

FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	BBSE -09	
2	<b>CourseTitle</b>	Elective C – Marketing: Digital Marketing	
	<b>CourseType</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite(if,any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes(CLO)</b>	➤ <i>students will gain knowledge of several updated technologies involved in this digital Marketing era.</i> ➤ <i>Learn about How search Engine Works.</i>	
6	<b>Credit Value</b>	4 Credits	<i>Credit=15Hours-learning&amp; Observation</i>
7	<b>Total Marks</b>	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching–learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Digital Marketing:</b> Creating initial Digital Marketing Plan- SWOT Analysis-Target Group Analysis- Content management- Optimization of Web Sites-MS Expression- SEO Optimization- CRM platform-Google Analytics- Social Media Marketing- Budgeting.		15
II	<b>Digital Marketing Budgeting:</b> Digital Marketing- Benefits of Digital V/s Traditional Marketing- Digital Marketing Platforms- Defining Digital Marketing Goals- Latest Digital Marketing Trends.		15
III	<b>Search Engine Optimization:</b> Introduction to Search Engines-How Search Engine works-Search Engine Optimization & its Benefits- Search Engine Marketing- Google Adwords-Google Ad sense- Display Advertising- Keyword Optimization.		15
IV	<b>Social Media Marketing:</b> Social Media- SMM v/s SMO- Benefits of SMM- Social Media Strategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; Instagram Marketing; Google Marketing; LinkedIn Marketing; Contextual Marketing. <b>Internet demographics:</b> On-line user behaviour and characteristics – navigation behaviour(click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web.		15
<b>Keywords</b>	<i>Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
➤ <i>The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.</i> ➤ <i>Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited</i> ➤ <i>References</i> ➤ <i>Frost, R. D., &amp; Strauss, J. (2016). E-marketing. Routledge.</i> ➤ <i>Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw-Hill)</i>			
Online Resources–			
<a href="https://www.webfx.com/digital-marketing/&amp;ved">https://www.webfx.com/digital-marketing/&amp;ved</a>			
<a href="https://digitalmarketinginstitute.com/resources/ebooks&amp;ved">https://digitalmarketinginstitute.com/resources/ebooks&amp;ved</a>			

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**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:****Maximum Marks: 100Marks****ContinuousInternalAssessment(CIA): 30Marks****EndSemesterExam(ESE): 70 Marks**

<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp; B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**



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**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -10</b>	
2	<b>CourseTitle</b>	<b>Elective C – Marketing: Product &amp; Brand Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<b>Asper requirement</b>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Present contemporary view of the role of Brand Management.</li> <li>➤ Explore various issue related to Brand Management.</li> <li>➤ Develop a critical understanding of the process involved in Private Label Management in Retailing.</li> <li>➤ Learn the skills of Management of Brand and Private Label.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15Hours-learning&amp;Observation</b>
7	<b>Total Marks</b>	<b>Max.Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Brand: Meaning – Definition – Role of Brand – Brand Positioning &amp; Personality Of A Brand; Concepts On Branding And Brand Management - Brand Element Choice Criteria-Marketing; Advantages Of Strong Brands- Financial Brand Value.</b>		<b>15</b>
<b>II</b>	<b>Consumer's Concept Of 'Self-Image': Brand Proposition – Brand Name &amp; Brand Awareness Describes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- Brand Awareness - Brand Loyalty - Brand Asset Valuator; Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management – Various Issues Related To Brand Management – Process Involve In Building &amp; Managing Brand In Retail-Brand Positioning- Value proposition- Brand positioning And Relaunching.</b>		<b>15</b>
<b>III</b>	<b>Planning &amp; Implementing: Private Label Marketing Programs- Criteria For Choosing Private Label Elements-Options &amp; Tactics For Private Label Elements- Use Of IMC (Integrated Marketing Communications) For Brand Building- Leveraging Secondary Brand Associations To Private Brand Building.</b>		<b>15</b>
<b>IV</b>	<b>Measuring &amp; Interpreting Private Label Performance: Developing A private Brand Equity Measurement &amp; Management System- Measuring Sources of Brand Equity - Outcome of Brand label - Equity Identifying &amp; Establishing Private Label Positioning.</b>		<b>15</b>
<b>Keywords</b>	<b>Brand, Consumer, Planning, Implementing, Private Label Performance.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<ol style="list-style-type: none"> <li>1. <i>Bajaj, Tuli &amp; Srivastava, Retail Management, Oxford University Press, New Delhi</i></li> <li>2. <i>Kelley &amp; Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008</i></li> <li>3. <i>Dunne, P. M., Lusch, R. F., &amp; Carver, J. R. (2013). Retailing. Cengage Learning.</i></li> <li>4. <i>Gilbert, D. (2003). Retail marketing management. Pearson Education India.</i></li> <li>5. <i>S.L. Gupta, Retail Management</i></li> </ol>			
<b>Online Resources–</b>			
<a href="https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/">https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/</a> <a href="https://www.iupindia.in/Brand Management.asp&amp;ved">https://www.iupindia.in/Brand Management.asp&amp;ved</a>			

<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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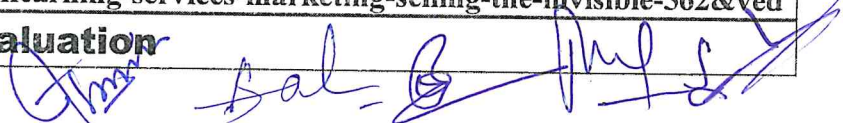
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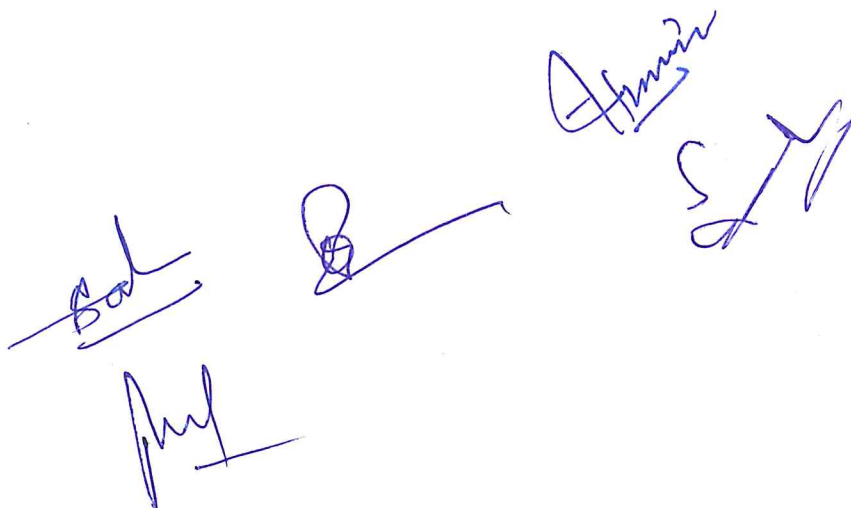
## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2028
1	Course Code	BBSE -11	
2	Course Title	Elective C – Marketing: Services Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn service Marketing, features, classification of services.</li> <li>➤ Acquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy.</li> <li>➤ Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Understanding Services marketing:</b> Introduction - Characteristics of services marketing mix -services in the modern economy - Classification of services - marketing services Vs. Physical services <b>Customer Expectations of service:</b> Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards		15
II	<b>Pricing &amp; Promotion Strategies for Services:</b> Service pricing, establishing monetary Pricing Objectives, Foundations of Pricing, Pricing and Demand, putting Service Pricing Strategies into practice.		15
III	<b>Service Promotion:</b> The role of marketing communication; Implication for communication strategies, marketing communication mix.		15
IV	<b>Marketing plans for services:</b> The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services.		15
Keywords	<i>Services Marketing, Service Promotion, Marketing Plans.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. <i>Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.</i></li> <li>2. <i>Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml &amp; Mary Jo-Bitner: TMH.</i></li> <li>3. <i>Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson.</i></li> <li>4. <i>Services Marketing – Concepts planning and implementation, Bhattacharjee, excel, 2009</i></li> </ol>			
Online Resources–			
<a href="https://www.google.com/searchE+resources+on+services+marketing+pdf&amp;sa=X&amp;ved">https://www.google.com/searchE+resources+on+services+marketing+pdf&amp;sa=X&amp;ved</a> <a href="https://www.classcentral.com/course/openlearning-services-marketing-selling-the-invisible-562&amp;ved">https://www.classcentral.com/course/openlearning-services-marketing-selling-the-invisible-562&amp;ved</a>			
<b>PART-D: Assessment and Evaluation</b>			



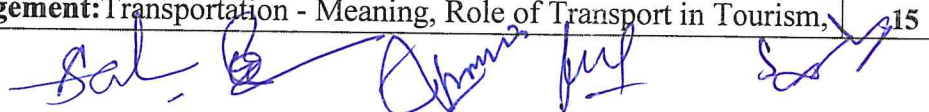
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp; B</b> SectionA:Q1.Objective- $10 \times 1 = 10$ Mark;Q2.Short answertype- $5 \times 4 = 20$ Marks SectionB:Descriptiveanswertypeqts., <b>1outof2</b> fromeachunit- $4 \times 10 = 40$ Marks	

**Name and Signature of Convenor & Members: (CBOS)**



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<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	Course Code	BBSE -12	
2	Course Title	Elective C – Marketing: Tourism Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Learn the fundamental concept of Tourism.</li> <li>➤ Overview of the Tourism products and resources of India.</li> <li>➤ Learn the basic concept and various components of Tourism Management.</li> <li>➤ Gain knowledge of the Functions and Types of Travel Agents and Tour Operators.</li> <li>➤ Familiarize the concept of Transport.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Tourism:</b> Travel: Meaning, Factors affecting travel, Traveler, Tourist, Travel guide (Meaning only); Tourism: Meaning and Definition, Objectives, Types of Tourism: Inter-regional, Intra regional, Inbound and Outbound Tourism, Domestic, International. Forms of Tourism: Religious, Medical, Historical, Social, Adventure, Health, Business, Conference, Sports. Impact of Tourism. <b>Tourism Management:</b> Meaning, Nature, Levels of Management, Principles of Management, Role of Manager, Managerial Functions (Planning, Decision, Organizing, Staffing, Directing) Accommodation - Meaning, role of accommodation in tourism; Types of Accommodations.		15
II	<b>Tourism Products:</b> Tourism Resources- Meaning, Definition, Tourism resources of India-types & typologies Cultural resources - Art & Architectures, Historical, Festivals, Costumes. Popular Religious Centres - Hindu, Muslim, Christianity, Buddhism, Jainism, Sikhism others. Performing Art of India - Classical Dance, folk, Music, Musical Instruments, costumes, handicrafts, boat race, food festivals, An overview of tourism development strategies.		15
III	<b>Travel Agency &amp; Tour Operations:</b> Travel Agency-Introduction, Meaning, Types of Travel Agency, Functions, challenges faced by Travel Agency and Tour Operators. Procedure for approval of a travel agency & tour operators (IATA & Govt body Approval) Travel Documentation: Passport-types, Procedure to apply, VISA-Types & Documents required for foreigners to visit India. Tour Operators: Meaning, Roles and Responsibilities, Types of tour operators, Types of tour packages; Travel Organizations- UFTAA, TAAI, IATO and Its Functions.		15
IV	<b>Transportation Management:</b> Transportation - Meaning, Role of Transport in Tourism,		15



	Types of transportation systems, Rail transport- History, Role of Indian Railway in tourism, Air transport- History, Air Transport Regulations, Limitations, Recent trends in International Tourism. Water Transport- categories of water transport, Cruise Line type, facilities and Cruise Accommodation. Virtual Tour - Meaning, Characteristics, Pro's and Con's.	
<b>Keywords</b>	<i>Tourism, Tourism Management, Travel Agency, Tour Operations, Transportation Management.</i>	

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

1. *Cottman, Travel & Tourism*
2. *Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.*
3. *Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.*
4. *Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.*
5. *Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.*
6. *Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.*
7. *Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1, 2 & 3 New Delhi,*

#### **Online Resources–**

<https://www.edx.org/learn/tourism-management&ved>

[https://onlinecourses.swayam2.ac.in/cec22\\_ge36/preview&ved](https://onlinecourses.swayam2.ac.in/cec22_ge36/preview&ved)

### **PART-D: Assessment and Evaluation**

#### **Suggested Continuous Evaluation Methods:**

<b>Maximum Marks:</b>	<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA):</b>	<b>30 Marks</b>
<b>End Semester Exam (ESE):</b>	<b>70 Marks</b>

<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks	

**Name and Signature of Convener & Members: (CBOS)**

**NEXT-----HONORS & RESEARCH : SEMESTER 07 & 08**

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