram

CLASS	SUBJECT NAME	L	T	P	Credit
MBA IV SEMESTER	MGT273 – INTERNATIONAL SUPPLY CHAIN MANAGEMENT	4	0	0	4

COURSE OBJECTIVES: The objectives of this course are to provide the student with:

- Understand how the chain involved in the marketing and distribution is working and decide the routing and scheduling of the products.
- An understanding of the primary differences between logistics and supply chain management.
- An understanding of the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain.
- An understanding of the management components of supply chain management.
- An understanding of the tools and techniques useful in implementing supply chain management.
- Knowledge about the professional opportunities in supply chain management.

COURSE OUTCOMES:

CO1: Understand the fundamentals of elements and functions of International supply chain, role of drivers and demand forecasting.

CO2: Understand the role of customer service in the International supply chain management.

CO3: Apply the concept, methodology, various models and process of Benchmarking in supply chain management.

CO4: apply the various concept of supply chain into retail sector.

CO5: Analyze the Current issues in SCM and supply chain challenges for future.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I	THEORY	Supply Chain Management: Preface, Nature & Concepts, process view of a supply chain, and framework for supply chain drivers, decision phases in supply chain, integrated logistic supply chain model.	12 HOURS
UNIT II	THEORY	Customer service and customer retention: Preface elements of customer service: pre transaction element, transaction element, Post transaction element, Importance of supply chain/logistic Customer service, effective customer service strategy.	12 HOURS
UNIT III	THEORY	Benchmarking of supply chain: Benchmarking logistics process:, benefits derived from benchmarking, Mapping supply chain processes, Supply & distributor benchmarking, setting priorities for benchmarking, identifying	12 HOURS

		logistics performance indicators.	
UNIT IV	THEORY	Supply Chain Management in Retail Sector- Retail SCM, Definitions of Retail SCM, Need of Retail SCM, Components of Retail SCM, Principles of Retail SCM, Factors Responsible for Effective SCM, Benefits of Retail SCM, Types of Retail SCM, Value Chain Concept, Evolution of Retail SCM, Drivers of Retail SCM, Integration of Retail SCM, Innovations of Retail SCM, Significance and Importance of Retail SCM, Patterns of Control of Retail SCM	12 HOURS
UNIT V	THEORY	Issues in Supply Chain Management: Major issues faced by supply chain management in Indian perspective, Supply chain management challenges in global perspective.	12 HOURS

TEXT BOOKS:

1. Supply Chain Management, Author: Sunil Chopra ,Publisher: Hall Publication.
2. Supply Chain Performance Management, Author: S. Jaikrishna,,Icfai, Publisher: Unit Press.
3. Logistics &Supply Chain Management, Author: Raghoramay,, Publisher:MacMillan India Ltd.
4. Logistics Management, Publisher: Donal J. Bowersok , Publisher: Tata McGraw Hill Publication.
5. Retailing Management, Text and Cases, 3rd Ed, Author: Sapna Pradhan, Publisher: TMH Education Pvt. Ltd. New Delhi, 2011.
6. Retail Supply Chain Management; Author: Ayers, James B., Odegaard, Marry A., Auerbach, Publisher: ARC, Guhana.
7. Retail Management, Author: Chetan Bajaj, Publisher; S.Chand, new Delhi.

REFERENCE BOOKS:

8. Cases in Management,Publisher; R.Srinivasan, R.K.Srivastava, Biztantra, 2012.
9. Retail Management,Author: Berman & Evans, Publisher: TMH, 2007.
10. Supply Chain Management: A Logistics Perspective , Hardcover Book, Coyle, John J. (Author), Cengage Learning (Publisher).
11. Essentials of Supply Chain Management (Essentials Series) , Hugos, Michael H. (Author), Wiley (Publisher).
12. Supply Chain Management: Strategy, Planning, and Operation (What's New in Operations Management) Hardcover Book, Chopra, Sunil (Author), Pearson (Publisher).

Master’s of Business Administration
Semester-IV

L-4 T-0 P-0 C-4

MGT274: SOCIAL MEDIA MARKETING

Course Objectives

- Understand the framework and terminology of social marketing techniques.

Course Outcomes (COs)

1. Understand the importance of Social Media Analytics.
2. Apply appropriate analytic tools to a range of social media data sources
3. Analyze unstructured data primarily textual comments - for sentiments expressed in them.
4. Analyze how different industries across the globe are using social media analytics.
5. Evaluate the effectiveness of a campaign using social media analytics.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I:

12 Hours

Theory	SOCIAL MEDIA ANALYTICS: Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas. Network fundamentals and models: The social networks perspective – nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization
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UNIT II:

12 Hours

Theory	MAKING CONNECTIONS: Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity. Web analytics tools and techniques: Click stream analysis, A/B testing, online surveys, Use of Google Analytics; Web crawling and Indexing; Natural Language Processing Techniques for Micro-text Analysis
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UNIT III:

12 Hours

Theory	FACEBOOK ANALYTICS: Parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post performance on FB, Use of Facebook Business Manager; Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc.
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UNIT IV:

12 Hours

Theory	PROCESSING AND VISUALIZING DATA: Influence Maximization, Link Prediction, Collective Classification. Applications in Advertising and Game Analytics
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UNIT V:

12 Hours

Theory	RECENT TRENDS IN SOCIAL MEDIA MARKETING: Current analysis of of social media marketing, new amendments and provisions in social media marketing.
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Total: 60 Hours

Text Books

- Digital Marketing –Kamat and Kamat-Himalaya
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill

Reference(s)

- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

- Indian Journal of Marketing
- The Journal of Social Media in Society
- Journal of Digital and Social Media Marketing
- Social Media Marketing (Magazine)
- Brand Equity – Economic Times
- <https://searchbusinessanalytics.techtarget.com/definition/social-media-analytics>
- <https://analytics.facebook.com>
- <https://gameanalytics.com/blog/best-tools-for-mobile-game-developers.html>
- https://www.jetbrains.com/pycharm/features/scientific_tools.html

Master’s of Business Administration Semester-IV

L-4 T-0 P-0 C-4

MGT275: Content Marketing

Course Objectives

- To be able to understand the content marketing design.
- To create brand image and reach new buyers.

Course Outcomes (COs)

1. Understand to define content and build audience persons.
2. Understand the content marketing models.
3. Apply creative strategies in developing content.
4. Analyze the content marketing analytics.
5. Analyze the content marketing strategies, tactics and best practices to produce fetching content.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I:

12 Hours

Theory	CONTENT MARKETING - Applying the Behavioral Framework within a content marketing context, A content marketing business model.
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UNIT II:

12 Hours

Theory	CONTENT MARKETING STRATEGY: Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.
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UNIT III:

12 Hours

Theory	DEVELOPING AND DISTRIBUTING CONTENT - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants , Developing an 16 effective editorial calendar.
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UNIT IV:

12 Hours

Theory	MARKETING CONTENT AND EVALUATING IMPACT - Content Marketing Pyramid, Brief overview analytics and tracking
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UNIT V:

12 Hours

<p>Theory</p>	<p>ETHICS/DIVERSITY IN CONTENT MARKETING - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age. Best practices in content marketing , Applying principles in real world case studies</p>
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Total: 60 Hours

Reference Book:

- Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
- Marketing with Social Media (Linda Coles)
- The Social Media Marketing Book (Dan Zarrella)
- Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
- The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

Master’s of Business Administration Semester-IV

L-4 T-0 P-0 C-4

MGT276: Social and Web Analytics

Course Objectives

- To provide an understanding of social media and website analytics.
- To develop an understanding of various analytical tools.
- To develop knowledge about social media insight and report preparation.

Course Outcomes (COs)

1. Understanding the concept of social media and website analytics process.
2. Understanding of types of analytical tools.
3. Apply the analytical tools on paid social media platforms.
4. Apply analytical tools for facebook insight, twitter, youtube etc.
5. Analyze the data analytics and report preparation.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO 10	PSO1	PSO2	PSO3
CO1													
CO2													
CO3													
CO4													
CO5													

High-3 Medium-2 Low-1

UNIT I:

12 Hours

Theory	SOCIAL & WEB ANALYTICS: Social Media Analytics, Social Media Monitoring, Social Media Intelligence, Social Media Engagements. Web Analytics, Web Analytics Process
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UNIT II:

12 Hours

Theory	DATA INSIGHT: Social Media Data, Data to Insight, Analytics in Social Media, Types of Analytics Tools
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UNIT III:

12 Hours

Theory	ORGANIZING SOCIAL AND WEB ANALYTICS: Organizing social media analytics, paid social media analytics platform. Digital Security and ethical issues.
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UNIT IV:

12 Hours

Theory	FREE SOCIAL MEDIA ANALYTICS TOOLS: Facebook insight: monthly data, page summary, post engagement, page likes, page followers, facebook audience insight. Twitter analytics, Whatsapp analyzer, Whatsapp business, Youtube channel analytics, video analytics.
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UNIT V:**12 Hours**

Theory	REPORTS OF ANALYTICS: Metrics, Dashboards and Reports, Strategy and Tactics, Data segmentation for Web analytics. Mobile analytics.
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Total: 60 Hours**Text Books**

- Charu C. Aggarwal, “Social Network Data Analytics”, Springer; 2011.
- Peter Mika, “Social Networks and the Semantic Web”, 1st edition, Springer, 2007.
- Borko Furht, “Handbook of Social Network Technologies and Applications”, 1st edition, Springer, 2010.

Reference(s)

- Guandong Xu, Yanchun Zhang and Lin Li, “Web Mining and Social Networking – Techniques and applications”, 1st edition, Springer, 2011.
- Giles, Mark Smith, John Yen, “Advances in Social Network Mining and Analysis”, Springer, 2010.
- Ajith Abraham, Aboul Ella Hassanien, Václav Snáel, “Computational Social Network Analysis: Trends, Tools and Research Advances”, Springer, 2009.
- Toby Segaran, “Programming Collective Intelligence”, O’Reilly, 2012.
- Sule Gündüz-Ogüdücü, A. Şima Etaner-Uyar, “Social Networks: Analysis and Case Studies”, Springer, 2014.