Smt. P. D. Hinduja Trust's

K. P. B. HINDUJA COLLEGE OF COMMERCE

• NAAC Re-accredited with "A+" Grade CGPA: 3.59 •

Autonomous Minority Institution
(Affiliated to University of Mumbai)

Sindhi Linguistic Minority Institution

REGISTERED ADDRESS:
315, New Charni Road, Charni Road East,
Opera House, Girgaon, Mumbai, Maharashtra 400004

CURRENT ADDRESS:
Sadhana House, 570 Pandurang Budhkar Marg,
Behind Mahindra Towers, Worli, Mumbai - 400018

CONTACT DETAILS:
Tel: 022-4098-9000 (100 Hunting lines)

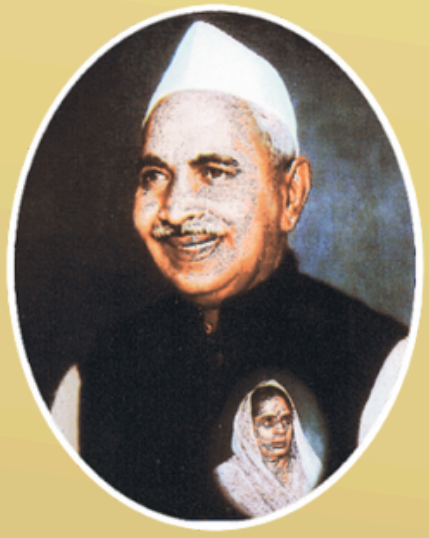
EMAIL:
info@hindujacollege.com

WEBSITE:
www.hindujacollege.edu.in/

HANDBOOK

2026–2027

Founder
Shri. Parmamand Deepchand Hinduja (1901 -1971)



Shri. Parmanand Deepchand Hinduja was a harmonious blend of philanthropy and mercantile activities. He believed in setting aside a portion of the profits from his businesses for charitable activities, especially in the fields of education and healthcare which he considered to be the fundamental right of every human being. His social consciousness, vision and magnanimity inspired the establishment of K.P.B. Hinduja College of Commerce in 1974.

We, at the College remain inspired by the great soul and commit ourselves to be steered by his fundamentals :

Work to Give

A Word Is a Bond

Act Local, Think Global

Partnership for Growth

Advance Fearlessly

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Managing Trustees

Shri. Prakash P. Hinduja
Chairman, Hinduja Group (Europe)

Shri. Ashok P. Hinduja
Chairman, Hinduja Group of Companies (India)

Mr. Shom A. Hinduja
President,
Alternative Energy and Sustainability,
Hinduja Group

Mr. Prashant Asher
Independent Director

Namrata Hinduja

Director & Advisor Message

Dear Students,

Welcome to Hinduja College, where education goes beyond textbooks and nurtures innovation, creativity, and independent thinking. We believe every student has unique potential, and our aim is to help you discover, develop, and excel in your chosen path.

At Hinduja College, academic excellence is blended with professional learning in a dynamic environment. Through quality education, new initiatives, and emerging technologies, we prepare you for future opportunities with confidence.

Your growth and well-being remain central to our mission. With dedicated faculty, meaningful student-teacher interaction, and personalised guidance, we strive to create an enriching learning experience.

Our college is recognised for strong academic results and a legacy of excellence in Mumbai. Alongside academics, we encourage social responsibility, empathy, environmental awareness, and active citizenship.

Whether you aspire to become a leader, pursue a specialised career, or explore new possibilities, Hinduja College offers you the platform to achieve your goals.

We warmly welcome you to this transformative journey.

Dr. Minu Madlani

Principal's Message

Dear Students,

It gives me immense pleasure to welcome you to K.P.B. Hinduja College of Commerce, an institution known for academic excellence, values-based education, and holistic development. As you begin this exciting new chapter, I warmly welcome you to a campus that nurtures talent, encourages innovation, and prepares students for a changing world.

Established in 1974, Hinduja College is guided by the inspiring philosophy of our founder, Shri Parmanand Deepchand Hinduja: "My Dharma is to work so that I can give." This spirit of service and dedication continues to shape our vision.

At Hinduja College, we are committed to creating a student-centric environment with strong industry connect and a global outlook. Along with academics, we encourage participation in leadership opportunities, cultural activities, sports, social outreach, and skill-building initiatives for all-round growth.

This brochure has been designed as a ready-reckoner for first-year students. It introduces you to the college's history, values, committees, student bodies, and important details about your programme. We hope it will guide you as you begin your college journey.

I encourage each one of you to dream big, remain curious, work hard, and make meaningful contributions to society. Your years at Hinduja College will be a journey of learning, friendships, self-discovery, and growth.

I wish you every success and a memorable student life ahead.

Prof (Dr.) Navin M. Punjabi

Co-ordinators

Dr. Antara Sonawane Sarode
Chief Coordinator - Professional Programmes (UG & PG),
K. P .B. Hinduja College of Commerce, Mumbai (Autonomous)

Dr. Jagruti Darji,
Assistant Coordinator - Professional Programmes (UG & PG),
K. P .B. Hinduja College of Commerce, Mumbai (Autonomous)

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Overview of The Student Handbook

Welcome to K.P.B. Hinduja College of Commerce — your gateway to a vibrant and enriching academic journey. This handbook serves as your comprehensive guide to understanding everything our institution has to offer.

Designed to help you make informed decisions, it provides valuable insights into our academic programs, core values, campus culture, and the wide range of opportunities available for your intellectual and personal growth.

It provides essential information on academics, and student life, helping you begin your journey with confidence. At Hinduja College, we believe informed and motivated students are key to a rewarding educational experience, and this guide is your first step toward a rewarding and successful educational experience with us.

Motto, Vision & Mission of the College

MOTTO

Guided by its motto, “Character is Supreme,” the College aligns all its activities toward holistic student development. It is committed to nurturing character and personality without discrimination, instilling secular values such as integrity, social justice, ethics, and reason, and fostering resilience to face life’s challenges.

The College also prepares students for diverse careers in business by providing quality education, career direction, and a broad, humane outlook, enabling them to take on responsible roles in banking, finance, media, management, and industry.

To empower students not only to excel but also to outshine.

To inculcate the values of hard work, diligence and determination and above all, the will to succeed through a holistic and multi-pronged approach.

K.P.B. Hinduja College of Commerce, established in 1974 by the visionary industrialist Late Shri Parmanand Deepchand Hinduja, reflects his philanthropic commitment to education and healthcare as fundamental human rights. Recognized as a premier institution in Mumbai, the College has received several accolades, including the University of Mumbai's 'Best College Award' (2010–11) and the UGC's 'College with Potential for Excellence' status (2016). It was re-accredited with an 'A+' Grade by NAAC in 2017 and granted autonomous status from 2022–23, with NEP 2020 implemented from 2023–24.

With over 6,000 students, 70 full-time and 45 visiting faculty, the College offers 15 academic programmes from junior college to postgraduate and doctoral levels. It is dedicated to preparing students for responsible careers in commerce, banking, insurance, and industry. To achieve its goals, the College emphasizes excellence in academics alongside industry-oriented skill development. It offers a range of value-added courses such as Diamond Cutting, Cyber Law, Stock Market Operations, CFP, Entrepreneurship, Digital Media Marketing, Event Management, ERP, CRM, and Computer Applications. Students are also exposed to the real world of commerce through guest lectures by industry experts, industrial visits, field trips, and internships.

Aligned with its motto, "Character is Supreme," the College fosters social responsibility through extension activities like NSS, NCC, DLLE, and the Nature Club, nurturing commitment, service, and responsible citizenship among students.

"In the world of business, the only constant is change. Embrace it, adapt to it, and thrive in it."

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AUTONOMY & NEP

About Autonomy:

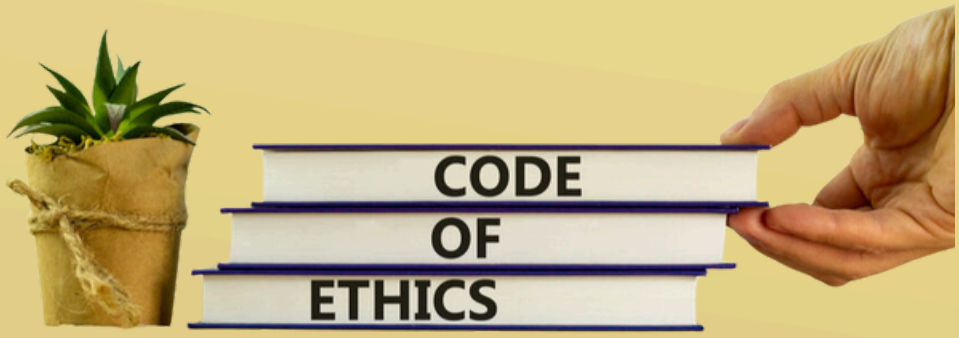
K.P.B. Hinduja College of Commerce was granted Autonomous Status by the UGC in July 2022, enabling it to design and update curricula in line with evolving industry and societal needs. The College actively promotes research among faculty and students, while also encouraging community service, extension activities, and socially relevant projects.

National Education Policy (NEP) 2020:
In line with directives from the Government of Maharashtra, the College implemented NEP 2020 from the academic year 2023–24, following UGC guidelines (12 December 2022) and the Government Resolution dated 20 April 2023.

Salient Features of NEP 2020

- Multidisciplinary Learning: Offers a flexible curriculum that enables students to choose subjects across disciplines, bridging arts, humanities, sciences, and commerce.
- Critical Thinking Focus: Emphasizes conceptual clarity and analytical skills over rote learning.
- Skill & Vocational Development: Integrates practical skills and vocational training to enhance employability and promote entrepreneurship.
- Assessment Reforms: Adopts continuous, competency-based evaluation for a more holistic assessment of student learning.
- Inclusion and Equity: Promotes equal access to quality education, addressing gender and social disparities and supporting marginalized groups, including students with disabilities.
- Research and Innovation: Encourages a strong research culture through dedicated centres and active student–faculty engagement in innovation.
- Internationalization: Enhances global exposure through academic collaborations, exchange programmes, and international partnerships.
- Implementation: NEP 2020 is being introduced in phases across institutions, including the University of Mumbai, laying the foundation for a more inclusive, flexible, and future-ready education system.

Conduct and Ethics



Behavior

In our College, behavior and professionalism go hand in hand. We prioritize a culture of respect, integrity, and collaboration. Your behavior in the College is not only a reflection of yourself but also a representation of our collective commitment to excellence.

- Minimum 75% attendance in lectures in each subject is mandatory according to Ordinance No. 6086 of the University of Mumbai. Disciplinary action will be taken against students defaulting in attendance.
- Punctuality in attending lectures must be observed by students. Students must join the class within the first 05 minutes of the commencement of the lecture.
- A Notepad/Notebook and Pen must be carried by students to take down notes and instructions.
- Students are expected to be dressed appropriately during lectures.
- During offline lectures students must mute their mobile phones and during online lectures they must mute their microphones unless instructed otherwise by the faculty.
- Students must keep their camera on throughout an online class.
- In an online class, students may either type their queries in the 'Chat' window or use the option of the 'Raised Hand' feature.
- Any kind of indiscipline or use of improper language in the classroom is strictly prohibited and will warrant firm disciplinary action.

Together, let's create an environment where everyone feels valued, supported, and inspired to bring their best selves to the Institution each day.

Conduct and Ethics

Attendance

Students must attend all lectures, tutorials, and practicals as per University of Mumbai regulations, with a minimum of 75% attendance each semester. Failure to maintain the required attendance, including prolonged absence in any month, may lead to disciplinary action, including removal from the College Roll.

Discipline

Students must carry a valid Identity Card at all times; failure to do so may lead to denial of entry and loss of access to college facilities. In case of loss, a written request must be made to the Principal for a duplicate card.

Students are expected to maintain discipline, respect college property, and keep the परिसर clean. Unauthorized communication with the press regarding college matters is prohibited. Misconduct or indiscipline may result in strict action, including expulsion. Smoking, spitting, and the use of mobile phones on campus are strictly prohibited. Students must be neatly and modestly dressed, and adhere to all University rules.

ANTI – RAGGING

RAGGING IS AN OFFENCE WHICH WILL BE DEALT WITHFIRMLY, RAGGING IS PUNISHABLE UNDER THE 'MAHARASHTRA PREVENTION OF RAGGING ACT'.

The Prohibition of Ragging Act

Ragging is strictly prohibited as it violates fundamental rights and is punishable under law. As defined by the Hon'ble Supreme Court of India, ragging includes any form of verbal, written, or physical conduct that causes harassment, humiliation, psychological harm, or fear among junior students. It includes acts such as forcing juniors to perform tasks, do menial work, answer vulgar questions, view inappropriate content, or engage in activities causing physical or mental harm. Any such behavior will invite strict disciplinary action.

Hinduja Foundation Prizes & Scholarships

- To enthuse students to excel in academics, sports and cultural activities and instill in them a spirit of healthy competition, as well as to inculcate habits of discipline and regularity, generous Prizes and Scholarships of Rs. 7.5 lakhs have been instituted by the Hinduja Foundation for every academic year. The prizes cover a broad spectrum of achievements which include:
- Best Student of the Year Award (Female)
- Best Student of the Year Award (Male)
- Best Class Representative
- Best Sportsman
- Best Sports woman
- Best Athlete of the College
- Best N.S.S. Volunteer
- Best DLLE Volunteer
- Best N.C.C. Cadet
- Best Student Organizer
- Best Rotaractor

- Hinduja Academic Excellence Award for Consistent Performance throughoutF.Y.B.Com., S.Y.B.Com., and T.Y.B.Com., and in the Self-Finance Courses; B.Com(Accounting and Finance), B.Com(Banking and Insurance), Bachelor of Management Studies, Bachelor of Mass Media, B.Sc.(Information Technology), B.Com(Financial Markets),B.Com(Transport Management) and B.Com(Investment Management)
- The Highest Grade in Each Class
- The Highest Marks in Each Subject
- Outstanding Performance in Cultural Activities.

N.B.

- Repeaters and A.T.K.T. students are not eligible for scholarships and freeships.
- Only students whose attendance is satisfactory and good conduct are eligible for Hinduja Foundation Prizes and Scholarships.
- Students are eligible for the Hinduja Foundation Award provided they continue their studies in this college.
- Details of various freeships and scholarships instituted by the Government will be displayed on the college notice-board.

STUDENT SUPPORT SERVICES

Ms. Asha Ambani
Counsellor

Office

The College Office functions from 9-30 a.m. to 4-30 p.m. on all working days.

Train & Bus Concession Forms

Students seeking train and bus concession forms are required to contact Ms. Yogita S. Humane in the College Office. Forms will be issued during office hours from 10:30 a.m. to 1:30 p.m. on all working days.

Academic Transcripts

Students requiring Academic Transcript should contact the respective staff. Forms will be issued during office hours from 10:30 a.m. to 4:30 p.m. on all working days.

Ms. Kiran S. Dikwalkar
Jr. Clerk
(Aided Section)

Ms. Yogita S. Humane
Jr. Clerk
(Self-Financing Section)

Mr. Sanjiv A. Nikam
Jr. Clerk
(Junior College)

Student Counselling Services

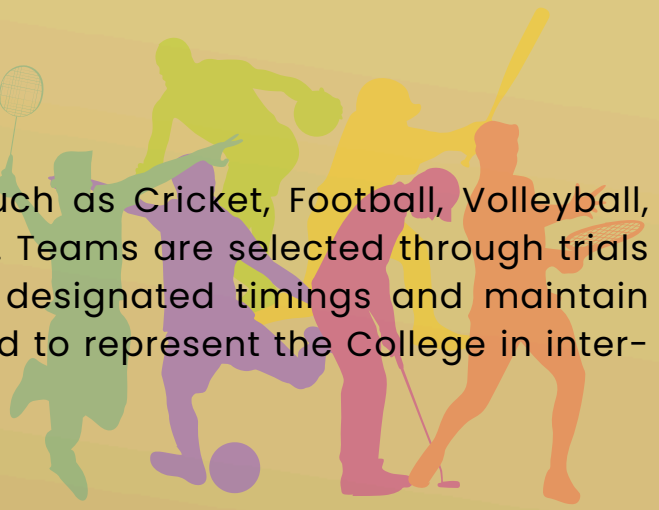
The College provides access to a qualified counsellor to support students' emotional well-being and personal development. Students are encouraged to seek guidance on academic, personal, or emotional concerns. All interactions are handled with strict confidentiality, ensuring a safe and supportive environment for every student. The counsellor is available on Mondays and Fridays from 11:30 a.m. to 2:30 p.m.

INFRASTRUCTURE FACILITIES

Library

The College Library is well-equipped with the latest publications in commerce, along with books of general interest, journals, periodicals, and newspapers. It is open from 7:00 a.m. to 6:00 p.m. on all working days, and access is permitted only with a valid ID card. Students must return issued books on time to avoid fines. Reference materials, question papers, periodicals, and newspapers are for reading within the library only. Maintaining silence and following library rules, as notified, is mandatory.

Gymkhana



The College provides facilities for sports such as Cricket, Football, Volleyball, Table Tennis, Chess, Carrom, and Throwball. Teams are selected through trials based on merit. Students must adhere to designated timings and maintain discipline. Selected students are encouraged to represent the College in inter-collegiate and external competitions.

Canteen

The College canteen offers hygienic food at reasonable prices.

COLLEGE COMMITTEES

STATUTORY COMMITTEES	
DLLE (Extension Work)	N.S.S.
Examinations Committee	Students' Council & Extra Curricular Activities
IQAC	Unfair Means Enquiry Committee
N.C.C	
NON- STATUTORY COMMITTEES	
Academic Calendar	Marathi Mandal
Accountancy Association	Mentoring Committee
Add-on Courses	P.T.A.
Admission Committee	Placement Cell
Alumni Association	Planning and Evaluation Committee
Anti-Ragging Cell	Planning Forum
Attendance & Discipline	Prospectus
CAS Co-ordination Committee	Remedial Teaching (for Slow Learners)
CIC (College Internal Committee)	Research Cell
College Grievance Redressal Committee	Rotaract
Commerce Association	SC/ST Welfare
Counselling Centre	Selection & Prize Distribution
Faculty Welfare & Activities Co-Ordinator	Special Cell (For Students with Special Needs)
Gymkhana, Hiking And Nature Club	Student Welfare & Career Counselling
Library Committee	Study Circle (For Competitive Exams)
Literary & Debating Society	Time Table Committee
Magazine Committee	Women's Development Cell

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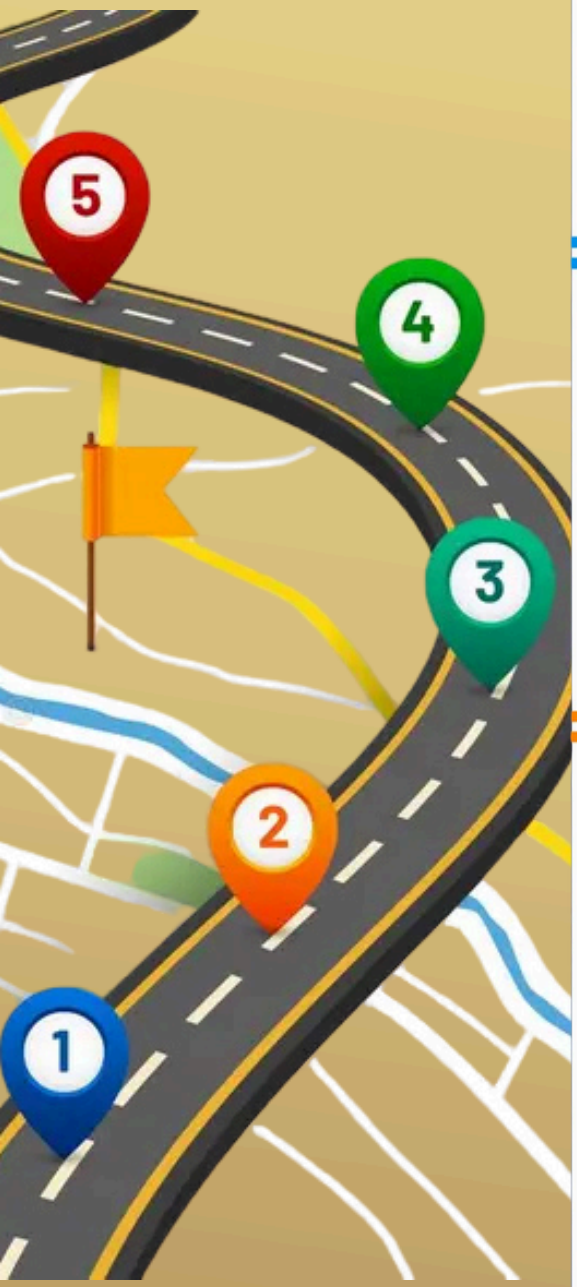
CAMPUS LOCATION AND ACCESS

The new campus of K.P.B. Hinduja College of Commerce is located at Sadhana House, 570 Pandurang Budhkar Marg, behind Mahindra Towers, Worli, Mumbai – 400018. The campus is well-connected through multiple modes of public and private transport, ensuring convenient accessibility from different parts of Mumbai.



Navigating to the New K.P.B. Hinduja College Worli Campus

Metro Aqua Line (Metro Line 3)

Worli Metro Station (Aqua Line)
10 min walk
(approx. 10 mins)

Sadhana House
K.P.B. Hinduja College of Commerce

10 min Walk
(approx. 10 mins)

BEST Bus Routes From South Mumbai
28, 83, 85, 87, 305, A-62, 86, 88

Nearby Bus Stops
- Kurne Chowk (Mahindra Towers)
- Doordarshan Bus Stop

Mahindra Towers

Western Line

Prabhadevi Station

Shared Taxi or AC Bus

AC Bus
A-167

Find us on Google Maps

Shared Taxi or AC Bus

AC Bus
A-167

Central Line

Parel Station

No Auto-Rickshaws Allowed
Auto-rickshaws cannot enter South Mumbai. Use four-wheeled taxis for point-to-point travel.

Private Transit Solutions

Citi Flo
Premium AC buses with multiple routes across Mumbai.

Smart Parking Solutions
Avoid street parking. Use authorized lots via BMC Raheja Artesia or the Park+ app.

K.P.B Hinduja College, Worli | Sadhana House, Pandurang Budhkar Marg, Behind Mahindra Towers, Worli, Mumbai - 400018

Designed for easy navigation

BBA - DB

BACHELORS OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

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KNOW YOUR PROGRAMME

B.B.A – DB

BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

ELIGIBILITY & PASSING CRITERIA

Candidates seeking admission to BAMMC must have passed Std. XII (or equivalent) from Arts, Science, or Commerce streams.
All admitted students must register with the University of Mumbai.

PASSING STANDARD (NEP 2020)

Students must secure a minimum of 40% separately in both internal and external assessments to pass, with combined marks determining the final result.

CREDIT SYSTEM

The University of Mumbai has introduced the credit system in all the Central, State & Deemed learning centres in the country, under the Universities Five Year Plan.

PERFORMANCE GRADING SCALE

Marks range out of 100	Grade and Grade Description	Grade Points
90 TO 100	**O:** Outstanding	10
80 TO 89.99	**A+** Excellent	9
70 TO 79.99	**A:** Very Good	8
60 TO 69.99	**B+**: Good	7
55 TO 59.99	**B:** Above Average	6
50 TO 54.99	**C:** Average	5
40 TO 49.99	**P:** Pass	4
39.99 OR BELOW	**F:** Fail	0

The performance grading shall be based on the aggregate performance of the Internal Assessment Test and the Semester End Examination.

KNOW YOUR PROGRAMME

B.B.A – DB

BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

College examinations are compulsory for all students. No student will be granted any Scholarship, Freeship, Concession or any other similar facilities, unless among other conditions, he/she shows satisfactory performance at various examinations. Any Student found guilty of copying or using unfair means, directly or indirectly in an examination may be denied admission to any class again besides being liable for prosecution. FY/SY students will be promoted to SY/TY respectively after considering the passing standard prescribed as per the University guidelines received from time to time.

Scheme of Examination

1) Degree - Self Financed Programmes

Credit	Semester End Examinations	Internal Examinations
4	60 Marks	40 Marks
2	30 Marks	20 Marks

***NB: Internal Assessment includes tests, presentations, field-based assignments, projects etc.

ATKT Examination: -

There will be ATKT / Repeaters examination for those who failed and Makeup Examination for those who remained Absent on Medical ground.

Revaluation & Verification: -

Rules & procedures for providing photocopies of answer books to the examinee and process of revaluation of the answer books of the examinee who apply for revaluation will be as per university circular from time to time.

STRUCTURE OF THREE-YEAR B.B.A - DB COURSE

The following tables provide details of the courses for the **Academic Year 2026-27**. Each semester, students are expected to earn a **total of 22 credits**, as per the guidelines of the Maharashtra State.

FYBBA – DB

Semester I			Semester II		
Category	**Course Name**	**Credits**	**Category**	**Course Name**	**Credits**
MAJOR 01	Foundations of Marketing & Customer Strategies	4	MAJOR 01	Introduction to Website & Design Essentials	4
MAJOR 02	Principles of Management	2	MAJOR 02	Organic Social Media Marketing	2
OPEN ELECTIVE 01	Introduction to Psychology	2	MINOR	Strategic Management	2
OPEN ELECTIVE 02	Global Economics	2	OPEN ELECTIVE 01	Digital Economics	2
VOCATIONAL SKILLS COURSE	Content Strategy & Storytelling	2	OPEN ELECTIVE 02	Business Law	2
SKILL ENHANCEMENT COURSE	Market & Brand Intelligence	2	VOCATIONAL SKILLS COURSE	Brand Strategy & Positioning	2
ABILITY ENHANCEMENT COURSE	Communication Skills I (English)	2	SKILL ENHANCEMENT COURSE	Commercial Designing	2
VALUE EDUCATION COURSE	Foundation Course	2	ABILITY ENHANCEMENT COURSE	Career Development & Communication I	2
INDIAN KNOWLEDGE SYSTEM	Indian Thoughts in Management and Practices	2	VALUE EDUCATION COURSE	Environmental Studies	2
Co-Curricular Courses	Co-Curricular Course (CC)	2	Co-Curricular Courses	Co-Curricular Course(CC)	2

Note:

As per the National Education Policy 2020, after completing the third year of undergraduate study, a student may opt to pursue the fourth year either as an Honours programme or as an Honours with Research specialization track, depending on their academic interests and career aspirations. After completing the fourth year of undergraduate education, students can directly pursue a postgraduate degree by successfully completing two semesters (1 year) of advanced coursework, along with research projects in their domain of specialization.

STRUCTURE OF THREE-YEAR B.B.A - DB COURSE

The following tables provide details of the courses for the **Academic Year 2026-27**. Each semester, students are expected to earn a **total of 22 credits**, as per the guidelines of the Maharashtra State.

SYBBA – DB					
Semester III			**Semester IV**		
Category	**Course Name**	**Credits**	**Category**	**Course Name**	**Credits**
MAJOR 01	Social Media Advertising I	4	MAJOR 01	Social Media Advertising II	4
MAJOR 02	Fundamentals of Search Engine Optimization	4	MAJOR 02	Advanced Search Engine Optimization Strategies	4
MINOR 01	Operations Management	4	MINOR 01	Career Development & Communication - II	4
OPEN ELECTIVE 01	Social Psychology	2	OPEN ELECTIVE 01	Reputation Management & Influencer Marketing	2
VOCATIONAL SKILL COURSE	Financial Accounting	2	SKILL ENHANCEMENT COURSE	Website Portfolio Creation	2
ABILITY ENHANCEMENT COURSE	Effective Communication Skills I (Hindi)	2	ABILITY ENHANCEMENT COURSE	Effective Communication Skills II (Hindi)	2
FP	Field Project	2	CEP	Field ProjectCommunity Engagement Program	2
Co-Curricular Courses	Applied Arts (Motion Graphics)	2	Co-Curricular Courses	Applied Arts (Film-making)	2

Note:

As per the **National Education Policy 2020**, after completing the third year of undergraduate study, a student may opt to pursue the **fourth** year either as an **Honours programme** or as an **Honours with Research specialization track**, depending on their academic interests and career aspirations.

After completing the fourth year of undergraduate education, students can directly pursue a **postgraduate degree** by successfully completing **two semesters (1 year)** of advanced coursework, along with research projects in their domain of specialization.

STRUCTURE OF THREE-YEAR B.B.A - DB COURSE

The following tables provide details of the courses for the **Academic Year 2026-27**. Each semester, students are expected to earn a **total of 22 credits**, as per the guidelines of the Maharashtra State.

TYBBA - DB					
Semester V			**Semester VI**		
Category	**Course Name**	**Credits**	**Category**	**Course Name**	**Credits**
MAJOR 01	Web Analytics & Data Management	4	MAJOR 01	Integrated Marketing Strategies	4
MAJOR 02	Media Planning & Management	4	MAJOR 02	E-Commerce Management	4
MAJOR 03	Marketing Automation	2	MAJOR 03	Future Marketing Trends	2
MINOR 01	Corporate Communication & Public Relations	4	MINOR 01	Organisation Behaviour & Human Resource Management	4
ELECTIVE 01	CopywritingConsumer Behaviour & Analytics	4	ELECTIVE 01	Agency Management	4
VOCATIONAL SKILL COURSE	Design Thinking (UI/UX)	2	On-The-Job Training (OJT)	On-The-Job Training (Internship)	4
FP	Field Project	2			

Note:

As per the National Education Policy 2020, after completing the third year of undergraduate education, students can directly pursue a postgraduate degree by successfully completing two semesters (1 year) of advanced coursework, along with research projects in their domain of specialization.

PROGRAMME DETAILS

A

Programme Overview
Name, Overview of the programme
Brief Introduction

B

Programme Details
Programme Outcomes (POs)

C

Faculty Profile
Name
Qualification Experience
Specialization Brief profile

D

Research and Publications
Areas of Research
Publications
Funded Research Projects

E

Faculty & Subject Details
TYBAMMC Subjects & Faculty Details
Syllabus

F

Best Practices & Future Plans
Unique initiatives of your Programme
Innovative teaching or research practices
Academic expansion
Research goals

PROGRAMME OVERVIEW

About B.B.A in DIGITAL BUSINESS

Bachelor's in Digital Business (BDB), an undergraduate program offered by Indian Institute of Digital Education (IIDE) in collaboration with partner colleges such as KPB Hinduja College. The program combines traditional business education with practical training in digital technologies, marketing, analytics, and entrepreneurship.

Students are introduced to a wide range of media platforms, including advertising, journalism, digital media, public relations, broadcast media, content creation, influencer marketing, and social media marketing. The teaching methodology blends classroom lectures with interactive sessions by industry professionals and alumni, hands-on workshops, and field-based projects.

Students actively participate in independent assignments, group activities, and classroom presentations, creating a practice-oriented learning environment.

PROGRAMME DETAILS

B.B.A – DB

BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

PO1: Apply fundamental concepts of business management, marketing, finance, and economics to address real-world organizational challenges.

PO2: Design, implement, and evaluate digital marketing strategies using SEO, SEM, social media, content marketing, email marketing, and performance marketing techniques.

PO3: Analyze and interpret business and marketing data using analytical tools to support data-driven decision-making.

PO4: Utilize digital technologies, AI tools, and business software to improve operational efficiency and customer engagement.

PO5: Develop and manage e-commerce and digital business models by applying strategic planning and innovation principles.

PO6: Demonstrate critical thinking, problem-solving, and analytical skills to identify opportunities and solve complex business issues

FACULTY PROFILE

Name
: Mr. JASPRIT SINGH SUDAN

Designation:
FACULTY TRAINER

Qualification:
Bachelor of Business Administration (B.B.A.)

Specialization
: Marketing & Entreupreneurship

Experience:
10 Years

Mr. Jasprit Sudan is an accomplished educator and industry professional with extensive experience in mentoring students and fostering academic excellence. He is recognized for his expertise in his domain, practical approach to teaching, and commitment to bridging the gap between industry and academia. Through his engaging sessions and learner-centric methodology, he inspires students to develop the skills and confidence needed for professional success

FACULTY PROFILE

Name:
Mr. Bhavik Parmar

Designation:
Faculty Trainer

Qualification:
Excecutive MBA

Specialization:
Digital Marketing, UX/UI, Automation

Experience:
20 Years (Industry)

Mr. Bhavik Parmar is an Enterprise Product & Digital Transformation leader with 20+ years of experience driving complex, multi-country technology and finance modernization programs. Proven ability to align cross-functional teams to deliver compliant, scalable, and cost-efficient platform solutions.

Led enterprise-scale e-invoicing transformation, workflow automation and operating model redesign initiatives across 70+ countries, managing vendor ecosystems and regulatory alignment in highly governed environments.

Background spans digital product execution and delivery, UX-driven digital platform design, operational governance, and strategic roadmap leadership.

Currently exploring senior product and digital transformation leadership roles in Mumbai.

FACULTY PROFILE

Name:
Mr. Shaun Andrade

Subjects Taught:
Quantitaive Techniques, Maths, Python

Educational Qualifications:
M.Sc. Mathematics, B.Sc. IT

Years of Experience:
3 Years

Area of specialization:
Maths, Data Analysis, Excel

Mr. Shaun Andrade is currently associated with IIDE – The Digital School as an Associate, contributing to student engagement, placements, industry collaborations, and academic initiatives. He brings over two years of teaching experience as a Faculty of Mathematics at Laxmichand Golwala College, Ghatkopar and has also served as a Visiting Faculty at Somaiya College,Vidyavihar teaching Applied and Discrete Mathematics. Alongside his teaching roles, he has actively led placement initiatives, coordinated sports and cultural events, and supported institutional development. Holding a Bachelor's degree in Information Technology and a Master's degree in Mathematics, He is passionate about empowering students by bridging academia with industry and fostering career-ready learning experiences.

FACULTY PROFILE

Name:
Mr. Pritesh Shinde

Subjects taught:
Brand Strategy, Marketing

Educational qualifications:
P. G (Marketing)

Years of experience:
7 Years (Industry), 2 Years (Teaching)

Area of specialization:
Resume Writing, Strategic Management

Mr. Pritesh Shinde is a dynamic marketing professional associated with IIDE – The Digital School, with a strong interest in digital marketing, brand building and business strategy. With experience across marketing and digital business, he brings valuable industry perspectives into the academic environment. His professional journey reflects a keen understanding of emerging trends in content, consumer behaviour and digital marketing. He has actively contributed to student learning through interactive sessions, industry engagements and practical projects. His approach focuses on connecting classroom concepts with real-world business challenges and opportunities. A strong advocate of experiential learning, he encourages students to think creatively, strategically and beyond conventional boundaries. Through his knowledge and engaging approach, he continues to inspire young professionals to develop industry-ready skills and a growth-oriented mindset.

FACULTY PROFILE

Name:
Mr. Tejasvi Khatry

Subjects taught:
Influencer Marketing, Social Media Ads

Educational qualifications:
M. A (Communication & Journalism)

Years of experience:
10 Years (Teaching)

Area of specialization:
Digital Markegting, Media and Journalism

Mr. Tejasvi is a Media and Communication educator/story-teller for Higher Education colleges. A Mumbai-based educator and PhD researcher exploring Bookstagram at Pacific University. Passionate storyteller with over a decade shaping minds in media, management, communication, journalism, advertising, PR, films, and photography. As Visiting Faculty across 20+ colleges, have trained 4000+ learners of all ages through hands on courses. Have held Department In-Charge and Course Coordinator positions at Wilson College and University of Mumbai. My expertise spans curriculum implementation, research investigations, academic writing and editing, digital media marketing, content creation, creative production, media research, event management, syllabus design, media relations and panel moderation. He is a cinephile, published poet, and bibliophile with a 1500 plus book personal library, I weave narratives into inclusive classrooms. Openly queer and bisexual, I create safe spaces for gender studies. Aspiring to pioneer curricula bridging digital storytelling, influencer marketing, safe space creation, queer narratives and social impact.

FACULTY PROFILE

Name:
Adv. Kalpana Shah

Subjects taught:
Business Law, Corporate Law

Educational qualifications:
LLB, M. Com

Years of experience:
10 Years (Teaching)

Area of specialization:
Law, Commerce and Management

Adv. Kalpana Shah is a distinguished legal professional and academician based in Mumbai, with experience spanning the fields of law and education. She is associated with the academic fraternity and has contributed to nurturing students through her teaching and professional expertise. A graduate of Narsee Monjee College of Commerce and Economics, she has built a strong foundation in commerce and law. Her professional experience as an advocate has provided her with valuable practical exposure to the legal system. She brings together academic knowledge and real-world legal insights, creating a meaningful learning experience for students. Her commitment to education reflects her passion for guiding young minds and encouraging critical thinking. Through her multifaceted professional journey, she continues to inspire students to develop confidence, awareness and a strong understanding of the world around them.

SUBJECT DETAILS

B.B.A – DB
BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

FYBBA - DB SEMESTER I			
Category	**Course Name**	**Credits**	**Marks**
MAJOR 01	Foundations of Marketing & Customer Strategies	4	100
MAJOR 02	Principles of Management	2	50
OPEN ELECTIVE 01	Introduction to Psychology	2	50
OPEN ELECTIVE 02	Global Economics	2	50
VOCATIONAL SKILLS COURSE	Content Strategy & Storytelling	2	50
SKILL ENHANCEMENT COURSE	Market & Brand Intelligence	2	50
ABILITY ENHANCEMENT COURSE	Communication Skills I (English)	2	50
VALUE EDUCATION COURSE	Foundation Course	2	50
INDIAN KNOWLEDGE SYSTEM	Indian Thoughts in Management and Practices	2	50
CO- CURRICULAR COURSES	Co-Curricular Course (CC)	2	50

SUBJECT DETAILS

B.B.A – DB
BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

FYBBA - DB SEMESTER II			
Category	**Course Name**	**Credits**	**Marks**
MAJOR 01	Introduction to Website & Design Essentials	4	100
MAJOR 02	Organic Social Media Marketing	2	50
MINOR	Strategic Management	2	50
OPEN ELECTIVE 01	Digital Economics	2	50
OPEN ELECTIVE 02	Business Law	2	50
VOCATIONAL SKILLS COURSE	Brand Strategy & Positioning	2	50
SKILL ENHANCEMENT COURSE	Commercial Designing	2	50
ABILITY ENHANCEMENT COURSE	Career Development & Communication I	2	50
VALUE EDUCATION COURSE	Environmental Studies	2	50
CO- CURRICULAR COURSE	Co-Curricular Course(CC)	2	50

SUBJECT DETAILS

B.B.A – DB
BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

SYBAMMC – Semester III			
Category	**Course Name**	**Credits**	**Marks**
MAJOR 01	Social Media Advertising I	4	100
MAJOR 02	Fundamentals of Search Engine Optimization	4	100
MINOR 01	Operations Management	4	100
OPEN ELECTIVE 01	Social Psychology	2	50
VOCATIONAL SKILLS COURSE	Financial Accounting	2	50
ABILITY ENHANCEMENT COURSE	Effective Communication Skills I (Hindi)	2	50
FP	Field Project	2	50
CO- CURRICULAR COURSE	Applied Arts (Motion Graphics)	2	50

SUBJECT DETAILS

B.B.A – DB
BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

SYBBA - DB Semester IV			
Category	**Course Name**	**Credits**	**Marks**
MAJOR 01	Social Media Advertising II	4	100
MAJOR 02	Advanced Search Engine Optimization Strategies	4	100
MINOR 01	Career Development & Communication - II	4	100
OPEN ELECTIVE 01	Reputation Management & Influencer Marketing	2	50
SKILL ENHANCEMENT COURSE	Website Portfolio Creation/Management Acciunting	2	50
ABILITY ENHANCEMENT COURSE	Effective Communication Skills II (Hindi)	2	50
CEP	Community Engagement Program	2	50
CO- CURRICULAR COURSES	Applied Arts (Film-making)	2	50

SUBJECT DETAILS

B.B.A – DB
BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS

TYBBA - DB SEMESTER V			
Category	**Course Name**	**Credits**	**Marks**
MAJOR 01	Web Analytics & Data Management	4	100
MAJOR 02	Media Planning & Management	4	100
MAJOR 03	Marketing Automation	2	50
MINOR	Corporate Communication & Public Relations	4	100
ELECTIVE 01	Consumer Behaviour & Analytics	4	100
VOCATIONAL SKILLS COURSE	Design Thinking (UI/UX)	2	50
FIELD PROJECTS (FP)	Field Project	2	50

SUBJECT DETAILS

B.B.A – DB
BACHELOR OF BUSINESS ADMINISTRATION
IN DIGITAL BUSINESS

TYBAMMC – SEMESTER VI			
Category	**Course Name**	**Credits**	**Marks**
MAJOR 01	Advertising Design	4	100
MAJOR 02	Market Research and Media Monitoring	4	100
MAJOR 03	Media Planning and Buying	4	100
MINOR 01	Media Laws and Ethics	4	100
MINOR 02	Media, Polity and Governance in India	2	50
On-The-Job Training (OJT)	On-The-Job Training (Internship)	4	100

SYLLABUS

Smt. P. D. Hinduja Trust's
K. P. B. Hinduja College of Commerce, Mumbai
(Autonomous)

Re-accredited 'A+' Grade by NAAC

Affiliated to
The University of Mumbai

Syllabus for B.B.A
(DIGITAL BUSINESS)
under NEP 2020

Programme Code: HUBAMMC

NAAC Re-accredited with "A+" Grade (CGPA: 3.59)
Current Address (Temporary): Sadhana House, 570 Pandurang Budhkar Marg,Behind Mahindra Towers, Worli, Mumbai - 400018. Tel: 022-4098-9000 - Email: info@hindujacollege.com - Website: www.hindujacollege.edu.in

SEMESTER: I

FOUNDATIONS OF MARKETING & CUSTOMER STRATEGIES

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Foundations of Marketing & Customer Strategies			Course Code: HUBBADB/I/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Evaluation (Project and Viva Voce)
4 lectures/1 hour each	NA	NA	4	40 marks	60 marks

Learning Objectives:

1. To explain fundamental marketing concepts, business models, and the evolution of traditional and digital marketing practices.
2. To analyse marketing funnels, segmentation, targeting, and positioning strategies in driving customer acquisition.
3. To examine customer behaviour, decision-making processes, and the importance of customer-centric marketing approaches.
4. To apply digital media metrics and basic analytical frameworks for evaluating marketing performance

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Analyse key marketing concepts, business models, and branding strategies in practical contexts.
- **CO2**: Evaluate marketing funnels and implement segmentation, targeting, and positioning strategies.
- **CO3**: Assess customer behaviour and design customer-centric marketing approaches.
- **CO4**: Apply digital marketing metrics and analytical frameworks to measure campaign performance.

DETAILED SYLLABUS

Modules	Module Title
1	**Marketing & Management Fundamentals**

	• Introduction to Business and Marketing Fundamentals
	  ◦ Why do Businesses Exist?
	  ◦ Product & Service Based Brands
	  ◦ Business Models
	  ◦ What is Marketing?
	  ◦ Brand Goals vs Marketing Goals
	• Journey from Traditional to Digital Marketing
	  ◦ Evolution of Marketing
	  ◦ What is Digital Marketing?
	  ◦ Types of Ads in Digital Marketing
	  ◦ Integrated Marketing in Brief
	• The Marketing Mix
	  ◦ 7Ps of Marketing
	  ◦ Domino's Using the 7Ps of Marketing
	• Branding vs. Marketing
	• What is Brand truth?
	  ◦ PPT Framework for Brand Truth
	  ◦ Consumer Truth
	• Brand USPs
	  ◦ What are USPs?

2	**Marketing Funnel**

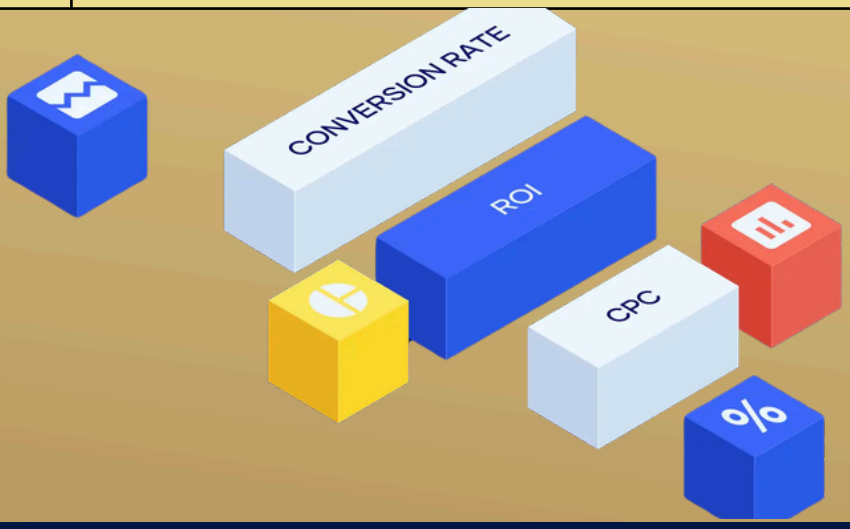
	• Marketing Funnels
	  ◦ Understanding AIDA Model
	  ◦ The AIDA-LA, ACCA & REAN Model
	  ◦ ToFU, MoFU & BoFU
	• Segmentation, Targeting & Positioning Push vs Pull Marketing
	• What is Push Marketing?
	• What is Pull Marketing?
	• Using Push Marketing in Your Strategy
	• Using Pull Marketing in Your Strategy

DETAILED SYLLABUS

3	**Customer Centricity**

	• Customers vs. Consumers
	• The Customer Journey
	• Buying Decision-Making
	  ○ Influencing Decision-Making
	  ○ Maslow's Hierarchy of Needs
	  ○ Buying behaviour
	  ○ Factors Influencing Buying Decisions
	• Introducing Customer Centricity
	  ○ Marketing Solutions vs. Business Solutions
	• Understanding your Customers
	• Gathering Customer Insights
	  ○ Gathering Data
	• Target Audience & Segmentation
	  ○ Ways to Segment Your Target Audience
	• Buyer Personas
	  ○ What is Media Consumption?
	• Creating a Strategy

4	**Digital Media Metrics**
	• Basic Math Concepts • Digital Media Metrics & their Importance • Why is Math Important in Digital Marketing? • Different Metrics and their Formulas • Business Estimation Frameworks: Guesstimates, Growth Calculations, Conversion Rates.



PRINCIPLES OF MANAGEMENT

PROGRAM(s): F.Y.B.B.A - DB	SEMESTER: I
Course/Subject: Principles of Management	Course Code: HUBBADB/I/MJ02

Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2lectures /1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To examine the concept, functions, and significance of business by investigating traditional and modern business models and analysing the impact of liberalisation, privatisation, and globalisation on emerging business trends.
2. To compare classical and modern management approaches by examining core management concepts, levels, and functions and analysing the contributions of Taylor, Fayol, and contemporary management frameworks.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Assess the concept, functions, and significance of business by evaluating traditional and modern business models and judging the impact of liberalisation, privatisation, and globalisation on emerging business trends.
- **CO2**: Appraise classical and modern management approaches by evaluating core management concepts, levels, and functions and judging the contributions of Taylor, Fayol, and contemporary management frameworks.

DETAILED SYLLABUS

Modules	Module Title
1	**Introduction to Business**
	• Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of Business. • Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. • New Trends in Business: Impact of LPG, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies.
2	**Overview of Management**
	• Management: Concept, Significance, Levels of Management, Role and Skills • Concepts of PODSCORB, Management Process, Functions of Manager, Qualities of a Good Manager. • Evolution of Management Thoughts – Scientific School of Thought – F.W.Taylor, Hawthorne Experiments, Classical School of Thought – Henri Fayol, • Modern Approach to Management – Quantitative Approach, Systems Approach, Contingency Approach

INTRODUCTION TO PSYCHOLOGY

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Introduction to Psychology			Course Code: HUBBADB/I/OE01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /60 mins each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To examine the fundamental principles, theories, and historical development of psychology as a scientific discipline.
2. To categorise the diverse branches and practical applications of psychology in understanding human behavior across various fields.

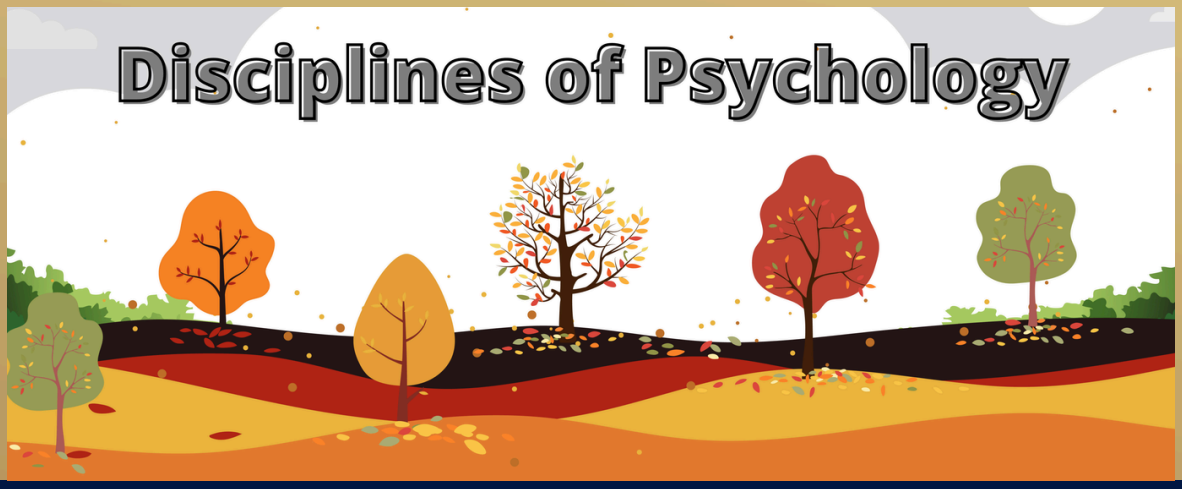
Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Conclude core psychological theories and research methods that reinforce the evolution of psychology.
- **CO2**: Assess a psychological framework by integrating core theoretical concepts to interpret and address real-world behavioural challenges across social, medical, and applied contexts

DETAILED SYLLABUS

Modules	Module Title
1	**Introduction to Psychology**
	• Definition of Psychology • Psychology as Science • Origin and development of Psychology • Important Schools of Psychology • Subfields of Psychology • Modern perspectives in Psychology • Research in Psychology • Methods of Research in Psychology • Psychology in India
2	**Application of Psychology to different disciplines**
	• Psychology and the Social/Behavioural Sciences • Psychology & Economics • Psychology & Political Science • Psychology & Education • Psychology and Sociology • Psychology and Other Disciplines • Psychology & Environmental Sciences • Psychology, Law, & Criminology • Psychology & Marketing



GLOBAL ECONOMICS

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Global Economics			Course Code: HUBBADB/I/OE02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To investigate the structure and dynamics of the Indian and global economy, including international trade, foreign exchange mechanisms, and emerging economic systems.
2. To appraise the role of foreign capital and sustainable development frameworks in shaping economic growth, policy decisions, and global development agendas

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Formulate analytical perspectives on international trade, economic integration, and foreign exchange systems using real-world economic scenarios and case studies.
- **CO2**: Assess the impact of foreign capital flows and sustainable development initiatives, including SDGs and G20 financing strategies, on economic development.

DETAILED SYLLABUS

Modules	Module Title
1	**Economy: Indian, Global and Open**
	• Economic Development: Understanding its meaning, indicators, and the characteristics of the Indian economy as an emerging economy. • Savings and Investment: Analyzing savings and investment patterns in the Indian economy and comparing them with global trends. • Theory and Issues of International Trade: Exploring concepts of international trade, issues, and challenges faced in global trade relations. • International Economic Integration: Understanding the concept, types, and recent developments in economic integration, including trade blocs and their impact. • Foreign Exchange Market: Delving into the spot and forward rates of exchange, hedging strategies, speculation, arbitrage, and exchange rate regimes with case studies. • Emergence of New Order: Examining recent developments shaping the global economic landscape and the evolution of economic systems.
2	**Foreign Capital and Sustainable Development Goals**
	• Role of Foreign Capital in Economic Development NEP- 1991 • Types of Foreign Capital- • Foreign Investment in India since 2001 • Sustainable Development Plans-Technology, Innovation and Sustainable Development Goals (SDG) • Proposal for Sustainable Development Goals (SDG) • Goal Based Development-Financing for Sustainable Development G-20

CONTENT STRATEGY & STORYTELLING

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Content Strategy & Storytelling			Course Code: HUBBADB/I/VSC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To examine the fundamental pillars of content strategy, including audience analysis, platform selection, and content formats, to build robust digital campaigns.
2. To develop skills in storytelling and copywriting that enable the creation of compelling narratives and persuasive content across various media channels.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Design strategic content plans and storytelling campaigns by integrating audience insights, content formats, and structured frameworks such as content buckets and campaign models.
- **CO2**: Construct compelling copy and written content across platforms by applying copywriting principles, storytelling elements, and editing techniques

DETAILED SYLLABUS

Modules	Module Title
1	**Content Strategy & Storytelling**

	• Importance of Content Strategy
	• 3 Pillars of Content Strategy
	  ◦ Audience
	  ◦ Platform
	  ◦ Content Formats
	• Content Buckets & Introduction to ACC
	  ◦ Awareness & Entertainment
	  ◦ Consideration & Education
	  ◦ Conversion & Conversation
	• Content Calendars
	• Mastering the Pillars of Content Strategy
	  ◦ Hero, Hub & Hygiene Campaign
	• How to Think Like a Strategist?
	• 4Ps For Strategic Thinking
	• Approaching Briefs
	Storytelling
	• Importance of Storytelling
	• Elements of Storytelling
	• Audience as Your Hero
	• Dramatics
	• Soundtrack
	• Authenticity
	• Archetypes in Storytelling
	• Storytelling in Campaigns
	• Content Formats For Storytelling
	• Storytelling Techniques
	• Storyboards

2	**Copywriting & Content Writing**
	• Copywriting vs. Content Writing • Introduction to Copywriting • Target Audience x Copywriting • Types of Copies • Copywriting Appeals • Copywriting Principles • Elements of an Ad Copy ◦ Headings, Body Copy & CTAs • The Art of Editing • Grammar Rules You Can Break • Copywriting Dos & Don'ts • Content Writing Frameworks • Writing Blog Articles + Tools • Content Writing for Other Platforms • Working with Designers • AI Tools for Practice

MARKET & BRAND INTELLIGENCE

PROGRAM(s): F.Y.B.B.A -DB			SEMESTER: I		
Course/Subject: Market & Brand Intelligence			Course Code: HUBBADB/I/SEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To distinguish market research methodologies and competitive analysis tools, including Porter's Five Forces and TAM, SAM, & SOM.
2. To develop skills in conducting brand research and competitor analysis using frameworks like SWOT analysis, perceptual mapping, and strategic group analysis.

Course Outcomes:

After the comopletiton og courseAfter completion of the course, learners would be able to:

- **CO1**: Evaluate industry dynamics and competitive forces using key market research techniques.
- **CO2**: Design brand and competitor research strategies by integrating core methodologies, analytical frameworks, and market insights.

DETAILED SYLLABUS

Modules	Module Title
1	**Market Research**

	• Market Research & its Importance
	• Porter's Five Forces
	  ○ Competitive Rivalry
	  ○ Threat of New Entrants
	  ○ Threat of Substitution
	  ○ Buyer Power
	  ○ Supplier Power
	• Methods of Market Research
	  ○ Primary: Quantitative & Qualitative Research
	  ○ Secondary
	• TAM, SAM, & SOM

2	**Brand & Competitor Research**

	• Understanding Important Terms of Brand Research
	• Different Ways to Conduct Brand Research
	• Brand Identity
	  ○ Logo
	  ○ Tone & Voice
	  ○ Colour Scheme
	  ○ Font Type
	  ○ Graphics & Images
	  ○ Slogan/Jingle/Catchphrase
	• SWOT Analysis
	• Perceptual Mapping
	• Competitor Research
	  ○ Importance of Competitor Research
	  ○ Process of Competitor Research
	  ○ Types of Competitor Research
	  ○ Direct & Indirect
	  ○ Secondary
	  ○ Strategic Group Analysis: Meaning & Steps
	  ○ Differentiation Strategies

COMMUNICATION SKILLS 1 - ENGLISH

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Communication Skills 1 - English			Course Code: HUBBADB/I/AEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To categorise various facets of Effective Communication by elucidating concepts of modern technology. Also, acquaint the learners with the various Methods and Barriers to Communication; along with the usage of Listening Skills.
2. To appraise 21st - Century Communicative Competence by enhancing the learners with competent speaking and writing skills for better career opportunities. Furthermore, aid the learners with the opportunity toward critical reading and writing by summarizing, analyzing, evaluating, and synthesizing ideas through research.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Contrast the principles and methods of effective communication by examining key communication frameworks and analysing strategies for identifying and overcoming communication barriers to develop active listening and interpersonal communication skills.
- **CO2**: Demonstrate research writing skills and professional correspondence by applying core writing principles, structural frameworks, and communication conventions to produce effective and impactful academic and workplace communication outputs.

DETAILED SYLLABUS

Modules	Module Title
1	**Introduction to the essentials of communication skills**
	• Concept & Principles of Communication Skills: • Meaning, Definition, Process. Need, Feedback. • 7 Cs of Communication: Clarity, Conciseness, Completeness, Coherence, Concreteness, Correctness, Courteous 1. Types of Channels of Communication, Media & Communication: • Verbal & Non verbal Communication • Internal & External Communication • Importance of Media in Communication • Internet, Blog, E-mail, Moodle Social-Media (Advantages & Disadvantages) • Netiquette • Effective Communication: • Barriers to Communication: Physical and Mechanical, Semantic and Language, Socio-Cultural and Psychological. • Ways to Overcome Barriers • Listening Skills: Importance, Obstacles, and Ways to Cultivate Good Listening Skills • CASE STUDIES: Barriers to Communication, Book Review, Telephonic Conversation
2	**Effective communication skills – writing and speaking**
	• Effective Writing: • Job Applications, CV/Resume, E-mail. • Appointment, Acceptance, and Resignation Letters • SOP (Statement of Purpose) • Introduction to Research Writing: • Guidelines for Research Writing: choosing a topic, scheduling, and planning time for research and writing, conducting research, organizing research and ideas, drafting a paper, and revising and editing the paper. • References, Bibliography, and Research Tools • Effective Speaking Skills: • Principles of Effective Speaking: Perception, Visualization, Inspiration, Description, Practice, Persuasion, Confidence. • Components of Effective Public Speaking: Tonality, Gestures, Vocabulary & Grammar

FOUNDATION COURSE

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Foundation Course			Course Code: HUBBADB/I/VEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To appraise the Multicultural Diversity of Indian Society. Also to explain the disparity arising out of Gender and problems faced by the specially-abled.
2. To examine the structure of the Indian Constitution and explain the political processes with reference to local self-government.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Compare social structures, disparities, and conflicts within Indian society to interpret their impact on inclusion, representation, and social cohesion.
- **CO2**: Assess constitutional provisions, governance systems, and national initiatives in addressing societal challenges and fostering responsible citizenship.

DETAILED SYLLABUS

Modules	Module Title
1	**Overview Of Indian Society**

	• Introduction to Indian Society
	  ◦ Multicultural diversity: Religion, caste, language, region, gender
	  ◦ Rural, urban, and tribal variations
	  ◦ The concept of diversity as a difference: Inclusion and representation
	• Social Disparities and Challenges
	  ◦ Gender disparities: Violence against women, female feticide, declining sex ratio
	  ◦ Disability and accessibility: Physical and mental challenges in an inclusive society
	  ◦ Caste-based inequalities: Understanding the impact of caste discrimination and inter-group conflicts
	• Communalism, Regionalism, and Linguistic Divides
	  ◦ Causes and consequences of inter-group conflicts
	  ◦ Regionalism and linguistic differences: Cultural identities and governance challenges

2	**The Indian Constitution**

	• Philosophy and Preamble of the Indian Constitution
	  ◦ Ideals of Justice, Liberty, Equality, and Fraternity
	  ◦ Significance of the Preamble in shaping Indian democracy
	• Fundamental Rights and Duties
	  ◦ Rights ensuring equality, freedom, and justice
	  ◦ Duties fostering national integrity, environmental responsibility, and digital citizenship
	• Governance and Decentralization
	  ◦ Panchayati Raj and urban governance
	  ◦ Role of local self-government in sustainable development
	• Technology and Governance
	  ◦ Digital India: Vision, mission, and key challenges
	  ◦ E-Governance, digital literacy, and cybersecurity concerns
	• Economic and Sustainable Development Initiatives
	  ◦ Entrepreneurship and self-reliance: Startup India, Aatmanirbhar Bharat
	  ◦ Sustainable Development and Swachh Bharat Abhiyan

INDIAN THOUGHGTS IN MANAGEMENT & PRACTICES

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: I		
Course/Subject: Indian Thoughts in Management and Practices			Course Code: HUBBADB/I/IKS01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /1 hour each	NA	NA	2	20 marks	30 marks

Learning Objectives:

1. To discuss the concept of Indian Ethos in Management.
2. To inspect the Evolution of Learning Systems in India.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Categorise the various elements of Indian Ethos and management lessons from Indian scriptures.
- **CO2**: Appraise the significance of Indian Learning System for their Holistic Development.

DETAILED SYLLABUS

Modules	Module Title
1	**Indian Ethos - An Overview**

	• Indian Ethos :
	  ◦ Meaning, Features, Need, History, Relevance
	  ◦ Principles practiced by Indian Companies, Requisites
	  ◦ Elements, Role of Indian Ethos in Managerial Practices
	• Management Lessons from Scriptures:
	  ◦ Management Lessons from Vedas, Mahabharata, Bhagvad Gita, Bible, Quran
	  ◦ Indian Heritage in Business,
	  ◦ Management, Production and Consumption,
	  ◦ Ethics v/s Ethos, Indian Management v/s Western Management

2	**Indian Systems of Learning & Personality Development**

	• Learning: Meaning and mechanisms
	  ◦ Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages
	  ◦ Modern System of Learning : Meanings, Features, Advantages, Disadvantages
	  ◦ Karma : Meaning, Importance of Karma to Manager, Nishkama Karma
	  ◦ Laws of Karma : The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection
	  ◦ Corporate Karma : Meaning, Methodology, Guidelines for good Corporate Karma
	  ◦ Self-Management : Personal growth and Lessons from Ancient Indian Education System
	  ◦ Personality Development : Meaning, Determinants, Indian Ethos and Personality Development

SEMESTER: II

INTRODUCTION TO WEBSITE & DESIGN ESSENTIALS

PROGRAM(s): F.Y.B.B.A - DB			SEMESTER: II		
Course/Subject: Introduction to Website & Design Essentials			Course Code: HUBBADB/II/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To analyse the fundamentals of design, including elements, principles, and user-centric approaches across various marketing formats.
2. To examine the structure and components required to create and manage websites using CMS platforms such as WordPress.
3. To evaluate website usability, user experience, and accessibility standards in designing effective digital interfaces.
4. To appraise modern web design tools and frameworks, including Elementor and AI-assisted platforms, for building functional and responsive web pages.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Construct visually effective marketing designs by applying design elements, principles, and user-centric thinking across digital and print formats.
- **CO2**: Develop fully functional websites using WordPress by integrating domains, hosting, themes, plugins, and structured planning frameworks.
- **CO3**: Inspect website interfaces to improve usability, accessibility, and user experience based on established design and UX principles.
- **CO4**: Design responsive landing pages and web components using Elementor and AI-assisted tools by incorporating essential website elements and best practices.

DETAILED SYLLABUS

Module	Module Title
1	**Design Essentials**

	• What is Design?
	• Types of Marketing Design
	  ◦ Emailers
	  ◦ Landing Page
	  ◦ Social Media
	  ◦ Print
	  ◦ OOH
	  ◦ Blog Visuals
	  ◦ PPTs
	• User-Centric Design
	• Elements of Design
	  ◦ Line
	  ◦ Shape
	  ◦ Form
	  ◦ Space
	  ◦ Colour
	  ◦ Value
	  ◦ Texture
	• Typography
	• Principles of Design
	• Deiter Rams' Principles of Good Design

2	**Introduction to Website**

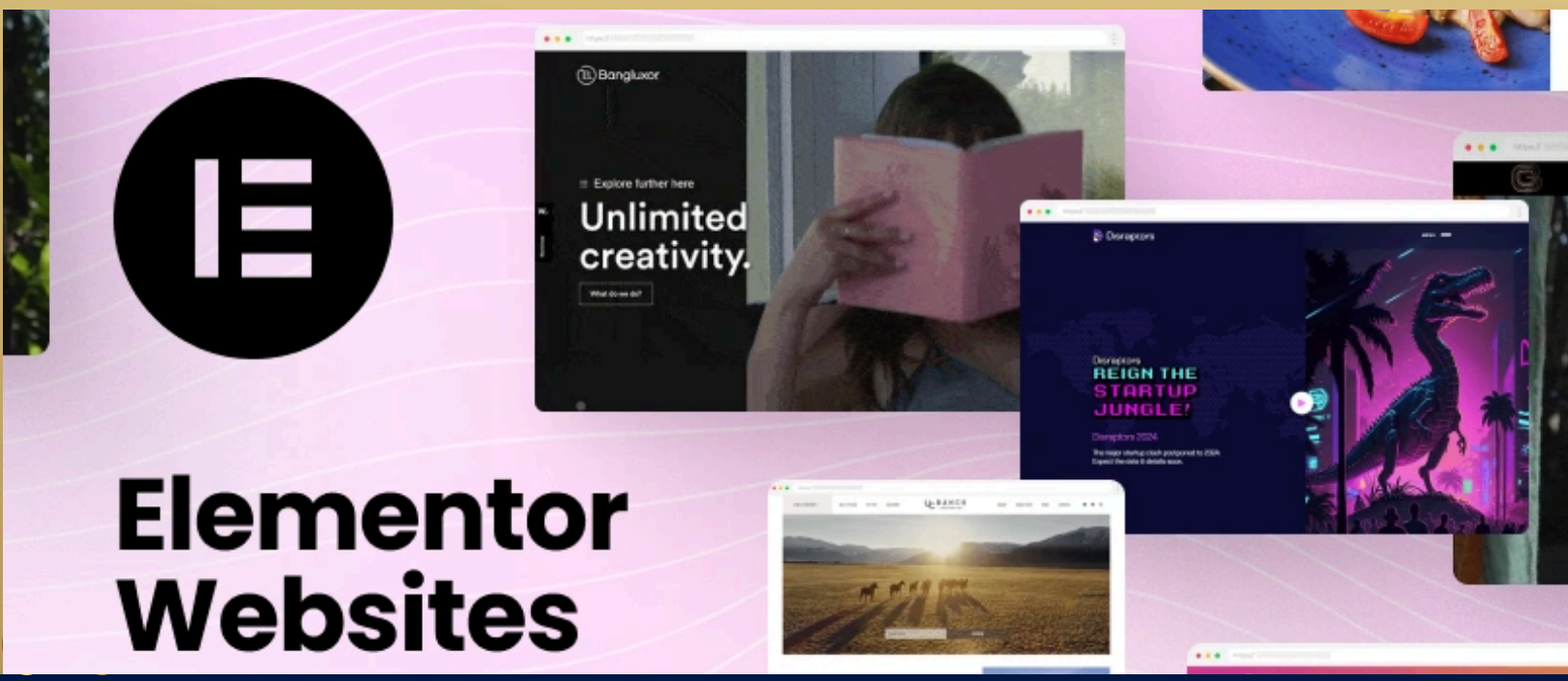
	• Why Are Websites Needed?
	  ◦ Marketers' Need for Websites
	• Elements Required to Create a Website
	  ◦ Servers
	  ◦ Hosting
	  ◦ Domain
	  ◦ Slug
	  ◦ IP Address
	  ◦ Domain Name Server
	• Creating a Website using CMS
	• Introduction to WordPress
	  ◦ WordPress.com vs WordPress.org
	• Installing WordPress
	• P.L.A.N
	  ◦ Prepare
	  ◦ Landscape
	  ◦ Aesthetics
	  ◦ Navigation
	• Wireframing
	• Installing Themes
	• Pages vs Posts
	• Plugins

DETAILED SYLLABUS

3	**Website Usability & Accessibility**

	• Website Usability
	  ○ UI & UX
	  ○ Elements of Web Design
	• Website Accessibility
	• Elementor
	  ○ Installing Elementor
	  ○ Basics of Elementor
	  ○ Create a Landing Page
	• Website Must Have's:
	  ○ Banner
	  ○ Form
	  ○ Carousel
	  ○ CTA Buttons

4	**Elementor & Website Must-Haves**
	Elementor • Installing Elementor • Basics of Elementor • Create a Landing Page Website Must-Haves • Banner • Form • Carousel • CTA Buttons • AI-Assisted Website Design Tool for practice



ORGANIC SOCIAL MEDIA MARKETING

PROGRAM(s): F.Y. BBA - DB			SEMESTER: II		
Course/Subject: Organic Social Media Marketing			Course Code: HUBBADB/II/MJ02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To introduce students to the fundamentals of organic social media marketing, including platform selection, content strategy, and engagement tactics.
2. To equip students with the skills to analyze key social media metrics, optimize content performance, and develop effective platform-wise strategies.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Differentiate between organic and paid social media strategies and map platforms to marketing funnels.
- **CO2**: Measure social media performance by evaluating key KPIs, competitive benchmarking methods, and analytics dashboards and judging their effectiveness in generating actionable insights to optimise social media strategy.

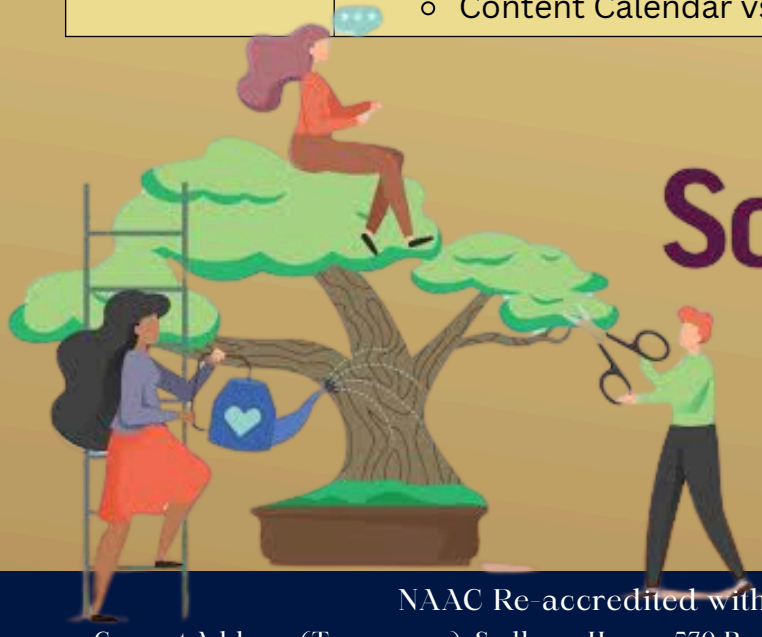
DETAILED SYLLABUS

Module	Title
1	**Organic Social Media Strategy**

- Social Media & The Funnel
- Urge to Buy
- Organic vs. Paid
- Popular Social Media Platforms
- Identify the Right Platform
- Mapping Platforms with Marketing Funnels
- Components & Elements of an SM Property
- Understanding Algorithms
- Platform Features & Content Buckets
- B2B vs. B2C
- Meta Business Suite
- Components & Elements of an SM Property
  - Profile/Page
  - Content/Post
  - Followers
  - Engagement
  - Visuals
  - CTAs
- Elements of Social Media Posts
- Content Strategy Recap

Platform Out Strategy

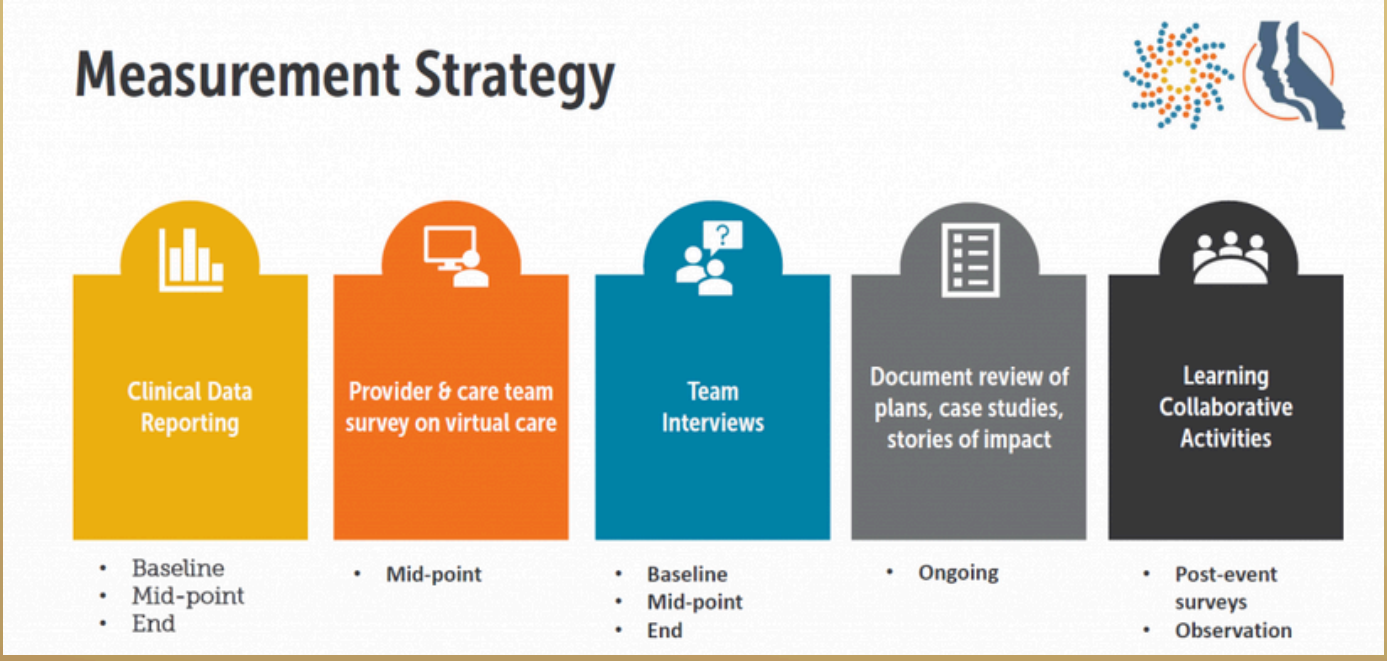
- The POST Method
  - People
  - Objective
  - Strategy
  - Tactics
- Social Media Calendar
  - Content Calendar vs Social Media Calendar



DETAILED SYLLABUS

2	Measurement & Strategy

	• KPIs and Metrics
	  ○ Social Media KPIs
	  ○ Understand Your Objectives
	  ○ Set Goals
	  ○ Choose KPIs
	• Competitive Benchmarking
	• Content Performance Metrics
	  ○ Reach
	  ○ Impressions
	  ○ Engagement Rate
	• Optimizing Reach & Engagement
	  ○ Content
	  ○ Timing & Posting Strategy
	  ○ Engagement
	  ○ Technical Aspects
	• Analytics & Dashboard
	  ○ Native Analytics Dashboard
	  ○ Reporting & Analyzing Data
	  ○ Analysing Reports on Meta Business Suite
	  ○ A/B Testing
	• Strategizing
	  ○ Platform-Wise Social Media Strategy
	  ○ Full-funnel Social Media Strategy



STRATEGIC MANAGEMENT

PROGRAM(s): F.Y. BBA - DB			SEMESTER: II		
Course/Subject: Strategic Management			Course Code: HUBBADB/II/MN01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To examine strategic management processes, including environmental scanning, strategic intent, and multi-level strategy formulation within business contexts.
2. To appraise strategic implementation frameworks, control systems, and change management techniques in achieving organizational effectiveness.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Develop business strategies by applying strategic tools such as SWOC, Porter's Five Forces, and competitive positioning frameworks.
- **CO2**: Assess strategy implementation and evaluation processes using models such as BCG Matrix, 7S Framework, and Balanced Scorecard in real-world scenarios.

DETAILED SYLLABUS

Module	Title
1	**Introduction and Strategy Formulation**
	• Business Policy- Meaning, Nature, Importance, Strategy-Meaning, Definition • Strategic Management- Meaning, Definition, Importance Process & Levels of Strategy and Concept and importance of Strategic, Business Units (SBU's) Strategic Intent-Mission, Vision, Goals, Objective, Plans • Role of Strategic Leaders in Business • Guidelines for crafting successful business strategies • Environment Analysis and Scanning (SWOC), Porter Forces • Corporate Level Strategy (Stability, Growth, Retrenchment, • Integration and Internationalization) Business Level Strategy • (Cost Leadership, Differentiation, Focus) Functional Level • Strategy (R&D, HR, Finance, Marketing, Production) Strategic • Alliances: Meaning, Reasons for SA, Pitfalls in SA • Internationalization Strategies: International Entry Modes, • Strategic decision making
2	**Strategic implementation, evaluation and control**
	• Models of Strategy making. Strategic Analysis, Choices & implementation: BCG Matrix, GE 9Cell, 7S FrameWork • Implementation: Meaning, Steps, and implementation at project, process, structural, behavioral, and functional levels, Balanced Scorecard • Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy, Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept, factors, and techniques • Case Studies on Business Transformation

DIGITAL ECONOMICS

PROGRAM(s): F.Y. BBADB			SEMESTER: II		
Course/Subject: Digital Economics			Course Code: HUBBADB/II/OE01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To explain the concepts, evolution, and technological foundations of the digital economy and their impact on businesses, society, and regulatory environments.
2. To examine digital business models, e-commerce systems, and strategic decision-making frameworks, including the application of game theory in digital markets.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Apply digital economic concepts and technologies to interpret transformations in business models, digital platforms, and market structures.
- **CO2**: Analyze e-commerce ecosystems and digital business strategies, including pricing, competition, and decision-making using game theory principles.

DETAILED SYLLABUS

Module	Title
1	**Introduction to the Digital Economy**
	• Definition and scope • Historical evolution • Key Concepts - Digitalization vs Traditional Economy • Digital Transformation • Digital Technologies – ◦ Big Data Analytics, Internet of Things (IoT), Artificial Intelligence, and Machine Learning • Impact on Businesses and Society - Changes in Business Models, Social Implications • Regulatory Landscape - General Data Protection Regulation (GDPR), Digital regulations and policies, Challenges in governance
2	**E-Commerce and Digital Business Models**

	• E-Commerce, Types of E-Commerce (B2B, B2C, C2C)
	• Online payment systems
	• Digital Business Models -
	  ◦ Subscription-based models
	  ◦ Freemium models
	  ◦ Platform business models
	• E-Marketing and Social Media -
	  ◦ Digital marketing strategies
	  ◦ Social media platforms and their role
	• Cybersecurity in E-Commerce -
	  ◦ Threats and vulnerabilities
	  ◦ Security measures and best practices
	Application of Game Theory in Digital Economy
	• Basic concepts and terminology
	• Nash equilibrium
	• Game Theory in Digital Markets -
	  ◦ Pricing strategies
	  ◦ Competition and collaboration
	• Auctions and Mechanism Design -
	  ◦ Online auctions
	  ◦ Designing digital marketplaces
	• Decision-Making in Digital Businesses -
	  ◦ Strategic interactions
	  ◦ Game theory applications in negotiations
	• Case Studies -
	  Real-world examples of game theory in the digital economy

BUSINESS LAW

PROGRAM(s): F.Y. BBA - DB			SEMESTER: II		
Course/Subject: Business Law			Course Code: HUBBADB/IV/OE02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To interpret the provisions of the Indian Contract Act, 1872, including formation, validity, performance, and discharge of contracts in traditional and digital contexts.
2. To examine the legal framework governing companies under the Companies Act, 2013, including incorporation, management, and regulatory compliance.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Apply legal principles to determine the validity of contracts, rights and obligations of parties, and remedies in cases of breach, including e-contracts.
- **CO2**: Analyze corporate structures, governance mechanisms, and legal provisions related to company formation, membership, and management.

DETAILED SYLLABUS

Module	Title
1	**Indian Contract Act, 1872**
	• Contract - Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. • Offer and Acceptance - Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) • Capacity to Contract (S. 10-12) - Minor, Unsound Mind, Disqualified Persons. Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence Misrepresentation Fraud, Mistake. • Void Agreements (S24-30) Concept, Void Agreements under Indian Contract Act. • Contingent Contract (S. 31), Quasi Contract (S.68-72), • Concept of E-Contract& Legal Issues in formation and discharge of E-Contract. Concept of Performance of Contract (S 37) • Modes of Discharge of Contract, Remedies on breach of Contract (73-75) • Digital Business Agreements
2	**Indian Companies Act-2013**
	• Company: Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil.. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private Company and Public Company. Common Procedure for Incorporation of Company. Memorandum of Association (MOA) & Article of Association (AOA) - Concept, Clauses of MOA, AOA-Contents • Doctrine of Ultra Vires, Doctrine of Indoor Management. Prospectus: Concept, Kinds, Contents, Private Placement • Member of a Company: Concept. Who can become a member, Modes of acquiring the membership, Cessation of membership. Right & Liabilities of Members. Director: Qualifications & Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. Meetings: Types, Legal Provisions of Statutory Meeting. Annual General Meeting. Extra-Ordinary Meeting, Board Meeting.

BRAND STRATEGY & POSITIONING

PROGRAM(s): F.Y. BBA - DB			SEMESTER: II		
Course/Subject: Brand Strategy & Positioning			Course Code: HUBBADB/II/VSC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To examine the foundational elements of brand identity and positioning, encompassing purpose, vision, mission, values, personality, voice, heritage, story, and tagline.
2. To develop strategic analysis and management skills for designing, implementing, and measuring brand strategy and equity in competitive markets

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Analyze core brand elements and apply positioning frameworks (Golden Circle; perceptual mapping; benefit ladder; equity parameters) to strengthen brand distinctiveness.
- **CO2**: Formulate comprehensive brand strategies—including targeting, messaging, architecture, and design guidelines—and evaluate management processes (diagnosis - strategy - tactics) against equity and performance metrics

DETAILED SYLLABUS

Module	Title
1	**Brand Positioning & Communication**
	• Brand identity components: Purpose, Vision, Mission, Values, Personality, Voice, Heritage, Story, Tagline • Positioning frameworks: • Simon Sinek's Golden Circle • Brand Positioning Map (Perceptual Mapping) • Brand Benefit Ladder • Brand Equity Parameters (Salience, Differentiation, Meaningfulness) • Crafting a positioning statement • Translating positioning into cohesive brand communications (messaging, tone, visual identity)
2	**Brand Strategy & Management**
	• Foundations of brand strategy: Relationship to positioning; strategic choice architecture • Strategic Brand Analysis Tools: • SWOT Analysis • Buyer Persona Development • Competitor Benchmarking • Brand Management Principles: • Beyond visual identity • Long-term equity building • Monetary value creation • Organizational alignment • Brand Management Process: • Diagnosis - Strategy - Tactics (4Ps: Product, Price, Place, Promotion) • Applied Case Studies: McDonald's "Meals Make Families"; Meesho's low-price disruption

COMMERCIAL DESIGNING

PROGRAM(s): F.Y. BBADB	SEMESTER: II
Course/Subject: Commercial Designing	Course Code: HUBBADB/II/SEC01

Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To examine the core principles of user-centric design by investigating key design elements and visual frameworks and analysing their application in developing effective and purposeful commercial design solutions.
2. To design marketing and branding materials by integrating the core tools and functionalities of Photopea and Inkscape to produce effective, visually impactful, and commercially viable design outputs.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Distinguish the core principles of user-centric design by investigating key design elements and visual frameworks and analysing their application in developing effective and purposeful commercial design solutions.
- **CO2**: Operate Photopea and Inkscape by applying its core tools and functionalities to create effective and visually impactful marketing and branding materials for commercial design contexts.

DETAILED SYLLABUS

Module	Title
1	**Soft Skills: Etiquettes, Grooming & Networking**

	• What are Soft Skills?
	• Grooming & Power of Perception
	• Dress to Impress
	• Art of Communication
	  ◦ Verbal Communication Skills
	  ◦ Non-Verbal Communication Skills
	• Active Listening
	• Time Management

2	**Spreadsheets & Powerpoint**
	• The Anatomy of a Spreadsheet • Functions in Excel • ChatGPT For Excel • Presentation Making For Marketers • Basics of PowerPoint • Creating a Master Slide • Templates & Tools For PowerPoint • The Importance of PPTs • Pitch Deck vs. Review Deck • Revisiting Concepts: Master Slides & Design Principles • Defining an Objective • Presentation Creation Process • Building an Outline • The Art of Storytelling • Elements of Presentation Design • How to Ace a Presentation • Presenting Like a Pro: Steve Jobs • Overcoming Nervousness & Anxiety • Capturing your Audience

ENVIRONMENTAL EDUCATION

PROGRAM(s): F.Y. BBA-DB				SEMESTER: II	
Course/Subject: Environmental Education				Course Code: HUBBADB/II/AEC01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 marks

Learning Objectives:

1. To examine key principles of social responsibility and environmental conservation by investigating sustainable resource management practices and analysing their significance in promoting responsible and informed citizenship.
2. To develop a comprehensive environmental management framework by integrating environmental management systems, quality assessment methods, and risk frameworks to address the complexity of real-world environmental challenges.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Appraise environmental issues, resource management strategies, and sustainability frameworks in addressing ecological and societal challenges.
- **CO2**: Assess the effectiveness of environmental laws, policies, and global initiatives in addressing environmental challenges and promoting sustainable development.

DETAILED SYLLABUS

Module	Title
1	**Sustainable Development and Management**
	• Overview of natural resources: Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable. • Biotic resources: Major type of biotic resources- forests, grasslands, wetlands, wildlife, and aquatic (fresh water and marine); Management of Biotic and Abiotic resources. • Sustainable Development Goals (SDGs)- challenges and strategies for SDGs. Local Issues: Municipal solid waste, hazardous waste; E-waste • Regional Issues: Land use and Land cover change: land degradation, deforestation, desertification, urbanization. • Global Issues: Pollution: Impact of sectoral processes on the Environment; Types of Pollution- air, noise, water, soil, thermal, radioactive, transboundary air pollution; acid rain; smog. Adverse impact of Pollution on health: Air, Water, Noise, Soil, Thermal, Global change: Ozone layer depletion; Climate change. Disasters – Natural and Man-made (Anthropogenic). • Biodiversity: types of biodiversity; Threats to biodiversity; Major conservation policies: in-situ and ex-situ conservation approaches

DETAILED SYLLABUS

2	**Environmental Legislation**
	• Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control. • Environmental management system: ISO 14001 Environmental audit and impact assessment; Environmental risk assessment Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme Geo-Spatial Technology • Major International Environmental Agreements: Convention on Biological Diversity (CBD); Montreal Protocol on Substances that Deplete the Ozone Layer, Kyoto Protocol; Paris Agreement; India's status as a party to major conventions • Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002; The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006; Noise Pollution (Regulation and Control) Rules, 2000; Industry-specific environmental standards; Waste management rules; Ramsar sites; Biosphere reserves; Protected Areas; Ecologically Sensitive Areas; Coastal Regulation Zone. • Major International organisations and initiatives: United Nations Environment Program(UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme

CAREER DEVELOPMENT & COMMUNICATION – 1

PROGRAM(s): F.Y. BBADB	SEMESTER: II
Course/Subject: Career Development & Communication I	Course Code: HUBBADB/II/AEC01

Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To discuss interpersonal and professional communication skills by explaining the role of etiquette, grooming, active listening, and time management and summarising their contribution to building a strong personal brand.
2. To develop interpersonal and professional communication skills by integrating etiquette, grooming standards, active listening techniques, and time management strategies to build a strong, credible, and impactful personal brand.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Demonstrate effective communication and networking abilities by applying key soft skills including verbal and non-verbal communication, grooming, and active listening to interact confidently and professionally across diverse workplace settings.
- **CO2**: Construct business presentations by integrating advanced spreadsheet techniques, PowerPoint design principles, and AI-driven storytelling tools to produce accurate, visually impactful, and professionally structured business communication outputs.

DETAILED SYLLABUS

Module	Title
1	**Soft Skills: Etiquettes, Grooming & Networking**

	• What are Soft Skills?
	• Grooming & Power of Perception
	• Dress to Impress
	• Art of Communication
	  ◦ Verbal Communication Skills
	  ◦ Non-Verbal Communication Skills
	• Active Listening
	• Time Management

2	**Spreadsheets & Powerpoint**
	• The Anatomy of a Spreadsheet • Functions in Excel • ChatGPT For Excel • Presentation Making For Marketers • Basics of PowerPoint • Creating a Master Slide • Templates & Tools For PowerPoint • The Importance of PPTs • Pitch Deck vs. Review Deck • Revisiting Concepts: Master Slides & Design Principles • Defining an Objective • Presentation Creation Process • Building an Outline • The Art of Storytelling • Elements of Presentation Design • How to Ace a Presentation • Presenting Like a Pro: Steve Jobs • Overcoming Nervousness & Anxiety • Capturing your Audience

SEMESTER – III

SOCILA MEDIA ADVERTISING – 1

PROGRAM(s): S.Y. BBADB			SEMESTER: III		
Course/Subject: Social Media Advertising I			Course Code: HUBBADB/III/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To inspect the evolution of digital marketing and paid media by examining digital transformation, Meta advertising platforms, campaign objectives, and bidding fundamentals.
2. To apply practical skills in Meta advertising and campaign management through audience targeting, budgeting, tracking, attribution, and full-funnel optimization techniques.
3. To demonstrate multi-platform paid advertising by applying ad formats, targeting strategies, budgeting methods, and conversion tracking techniques across LinkedIn, X, and Snapchat to achieve measurable advertising outcomes.
4. To develop integrated cross-platform paid media strategies using analytics, performance optimization, and funnel planning across social media platforms.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Summarize the evolution of digital marketing and paid media by identifying Meta advertising platforms, campaign objectives, performance goals, and basic bidding mechanisms.
- **CO2**: Evaluate Meta advertising campaigns using audience analytics, budgeting models, and attribution frameworks to solve real-world digital marketing problems.
- **CO3**: Apply platform-specific paid advertising strategies on LinkedIn, X, and Snapchat by selecting appropriate ad formats, targeting options, budgeting methods, and conversion tracking techniques.
- **CO4**: Propose integrated cross-platform paid media strategies by analyzing performance data, optimizing campaigns, and planning funnels across multiple social media platforms.

DETAILED SYLLABUS

Module	Title
1	**Digital Transformation & Marketing Evolution**
	• Evolution of Digital Marketing & Paid Media • Meta Family of Apps Overview • Business Manager vs. Ads Manager • Campaign Objectives & Performance Goals • Comparison of Campaign Objectives • Introduction to Bidding Strategies
2	**Meta Advertising & Campaign Management**

	• Meta Pixel & Event Tracking
	  ◦ Types, Uses, Meta Pixel Helper
	• Custom Audiences & Lookalikes
	  ◦ Retargeting, Exclusion, Buyer Personas
	• Budgeting Strategies: ABO vs. CBO, Daily vs. Lifetime
	• Scheduling & Placements
	• A/B Testing & Reservation Tools
	• Ad Formats, Elements, Placement Customization
	• UTM Parameters & Catalogue Ads
	• Attribution Settings & Reporting Dashboards
	• Learning Phase and Optimization Techniques
	• PHS Framework for Campaign Optimization
	• Co-creating a Full-Funnel Meta Ads Strategy

3	**LinkedIn, X, and Snapchat Advertising**

	• LinkedIn Ads
	  ◦ Ad Types, Targeting, Budgeting, Conversion Tracking, Boosting Organic
	• X Ads (formerly Twitter)
	  ◦ Ad Formats, Targeting, Budgeting
	• Snapchat Ads
	  ◦ Objectives, Formats, Targeting, Budgeting

4	**Cross-Platform Strategy & Optimization**
	• Strategic Budget Allocation Across Platforms • Cross-Platform Performance Evaluation • Campaign Optimization Techniques • Funnel Planning Across Meta, LinkedIn, X, Snapchat • Using Analytics Dashboards for Insights • Final Project Brief: Integrated Cross-Platform Strategy

FUNDAMENTALS OF SEARCH ENGINE OPTIMIZATION

PROGRAM(s): S.Y. BBADB				SEMESTER: III	
Course/Subject: Fundamentals of Search Engine Optimization				Course Code: HUBBADB/III/MJ02	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To discuss the fundamentals of search engines and SEO by understanding search result structures, differences between SEO and SEM, and the working of search engines.
2. To analyze keywords and search intent through an understanding of keyword types, user intent, and basic keyword research and mapping techniques.
3. To employ practical knowledge of on-page SEO optimization by applying content structuring, meta tags, internal linking, and basic SEO tools for website optimization.
4. To appraise essential technical SEO concepts by introducing URL structures, redirects, canonicalization, and error handling for improving website crawlability and performance.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Categorise the fundamentals of SEO, SERP components, and search engine functioning, and differentiate between SEO and SEM in a business context.
- **CO2**: Assess keyword types and user search intent, and perform basic keyword research and keyword mapping for website optimization.
- **CO3**: Illustrate on-page SEO techniques such as meta tag optimization, content structuring, and internal linking using standard SEO checklists and tools.
- **CO4:** Demonstrate basic technical SEO practices including URL optimization, redirects, canonical tags, and error handling to enhance website performance.

DETAILED SYLLABUS

Module	Title
1	**Introduction to SEO**
	• SERP (Search Engine Results Page) • SEO vs SEM • Working of Search Engines • Keywords in SEO ◦ Types of Keywords • Keyword Research
2	**Fundamental Components of SEO**

	• On-page SEO
	  ◦ Template for On-Page SEO
	  ◦ Rank Math
	• Technical SEO I
	  ◦ 301 Redirect
	  ◦ 302 Redirect
	  ◦ Broken Links
	  ◦ Error 404
	  ◦ Canonical Tags
	• Technical SEO II
	  ◦ Page Speed
	  ◦ Mobile Friendliness
	  ◦ XML Sitemaps
	  ◦ Robots.txt
	  ◦ AMP Pages
	• Off-page SEO
	  ◦ Backlinks
	  ▪ Volume Backlinks
	  ▪ Value Backlinks
	• Domain & Page Authority

DETAILED SYLLABUS

3	**SEO Audit Tools**

	• Ahrefs, Semrush, Screaming Frog, or Ubersuggest (Any 1 tool)
	• Steps for In-depth Seo Audit
	• SEO Checklist
	• Local SEO
	• Google Search Console
	• Rich Results
	  ◦ FAQ Page Schema
	  ◦ Product Schema
	  ◦ Job Post Schema
	  ◦ How To Schema

4	**Building SEO Strategy**

	• 7 Step Strategy
	• Generative Engine Optimization
	• Answer Engine Optimization
	• Case Studies
	  ◦ Eventbrite
	  ◦ Monster India
	• Create SEO Strategy for a Brand
	• Introduction to AI-powered search

OPERATIONS MANAGEMENT

PROGRAM(s): S.Y. BBADB		SEMESTER: III			
Course/Subject: Operations Management		Course Code: HUBBADB/III/MN01			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To discuss the fundamentals of operations management and its strategic role in enhancing competitiveness and efficiency in digital business ecosystems.
2. To design efficient processes, layouts, and products/services tailored for digital platforms and sustainable packaging.
3. To develop the ability to manage resources, logistics, and supply chains using modern digital tools and emerging technologies.
4. To assess quality management, sustainable practices, and continuous innovation in digital operations.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Explain key concepts of operations management, including productivity, efficiency, and strategic operations in digital business contexts.
- **CO2**: Apply process design, facility planning, and product/service design principles to optimize operations in digital business environments.
- **CO3**: Analyze supply chain, inventory, and logistics processes, integrating AI, IoT, and blockchain solutions for efficient digital operations.
- **CO4**: Evaluate operations for quality, sustainability, and innovative improvement opportunities in digital business contexts.

DETAILED SYLLABUS

Module	Title
1	**Foundations of Operations Management**
	• Introduction to Operations Management • Role in Digital Business Ecosystems • Operations Strategy & Competitiveness • Productivity, Efficiency, and Effectiveness
2	**Designing Operations & Processes**
	• Process Design & Analysis • Facility Layout & Location Planning • Capacity Planning • Product & Service Design in Digital Context (apps, platforms) • Packaging (branding, sustainability, unboxing experience)
3	**Managing Resources, Logistics & Supply Chains**
	• Supply Chain Management in Digital Era • Inventory Models & Drop Shipping Concepts • Digital Exports & Cross-Border E-Commerce • Logistics & Distribution Systems (last-mile, hyperlocal, international freight) • Resource Allocation & Scheduling • Emerging Tech: AI, IoT, Blockchain in SCM
4	**Quality, Sustainability & Innovation in Operations**
	• Quality Management (TQM, Six Sigma) • Lean Operations • Sustainability & Green Operations (eco-friendly packaging, carbon-neutral logistics) • Ethical Issues in Global Operations • Continuous Improvement & Innovation in Digital Business

SOCIAL PSYCHOLOGY

PROGRAM(s): S.Y. BBADB			SEMESTER: III		
Course/Subject: Social Psychology			Course Code: HUBBADB/III/OE01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To analyze individual behavior and cognition within social contexts and understand the influences of perception, identity, and emotions.
2. To examine group dynamics, social influence, and their applications in business and organizational settings.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Investigate social behaviors and processes, including perception, attitudes, emotions, and biases, in personal and professional contexts.
- **CO2**: Inspect group behavior, social influence, and communication patterns to make informed decisions in organizational and business settings.

DETAILED SYLLABUS

Module	Title
1	**Understanding the Individual in Social Contexts**
	• Introduction to Social Psychology • Social Perception & Attribution • Attitudes & Persuasion • Self & Social Identity • Emotions & Motivation in Social Contexts • Prejudice, Stereotypes & Diversity • Prosocial Behavior • Aggression & Conflict Management • Emerging Issues in the Individual Context
2	**Understanding Groups, Influence & Business Applications**
	• Social Influence • Group Dynamics • Interpersonal Communication • Consumer Psychology & Business Applications • Ethics & Social Responsibility • Interdisciplinary Applications • Emerging Trends in Groups & Business

FINANCIAL ACCOUNTING

PROGRAM(s): S.Y. BBADB			SEMESTER: III		
Course/Subject: Financial Accounting			Course Code: HUBBADB/III/VSC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To analyse financial statements, reporting mechanics, and accounting components to interpret the financial position and performance of a business.
2. To evaluate financial ratios, cost of capital, and project finance concepts for effective financial decision-making and business analysis.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Assess financial performance and position of firms by applying financial statement analysis techniques and interpreting accounting data.
- **CO2**: Construct financial analysis models and reports using ratio analysis, project evaluation techniques, and cost of capital considerations.

DETAILED SYLLABUS

Module	Title
1	**Analysis of Financial Statements**
	• Introduction to Financial Statement Analysis • Financial Reporting Mechanics • Understanding Income Statement, Balance Sheet • Cash Flow Statement • Financial Analysis Techniques • Inventories, Long Lived Assets • Non-Current Liabilities • Financial Statement Application
2	**Financial Ratios & Business Finance**
	• Ratio analysis of industries • Du Pont Analysis • Peer to peer analysis • Preparation of Financial Analysis report on an industry • Time value of money • Long term financing • Cost of capital • Measure of Leverage Project Finance • Project evaluation; stage of project; construction & development phase; funding during investment phase • Costs during investment phase • Life of project • Decision making • Cash flow waterfall & resolve circular reference problem in interest during construction.

EFFECTIVE COMMUNICATION SKILLS 1 (HINDI)

PROGRAM(s): S.Y. BBA.DB				SEMESTER: III	
Course/Subject: Communication Skills I (Hindi)				Course Code: HUBBADB/III/AEC01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 marks

Learning Objectives:

1. हिन्दी की विधाओं से परिचित कराना
2. व्याकरण के माध्यम से भाषा दक्षता विकसित करना

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: कविताओं और कहानियों के माध्यम से विद्यार्थियों में मानवीय मूल्य और राष्ट्रीय सामाजिक चेतना का विकास
- **CO2**: सामान्य हिन्दी का ज्ञान प्रतियोगी परीक्षाओं – सरकारी एवं गैर सरकारी संस्थाओं में उपयोगी

DETAILED SYLLABUS

Module	Title
1	
	पाठयक्रम के लिए निर्धारित कविताएं: • नर हो न निराश करो – मैथिलीशरण गुप्त • जो बीत गई सो बात गई – हरिवंश राय • न चाहूं मान - राम प्रसाद बिस्मिल • माँ - मुनव्वर राना • सुनो द्रोपदी शस्त्र उठालो- पुष्यमित्र उपाध्याय पाठयक्रम के लिए निर्धारित गद्य: • भक्तिन - महादेवी वर्मा (रेखाचित्र) • ईर्ष्या : तू न गई मेरे मन से – रामधारी सिंह दिनकर (निबंध) • बोध- प्रेमचंद (कहानी) • चीफ़ की दावत – भीष्म साहनी (कहानी) • ठेस - फणीश्वरनाथ रेणु (कहानी)
2	
	• विलोम शब्द • पर्यायवाची • मुहावरे • पारिभाषिक शब्दावली • पत्र लेखन • विज्ञापन लेखन

SEM IV

SOCIAL MEDIA ADVERTISING II

PROGRAM(s): S.Y. BBADB			SEMESTER: IV		
Course/Subject: Social Media Advertising II			Course Code: HUBBADB/IV/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To develop a foundational understanding of search advertising concepts, keyword strategy, and campaign structuring frameworks for effective ad delivery.
2. To equip learners with practical skills in setting up search campaigns, targeting audiences, managing budgets, and creating effective ad copies using AI tools.
3. To enable learners to measure, analyze, and optimize search ad performance using tracking tools, reports, and data-driven decision-making techniques.
4. To introduce alternative search advertising platforms and formats, enabling learners to diversify paid search strategies across multiple ecosystems.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Understand search ad ecosystems, keyword types, and campaign architecture to design logically structured search campaigns.
- **CO2**: Apply campaign settings, targeting methods, bidding strategies, and ad creation techniques to launch performance-driven search ad campaigns.
- **CO3**: Analyze campaign data, reports, and attribution models to optimize search strategies and improve advertising performance.
- **CO4**: Select appropriate campaign types based on business and marketing objectives.

DETAILED SYLLABUS

Module	Title
1	**Search Ads Fundamentals & Campaign Architecture**

	• Introduction to Search Ads
	• Types of Campaigns
	• Campaign Structure
	• Keywords
	  ◦ Introduction to Keywords
	  ◦ Types of Keywords
	  ◦ Match Types
	• Google Keyword Planner Tool
	• Ad Group Structuring Methods:
	  ◦ Single Theme Ad Group (STAG) Campaigns
	  ◦ Single Keyword Ad Group (SKAG) Campaign
	  ◦ Hagakure Method of Campaign Structure

2	**Campaign Setup, Targeting & Ad Creation**

	• Settings
	  ◦ Network & Location Settings
	  ◦ Languages, Audiences & Additional Settings
	• Targeting & Observations
	• Remarketing Lists for Search Ads (RLSA)
	• Budget & Bidding
	• Ad Rotation & Schedule
	• Types of Search Ads:
	  ◦ Responsive Search Ads
	  ◦ Dynamic Search Ads
	  ◦ Local Search Ads
	  ◦ Call Ads
	• Copywriting for Google Ads
	• AI Tools to Write Ad Copies
	• Ad Extensions

DETAILED SYLLABUS

3	**Tracking, Reporting & Search Strategy Optimization**

	• Conversion Tracking
	• Attribution Models
	• Landing Pages
	• UTM Parameters
	• Reports
	• Flow of Reading Reports
	  ◦ Campaign Level Report
	  ◦ Ad Group Level Report
	  ◦ Keyword Level Report
	• Auction Insights
	• Search Strategy Optimization
	• Optimization Situations

4	**Shopping Ads & Bing Ads**

	• Shopping Ads
	• Introduction to Shopping Ads
	• Shopping Ads Requirements
	• Creating a Product Feed
	• Shopping Ads (Campaign Type)
	• Bing Ads
	  ◦ Introduction to Bing Ads
	  ◦ Bing Ads: Setting Up

ADVANCED SEARCH ENGINE OPTIMIZATION STRATEGIES

PROGRAM(s): S.Y. BBADB	SEMESTER: IV
Course/Subject: Advanced Search Engine Optimization Strategies	Course Code: HUBBADB/IV/MJ02

Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To develop the ability to conduct comprehensive SEO audits using industry-standard tools and techniques for website performance analysis.
2. To understand local search optimization and platform-specific strategies for content discovery and audience engagement.
3. To gain practical knowledge of Pinterest marketing and integrate cross-platform SEO strategies to drive traffic and engagement.
4. To design and implement a comprehensive SEO strategy, including YouTube optimization, leveraging analytical tools for measurable results.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Apply SEO auditing tools and methodologies to diagnose website performance issues and identify optimization opportunities.
- **CO2**: Implement local SEO and Quora-based content strategies to enhance online visibility and engagement.
- **CO3**: Create optimized Pinterest profiles and cross-platform SEO plans to increase brand visibility and audience reach.
- **CO4**: Evaluate SEO performance across websites and YouTube, using analytics to refine strategy and maximize reach.

DETAILED SYLLABUS

Module	Title
1	**SEO Auditing & Performance Diagnosis**

	• Auditing in SEO
	• SEO Audit Tools
	  ◦ Ahrefs SEO Toolbar
	  ◦ SEMrush Audit Tool
	  ◦ Screaming Frog SEO Spider
	  ◦ Ubersuggest Tool
	• Conducting an In-depth SEO Audit

2	**Local SEO & Platform-Based Discovery**

	• Local SEO
	• Introduction to Quora
	  ◦ Creating & Optimizing Quora Profiles
	  ◦ Writing High-Quality Answers
	  ◦ Engagement and Answer Promotion
	• Strategizing for Quora

3	**Pinterest Marketing & Cross-Platform SEO Strategy**
	• Introduction to Pinterest • Creating a Pinterest Account • Optimizing a Pinterest Account • Strategizing for Pinterest
4	**SEO Strategy & YouTube SEO**
	• Creating a Comprehensive SEO Strategy • YouTube SEO • What & How • On-Page Video Optimization • In-Video Optimization • Tools for YouTube SEO • YouTube Analytics • Case Study

CAREER DEVELOPMENT & COMMUNICATION – I

PROGRAM(s): S.Y. BBADB			SEMESTER: IV		
Course/Subject: Career Development & Communication - I			Course Code: HUBBADB/IV/MN01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To analyse the role of soft skills, communication, grooming, and networking in building professional effectiveness.
2. To apply advanced spreadsheet techniques and presentation tools for data analysis, storytelling, and decision-making.
3. To evaluate presentation strategies, design principles, and delivery techniques for effective business communication.
4. To assess personal branding, resume building, and career readiness strategies for successful professional development.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Demonstrate professional communication, etiquette, and interpersonal skills in workplace scenarios.
- **CO2**: Construct data-driven reports, dashboards, and presentations using spreadsheets and visualization tools.
- **CO3**: Develop impactful presentation decks and deliver them effectively using storytelling and design principles.
- **CO4**: Formulate personal branding and career strategies including resumes, LinkedIn profiles, and interview performance.

DETAILED SYLLABUS

Module	Title
1	**Soft Skills: Etiquettes, Grooming & Networking**

	• What are Soft Skills?
	• Grooming & Power of Perception
	• Dress to Impress
	• Art of Communication
	  ◦ Verbal Communication Skills
	  ◦ Non-Verbal Communication Skills
	• Active Listening
	• Time Management

2	**Advanced Spreadsheets for Decision Making**
	• The Anatomy of a Spreadsheet • Logical & Statistical Functions (IF, VLOOKUP, XLOOKUP) • Pivot Tables & Data Analysis for Marketers • Data Visualization: Charts, Graphs & Sparklines • Building Dashboards for Digital Strategy • Formatting for Professionalism & Clarity • AI tools for spreadsheets
3	**Power Point: Strategy, Design & Master Execution**
	• The Importance of PPTs: Pitch Deck vs. Review Deck • Defining an Objective & Building a Narrative Outline • The Art of Storytelling: Narrative Structures in Business • Elements of Presentation Design: Typography Color & Layout • Basics of PowerPoint & Interface Mastery • Creating a Master Slide: Structural Design Principles • Templates & Specialized Tools for PowerPoint • How to Ace a Presentation: Presenting Like a Pro (Steve Jobs) • Overcoming Nervousness & Capturing your Audience • Online Templates and AI Generated Decks
4	**Personal Branding & Career Readiness**
	• Defining Your USP (Unique Selling Proposition) • The Anatomy of a Modern Resume & ATS Optimization • LinkedIn Profile Mastery: From Profile to Portfolio • Building a Digital Portfolio: Showcasing Case Studies • The Video Resume: Scripting & Execution • Cracking the Code: The Interview Process (STAR Technique) • Virtual Interview Etiquette: Tech, Lighting & Presence • The Art of Salary Negotiation & Understanding CTC • Email Etiquette & Professional Writing • The First 90 Days: Navigating Corporate Culture

REPUTATION MANAGEMENT & INFLUENCER MARKETING

PROGRAM(s): S.Y. BBADB			SEMESTER: IV		
Course/Subject: Reputation Management & Influencer Marketing			Course Code: HUBBADB/IV/OE01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To examine brand reputation frameworks and risk mitigation strategies, including ORM, social listening, and crisis management.
2. To assess influencer marketing strategies using categorisation, engagement approaches, and ROI-driven KPIs.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Investigate brand reputation challenges and develop effective mitigation and crisis response strategies.
- **CO2**: Develop influencer marketing campaigns based on audience alignment, performance metrics, and ROI analysis.

DETAILED SYLLABUS

Module	Title
1	**Brand Reputation & Risk Mitigation**

	• Introduction to Brand Reputation Management
	• BRM Strategy
	• Key Components of BRM
	  ○ Online Reputation Management
	  ○ Social Listening & Proactive Engagement
	  ○ Crisis Management
	  ○ Product Reputation
	  ○ Employer Brand Monitoring
	• Best Practices of BRM
	• Job Roles in Brand Reputation Management
	• Using BRM Tools
	• Crisis Management and its Framework
	• BRM Metrics

2	**Influencer Strategy & Driving ROI**

	• Influencers: Introduction
	• Influencer Categorization
	  ○ By Reach: Nano, Micro, Macro, Mega.
	  ○ By Skill: Fashion, Food, Beauty, Health, Mommy.
	• Case studies of how Influencers built authority over time.
	• Approaching influencers
	• Incentivising and compensating Influencers
	• Setting KPIs for influencer marketing campaigns
	• Decoding successful Influencer Marketing campaign strategies

WEBSITE PORTFOLIO CREATION

PROGRAM(s): S.Y. BBADB				SEMESTER: IV	
Course/Subject: Website Portfolio Creation				Course Code: HUBBADB/IV/SEC01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To design a professional portfolio website by structuring core pages and presenting personal and project information effectively.
2. To develop practical skills in adding functionality, content, and engagement features to enhance user interaction and professional visibility.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Design a structured portfolio website layout, including home and about pages, using appropriate visual elements and content components.
- **CO2**: Develop functional portfolio components such as contact forms, galleries, and blog sections to improve engagement and usability.

DETAILED SYLLABUS

Module	Title
1	**Portfolio Website Structure & Core Pages**

	• Introduction to Portfolio
	  ◦ Understanding portfolio
	  ◦ Platforms to showcase portfolio
	  ◦ Elements of a portfolio
	• Portfolio website planning and layout structure
	• Home page design components:
	  ◦ Hero section with image slider
	  ◦ Use of royalty-free images (Unsplash, Pixabay, Pexels)
	  ◦ Services section and pricing tables
	  ◦ Client testimonials section
	• About Me page creation:
	  ◦ Presenting background and professional profile
	  ◦ Career timeline and achievements
	  ◦ Use of counters, progress bars, and timeline widgets

2	**Portfolio Functionality, Content & Engagement**

	• Contact page setup:
	  ◦ WPForms integration
	  ◦ Thank-you page redirection
	• Portfolio page development:
	  ◦ Image carousel for projects and client logos
	  ◦ Gallery creation for presentations and design samples
	• Blog section setup:
	  ◦ Creating and publishing sample blog posts
	  ◦ Featured images for posts
	  ◦ Categorization and tagging of blog content

EFFECTIVE COMMUNICATION SKILLS – II
HINDI

PROGRAM(s): S.Y. BBADB					SEMESTER: IV
Course/Subject: Communication Skills II (Hindi)					Course Code: HUBBADB/IV/AEC01
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. हिन्दी की विधाओं से परिचित कराना
2. व्याकरण के माध्यम से भाषा दक्षता विकसित करना

Course Outcomes:
After completion of the course, learners would be able to:

- **CO1**: कविताओं और कहानियों के माध्यम से विद्यार्थियों में मानवीय मूल्य और राष्ट्रीय सामाजिक चेतना का विकास
- **CO2**: सामान्य हिन्दी का ज्ञान प्रतियोगी परीक्षाओं – सरकारी एवं गैर सरकारी संस्थाओं में उपयोगी

DETAILED SYLLABUS

Module	Title
1	
	पाठयक्रम के लिए निर्धारित कविताएं • नर हो न निराश करो – मैथिलीशरण गुप्त • जो बीत गई सो बात गई – हरिवंश राय • न चाहूं मान - राम प्रसाद बिस्मिल • माँ - मुनव्वर राना • सुनो द्रोपदी शस्त्र उठालो- पुष्यमित्र उपाध्याय पाठयक्रम के लिए निर्धारित गद्य • भक्तिन - महादेवी वर्मा (रेखाचित्र) • ईर्ष्या : तू न गई मेरे मन से – रामधारी सिंह दिनकर (निबंध) • बोध- प्रेमचंद (कहानी) • चीफ़ की दावत – भीष्म साहनी (कहानी) • ठेस - फणीश्वरनाथ रेणु (कहानी)
2	
	• विलोम शब्द • पर्यायवाची • मुहावरे • पारिभाषिक शब्दावली • पत्र लेखन • विज्ञापन लेखन

SEM V

WEB ANALYTICS & DATA MANAGEMENT

PROGRAM(s): T.Y. BBADB				SEMESTER: V	
Course/Subject: Web Analytics & Data Management				Course Code: HUBBADB/V/MJ01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To understand the fundamentals of data tracking in Google Analytics, including the implementation of GA tracking codes on websites.
2. To learn to set up and track goals in Google Analytics, such as conversions or specific user interactions.
3. To explore tools and methodologies for auditing social media performance.
4. To learn advanced Excel functions and techniques for data manipulation, analysis, and reporting.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: The students will be able to navigate and interpret the Google Analytics dashboard, gaining insights into website traffic, user behavior, and key performance indicators.
- **CO2**: The students will be proficient in configuring and monitoring goals and events in GA and be able to use UTM tracking to analyze the performance of various marketing channels.
- **CO3**: The students will be equipped with the skills to conduct comprehensive social media audits, identifying strengths, weaknesses, and opportunities for improvement across different platforms.
- **CO4**: The students will be proficient in using advanced Excel features to analyze and present data effectively, creating insightful and visually appealing reports.

DETAILED SYLLABUS

Module	Title
1	**How data tracking works in GA and dashboard overview**
	• Setting up a GA account and placing the GA code right • How to place the GA code right • Reports available and filtering data in GA
2	**Tracking Goals and Events + UTM tracking**
	• Types of Goals and how to set them up • Event tracking in GA and when to use the same • Best practices for UTM tracking
3	**Social Media Auditing Tools**
	• Using Social Media audit tools to track own brand performance • Using Social Media audit tools to compare own brand to competition
4	**Advanced Excel for reporting**
	• Extracting and cleaning data from tools • Filtering data in Excel • Adding Pivot tables in Excel • Presenting data in Excel

MEDIA PLANNING & MANAGEMENT

PROGRAM(s): T.Y. BBADB			SEMESTER: V		
Course/Subject: Media Planning & Management			Course Code: HUBBADB/V/MJ02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To gain a foundational understanding of the role of media planning, buying, and strategy in the field of advertising and marketing.
2. To explore the various components involved in media planning, such as target audience analysis, media research, and budget allocation.
3. To engage in hands-on exercises to develop and present a media plan for a hypothetical campaign
4. To delve into the specifics of advertising on platforms owned by publishers, such as social media platforms, websites, or other digital channels.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: The students will be able to comprehend the fundamentals of media planning, buying, and strategy and understand their significance in the overall marketing landscape.
- **CO2**: The students will be capable of developing a comprehensive media plan, taking into account target audience characteristics, market research, and budget constraints.
- **CO3**: The students will be able to create a well-rounded media plan that aligns with campaign objectives, target audience preferences, and available resources.
- **CO4**: The students will be proficient in planning and executing advertising campaigns on platforms owned by publishers, understanding the unique features and considerations of each.

DETAILED SYLLABUS

Module	Title
1	**Media Planning, Buying & Strategy**
	• Definition, Importance, and Scope of Media Planning and Buying • Importance of Media Planning and Buying in Digital Marketing Strategy • Roles and Functions of Media Buyers, Publishers, and Networks • Classification and Features of Self-Serve and Non-Self-Serve Platforms
2	**Components of Media Planning**
	• Key Components of a Media Plan: Objectives, Target Audience, Budget, Media Mix • Performance Optimization Formulas: CPM, CPC, CTR, CPA Calculation Methods • Interpreting Media Metrics to Enhance Campaign Efficiency
3	**Creating a Media Plan**
	• Excel for Media Planning: Functions, Formulas, and Templates • Practical Exercise: Step-by-Step Creation of a Mock Media Plan • Budget Allocation Techniques: Cost Forecasting and Spend Distribution
4	**Advertising on Platforms Owned by Publishers**
	• Understanding the North-Star Metric: Definition and Application • In-Depth Study of Self-Serve vs. Non-Self-Serve Platforms • Leveraging Social Media-Based Advertising: Platform-Specific Strategies

MARKETING AUTOMATION

PROGRAM(s): T.Y. BBADB					SEMESTER: V
Course/Subject: Marketing Automation					Course Code: HUBBADB/V/MJ03
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To explore the evolution of marketing strategies from ancient trade practices to modern automation by analyzing historical texts, cultural influences, and technological advancements.
2. To develop a comprehensive understanding of customer relationship management (CRM) and marketing automation by examining traditional and digital approaches to lead generation, customer engagement, and brand-building.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Students will be able to critically analyze ancient and modern marketing strategies and apply historical insights to contemporary marketing challenges.
- **CO2**: Students will gain practical knowledge of CRM tools and automation techniques to enhance customer engagement, optimize conversion rates, and implement data-driven marketing strategies.

DETAILED SYLLABUS

Module	Title
1	**Marketing Funnel**

	• Insights from Ancient Texts on Trade and Marketing
	  ◦ Analysis of primary sources like the Arthashastra
	  ◦ State regulation, merchant codes, and market ethics derived from ancient texts
	• Marketing Strategies and Communication
	  ◦ Early branding, product positioning, and advertising techniques
	  ◦ Use of symbols, inscriptions, and storytelling in promoting goods
	• Religion, Culture, and Marketing
	  ◦ Influence of religious practices and festivals on trade
	  ◦ How cultural norms and rituals created marketing opportunities
	• Artisans, Craftsmen, and the Emergence of Brand Identity
	  ◦ Role of skilled artisans in developing product quality and distinct brand identities
	  ◦ Evolution of craftsmanship as a marketing tool
	• Comparative Perspectives: India and Other Ancient Civilizations
	  ◦ Comparative analysis of Indian marketing practices with those of Greece, Rome, and China
	  ◦ Identifying similarities and unique approaches in ancient trade
	• Legacy of Ancient Marketing Practices
	  ◦ Tracing the influence of ancient principles on modern Indian commerce
	  ◦ Synthesis of historical insights with contemporary marketing strategies

2	**Marketing Automation and CRM**
	• Evolution and fundamental concepts in building customer relationships • CRM: Objectives, Benefits, Profitability Segments, and Barriers • Core Components: Information, Process, Technology, and People • Relationship Marketing: Development Strategies, Brand Building, Service Level Agreements, and Challenges • Lead Capturing & Management: Best Practices using Landing Pages, Chatbots, and Calls • Key Features for Effective Lead Management • Lead Nurturing and Automation: WebEngage Journeys and Automation Tools • Conversion Rate Optimization (CRO): Search Engine Optimization/Search Engine Marketing and Techniques (Popups, Chatbots, Emailers, SMS/WhatsApp, Push Notifications, Remarketing) • e-CRM: Levels and Privacy Considerations • CRM Software for Customer Service: Activity & Agent Management, Case Assignment, Self-Service, Communication, Invoicing, Queuing, and Scheduling • Emerging Trends: Social Networking, Mobile-CRM, Future Challenges, and Ethical Issues

CORPORATE COMMUNICATION & PUBLIC RELATIONS

PROGRAM(s): T.Y. BBADB				SEMESTER: V	
Course/Subject: Corporate Communication & Public Relations				Course Code: HUBBADB/V/MN01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To provide a comprehensive understanding of the scope, relevance, and key concepts of corporate communication, including corporate identity, image, and reputation.
2. To explore the fundamentals of public relations, its significance in business, and its emergence as a vital field, with an emphasis on various theories and the external environment.
3. To equip students with knowledge of the functions of corporate communication and public relations, focusing on media relations, employee communication, crisis communication, and financial communication.
4. To introduce the role of emerging technology in corporate communication and public relations, emphasizing the contribution of new media, e-communication, and corporate blogging to business strategies.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: To provide the students with a basic understanding of the concepts of corporate communication and public relations
- **CO2**: To introduce the various elements of corporate communication and consider their roles in managing organizations
- **CO3**: To examine how various elements of corporate communication must be coordinated to communicate effectively
- **CO4**: To develop a critical understanding of the different practices associated with corporate communication

DETAILED SYLLABUS

Module	Title
1	**Foundation of Corporate Communication**
	• Corporate Communication: Scope and Relevance: Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario • Key concepts in Corporate Communication: Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation • Ethics and Law in Corporate Communication: Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI
2	**Understanding Public Relations**
	• Fundamentals of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business • Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations • Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues • Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory
3	**Functions of Corporate Communication and Public Relations**
	• Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations • Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications • Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building • Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising
4	**Emerging Technology in Corporate Communication and Public Relations**
	• Contribution of Technology to Corporate Communication: Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) • Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity, and Company Reputation • Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog

CONSUMER BEHAVIOUR & ANALYTICS

PROGRAM(s): T.Y. BBADB				SEMESTER: V	
Course/Subject: Consumer Behaviour & Analytics				Course Code: HUBBADB/I/VSC01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To understand the difference between customers and consumers.
2. To understand the buying decision-making process.
3. To understand how to gather customer insights
4. To understand and create buyer personas.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: The students will be able to differentiate between customers and consumers, recognizing their unique roles in the marketplace.
- **CO2**: The students will gain a comprehensive understanding of the buying decision-making process and its impact on marketing efforts.
- **CO3**: The students will develop the skills to create detailed buyer personas, effectively targeting specific market segments.
- **CO4**: The Students will acquire the ability to analyze and apply consumer behavior insights to refine marketing strategies.

DETAILED SYLLABUS

Module	Title
1	**Customers vs Consumers**
	• Difference between customers and consumers • Customers'/Consumers' effect on marketing strategies
2	**Buying Decision Making**
	• Understanding the difference between 'Wants' and 'Needs' • Maslow's hierarchy of needs • Understanding the types of buying behavior • Triggers & barriers
3	**Gathering Customer Insights**
	• Importance of gathering consumer insights • Understanding Segmentation, Targeting and Positioning (STP) • Identification of target audience and segmentation
4	**Buyer Persona**
	• Understanding media consumption and its importance • Understanding and creating buyer personas

DESIGN THINKING

PROGRAM(s): T.Y. BBADB				SEMESTER: V	
Course/Subject: Design Thinking (UI/UX)				Course Code: HUBBADB/V/E01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To introduce the design thinking framework, including user research methods, data synthesis and empathy mapping, in order to generate human-centred insights and solutions that are desirable, viable and feasible.
2. To develop hands-on prototyping skills by applying ideation techniques, concept filtering and low-fidelity sketching or wireframing to create tangible app keyframes and prototypes.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Apply design thinking processes, conduct user research, and create empathy maps to generate and refine innovative solutions.
- **CO2**: Develop both low-fidelity and high-fidelity prototypes, showcasing their ability to design practical, user-centered products.

DETAILED SYLLABUS

Module	Title
1	**Design Thinking: Need, Research and Empathy Mapping**
	• Define design thinking and its role in solving global challenges • Explore real-world examples where design thinking has led to innovative solutions • Understand the importance of ensuring solutions are desirable, viable, and feasible • Learn effective research methods and techniques to interpret participants' body language • Strategies for filtering and presenting collected research data • Develop an Empathy Map to gain deeper insights into user needs
2	**Brainstorming and Building a Prototype**
	• Techniques for generating and coping with a flood of ideas • Methods to filter and refine ideas by ensuring they meet the criteria of desirability, viability, and feasibility • Create a low-fidelity (lo-fi) prototype using sketches or wireframes. • Best practices for designing keyframes in an app

SEM VI

INTEGRATED MARKETING STRATEGIES

PROGRAM(s): T.Y. BBADB			SEMESTER: VI		
Course/Subject: Integrated Marketing Strategies			Course Code: HUBBADB/VI/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To learn the concept of 360-degree marketing, which involves a comprehensive approach that integrates various marketing channels and touchpoints to create a cohesive customer experience.
2. To learn strategies to adapt traditional media platforms, such as print or TV, for the digital era.
3. To explore the role of technology in enhancing the consumer journey, from awareness to purchase and post-purchase experiences.
4. To learn methodologies and tools for measuring the performance of integrated marketing campaigns.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: The student will be able to understand the importance of 360-degree marketing and how it builds brand credibility.
- **CO2**: The student will be able to develop strategies to digitally enable traditional media platforms for seamless consumer interaction.
- **CO3**: The student will be able to leverage technology and data-driven approaches to enhance consumer experiences.
- **CO4**: The student will be able to implement performance measurement techniques for evaluating integrated marketing campaigns.

DETAILED SYLLABUS

Module	Title
1	**360-degree marketing**
	• Introduction to 360-Degree Marketing • Concept and Scope of 360-Degree Marketing • Importance of Integrated Marketing Communications (IMC) • Evolution of 360-Degree Marketing in the Digital Era • Understanding Consumer Touchpoints in Integrated Marketing • 360-Degree Marketing in Brand Building • Role of 360-Degree Marketing in enhancing brand credibility • Case Studies: Steps to leverage Integrated Marketing for brand growth • Successful 360-degree Marketing Strategies across Industries • Common Pitfalls and Best Practices in 360-Degree Campaigns • Key Elements of a 360-Degree Marketing Campaign • Identifying the Target Audience and Customer Journey Mapping • Combining Traditional and Digital Marketing for Maximum Impact • Role of Storytelling in Integrated Marketing Strategies • Measuring Success: Metrics and Key Performance Indicators (KPIs)
2	**Digital Transformation of Traditional Media**
	• The Shift from Traditional to Digital Marketing • Importance of Digital Integration in Traditional Media • Understanding Consumer Behavior in a Digital-First World • Role of Digital Call-to-Actions (CTAs) in Traditional Media • Leveraging Multi-Channel Marketing for Consumer Engagement • Technology-Driven Innovations in Print & Outdoor Media • Role of Augmented Reality (AR) and Virtual Reality (VR) in Advertising • Interactive Print Media: QR Codes, NFC, and Shoppable Print Ads • Digital Signage & Experiential Outdoor Marketing • Hyperlocal Marketing for Enhanced Personalization • Best Practices in Traditional-to-Digital Marketing Integration • Case Studies: Successful Digital Transformations in Traditional Media • Overcoming Challenges in Merging Offline and Online Marketing

DETAILED SYLLABUS

3	**Leveraging Technology for Consumer Journey Optimization**
	• Digital Innovation in Customer Experience • Importance of Consumer-Centric Marketing • Role of Mobile Apps in Enhancing Customer Engagement • AI and Chatbots for Personalized Customer Interaction • Data-Driven Marketing and Predictive Analytics • Hyperlocal and Personalized Targeting • Concept of Hyperlocal Marketing for Maximum Reach • Geofencing and Location-Based Marketing Strategies • Voice Search and Conversational AI in Digital Marketing • Case Studies on Successful Hyperlocal Targeting Strategies • Emerging Technologies Shaping the Future of Marketing • Transparency in Digital Advertising • Internet of Things (IoT) and Smart Marketing • Neuromarketing and Behavioral Analytics
4	**Measuring Performance for Integrated Campaigns**
	• Campaign Tracking and Performance Metrics • Importance of Measuring Integrated Marketing Campaigns • Setting and Analyzing Key Performance Indicators (KPIs) • Multi-Channel Attribution Models and Conversion Tracking • A/B Testing and Data-Driven Campaign Optimization • Tools for Performance Measurement • QR Codes and Campaign-Specific Coupon Codes for Tracking Engagement • Using UTM Parameters for Web and Social Media Analytics • Google Analytics and Heatmap Tools for Customer Insights • AI-Driven Analytics for Predictive Consumer Behavior • Case Studies and Best Practices in Marketing Analytics • Use of Analytics by brands to optimize marketing strategies • Evaluating ROI for Integrated Marketing Campaigns • Overcoming challenges in marketing performance measurement

E – COMMERCE MANAGEMENT

PROGRAM(s): T.Y. BBADB				SEMESTER: VI	
Course/Subject: E-Commerce Management				Course Code: HUBBADB/VI/MJ02	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. Learn about the E-Commerce landscape and its possibilities
2. Takes students through the different Amazon's policies for sellers
3. Learn to set up an online store through Shopify
4. Learn how to market your store online

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: The student will be able to sell in marketplaces like Amazon & create their own E-Commerce website on Shopify
- **CO2**: The student will be skilled through the different Amazon's policies for sellers
- **CO3**: The student will able to set up and market their store on Shopify
- **CO4**: The students will be able to market their online store at an optimum conversion rate

DETAILED SYLLABUS

Module	Title
1	**Introduction to E-Commerce Mechanisms**
	Understanding E-Commerce and Its Functioning • How E-Commerce Works: Processes and Ecosystem • Key Elements of a Successful E-Commerce Business • Identifying Products & Services for Online Selling Types of E-Commerce Marketplaces • Understanding B2B, B2C, C2C, and D2C Models • Exploring Global and Local Online Marketplaces • Introduction to Dropshipping and Its Business Model Benefits and Challenges of Selling on Amazon & Other Platforms • Advantages of Selling on Amazon for Entrepreneurs • Competitive Analysis of Different Marketplaces • Key Challenges and How to Overcome Them
2	**Setting up an Amazon Seller Account & optimizing the product page**
	Amazon Seller Account: Setup & Compliance • Understanding Amazon's Selling Models, Pricing, and Fees • Choosing the Right Shipping & Packaging Partners • Refund and Returns Policies: Best Practices • How to Avoid Account Suspension & Common Policy Violations Optimizing Amazon Product Pages for Sales • Amazon A9 Algorithm: How It Works • Breakdown of Amazon Product Pages & Categorization • Rules for Uploading Product Images & Writing Product Descriptions • Importance of Keywords & SEO for Product Listings Paid Marketing and Performance Analytics on Amazon • How Sponsored Ads & PPC Campaigns Work on Amazon • Analyzing Your Amazon Store Performance • Strategies to Increase Conversion Rates and Win the Buy Box

DETAILED SYLLABUS

3	**Setting up your Shopify store**
	Introduction to Shopify & Its Business Potential • Benefits of Shopify for E-Commerce • Different Shopify Plans & Their Features • Case Studies on Successful Shopify Businesses Customizing and Managing Your Shopify Store • Essential Elements of a Shopify Store • Shopify Themes: Selection, Customization & Optimization • Store Planning: Structuring Pages, Product Categorization & Checkout Flow Shopify Store Settings & Security • Payment Gateways and Transaction Security • Taxation, Shipping Policies, and Compliance • Optimizing User Experience for Higher Conversions
4	**Marketing your store & additional best practices**
	Product & Inventory Management for E-Commerce Success • Managing Inventory Efficiently on Shopify & Amazon • Understanding Demand Forecasting & Stock Management Advanced Shopify Features & Marketing Strategies • Leveraging Shopify Experts & Shopify Apps • Creating Discount Coupons & Promotional Offers • Best Practices for Customer Retention and Loyalty Competitive Analysis & Search Engine Optimization (SEO) • Tools for Market and Competitor Analysis • Strategies for Improving Shopify Store SEO • Steps to win the buy box & increase sales performance Performance Tracking & Optimization • Analyzing Shopify Store Insights & Sales Metrics • Data-Driven Decision Making for E-Commerce Success • Case Studies of High-Performing E-Commerce Businesses

FUTURE MARKETING TRENDS

PROGRAM(s): T.Y. BBADB			SEMESTER: VI		
Course/Subject: Future Marketing Trends			Course Code: HUBBADB/VI/MJC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2	NA	NA	2	20 Marks	30 Marks

Learning Objectives:

1. To equip students with an understanding of modern marketing techniques by exploring AI-driven strategies, predictive marketing, and data-driven decision-making.
2. To develop skills in marketing analytics and automation tools, enabling students to analyze trends, optimize campaigns, and implement personalized marketing strategies.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Students will be able to apply AI-driven marketing strategies such as chatbots, CRM tools, and remarketing to improve customer engagement and conversion rates.
- **CO2**: Students will gain proficiency in predictive analytics and marketing automation, enabling them to make data-driven business decisions and optimize personalized marketing campaigns.

DETAILED SYLLABUS

Module	Title
1	**Modern Marketing Techniques and Data-Driven trend-spotting**

	• Introduction to Predictive Marketing
	  ◦ Importance of data-driven decision-making in modern marketing
	  ◦ Evolution of marketing techniques with AI and automation
	• Leveraging AI and Automation in Marketing
	  ◦ Role of Chatbots in customer service, lead generation, and engagement
	  ◦ Types of Chatbots: Rule-based, AI-powered, and Hybrid models
	  ◦ CRM tools for data-driven customer relationship management
	  ◦ Case studies of brands using AI-powered marketing automation
	• Remarketing Strategies and Consumer Behavior Analysis
	  ◦ Understanding website visitor tracking and customer intent
	  ◦ Techniques for segmenting audiences based on behavior patterns
	  ◦ Application of dynamic ads and retargeting campaigns to boost conversions
	• Identification of Emerging Marketing Trends
	  ◦ Key characteristics that define a marketing trend
	  ◦ Analyzing consumer behavior and data to forecast market movements
	  ◦ Role of social listening in identifying shifts in audience interests
	• Trend-Spotting Tools and Techniques
	  ◦ Social media listening platforms (Google Trends, Brandwatch, BuzzSumo)
	  ◦ Data analytics platforms (Google Analytics, SEMrush, SimilarWeb)
	  ◦ AI-driven consumer sentiment analysis
	  ◦ Case studies on trend-driven marketing campaigns

DETAILED SYLLABUS

2	Data-Driven Decision-Making & Personalized Marketing

	• Predictive Analytics in Marketing for Business Growth
	  ◦ Importance of historical data in forecasting consumer behavior
	  ◦ Applications of predictive analytics in pricing strategies, sales forecasting, and customer retention
	  ◦ Key performance indicators (KPIs) for data-driven marketing
	• Application of Python in Marketing Analytics
	  ◦ Introduction to Python programming for marketers
	  ◦ Data collection and analysis techniques using Python
	  ◦ Basics of data visualization tools (Matplotlib, Seaborn) for marketing insights
	• AI-Powered Personalization and Automation
	  ◦ CRM tools for customer profiling and segmentation
	  ◦ Personalization strategies through AI-based recommendation engines
	  ◦ Automation of marketing workflows and targeted communication
	• Predictive Remarketing and Customer Retention Strategies
	  ◦ Analyzing consumer purchase patterns and engagement data
	  ◦ AI-powered product recommendations and predictive targeting
	  ◦ Effective strategies for enhancing customer loyalty and retention
	• Performance Measurement and Optimization
	  ◦ Metrics for evaluating digital marketing campaigns
	  ◦ Tools for tracking customer engagement and conversion rates
	  ◦ A/B testing and marketing experimentation for data-driven decision-making

AGENCY MANAGEMENT

PROGRAM(s): T.Y. BBADB			SEMESTER: VI		
Course/Subject: Agency Management			Course Code: HUBBADB/VI/E01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To provide an in-depth understanding of agency structures and operations, including different types of agencies, their departments, and career opportunities in the industry.
2. To equip students with skills for effective campaign planning and execution, including media selection, budgeting, and performance analysis through real-world case studies.
3. To develop client servicing and relationship management skills, enabling students to handle client briefs, strategize marketing solutions, and ensure client satisfaction.
4. To enhance pitching and business development abilities, helping students craft compelling pitch decks, present marketing strategies, and master persuasive communication techniques.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Students will demonstrate a clear understanding of agency structures and career pathways, enabling them to apply for roles in marketing, media, and creative agencies.
- **CO2**: Students will develop strategic campaign planning skills, including market research, content scheduling, and performance measurement, to create impactful marketing initiatives.
- **CO3**: Students will be able to manage client relationships effectively, interpret client briefs, develop strategic solutions, and monitor client satisfaction through structured feedback mechanisms.
- **CO4**: Students will master the art of pitching and business development, creating professional pitch decks, delivering persuasive presentations, and handling Q&A sessions with confidence.

DETAILED SYLLABUS

Module	Title
1	**Understanding Agency Structures and Operations**
	• Overview of advertising, digital, media, and creative agencies • Agency types: Full-service agencies, boutique agencies, in-house teams, digital marketing firms • Departmental roles and responsibilities • Account Management • Creative and Content Teams • Media Planning and Buying • Strategy and Data Analytics • Application Process and Career Opportunities in Agencies • Skills required to work in an agency • Portfolio development and interview preparation
2	**Campaign Planning**

	• Essential Elements of a Marketing Campaign
	  ◦ Defining objectives, target audience, and key messaging
	  ◦ Media selection and budgeting strategies
	• Tools and Techniques for Campaign Management
	  ◦ Market research and consumer insights
	  ◦ Content calendar planning and execution
	  ◦ ROI measurement and performance tracking
	• Case Studies of Successful Campaigns
	  ◦ Analysis of real-world marketing campaigns
	  ◦ Learning from industry leaders and innovative strategies

3	**Client Servicing and Relationship Management**
	Fundamentals of Client Servicing • Importance of strong client-agency relationships • Key skills: Communication, problem-solving, and adaptability Client Briefs and Strategy Development • Understanding and interpreting client needs • Translating briefs into actionable marketing strategies Monitoring Client Satisfaction and Retention Strategies • Feedback mechanisms and performance assessments • Handling client objections and conflict resolution
4	**The Art of Pitching and Business Development**

	• Introduction to Pitching in the Marketing Industry
	  ◦ Importance of pitches in winning clients
	  ◦ Common pitching mistakes and steps to avoid them
	• Key Elements of an Effective Pitch Deck
	  ◦ Structuring a compelling pitch presentation
	  ◦ Designing visually appealing and data-driven slides
	• Preparing for the Pitch and Handling Q&A Sessions
	  ◦ Building confidence and storytelling techniques
	  ◦ Overcoming objections and addressing client concerns
	• Mastering the Elevator Pitch
	  ◦ Creating a powerful 30-second business pitch
	  ◦ Communicating key ideas concisely and persuasively

ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

PROGRAM(s): T.Y. BBADB				SEMESTER: VI	
Course/Subject: Organisational Behavior and Human Resource Management				Course Code: HUBBADB/VI/MI01	
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4	NA	NA	4	40 Marks	60 Marks

Learning Objectives:

1. To introduce students to the fundamental concepts of Organizational Behavior, focusing on individual and group dynamics, motivation theories, and leadership styles.
2. To provide an understanding of organizational conflict, change management processes, and strategies for negotiation, crisis management, and flexibility in the workplace.
3. To familiarize students with the principles and functions of Human Resource Management (HRM), including recruitment, selection, job analysis, and job design.
4. To equip students with knowledge of Human Resource Development (HRD) practices, such as training, performance appraisal methods, and wage and salary administration.

Course Outcomes:

After completion of the course, learners would be able to:

- **CO1**: Students will understand key theories of motivation, group dynamics, and leadership, enabling them to analyze individual and group behavior within organizations.
- **CO2**: Students will gain the ability to identify the causes of organizational conflict, implement effective negotiation strategies, and manage resistance to change.
- **CO3**: Students will be able to apply HRM functions in the recruitment and selection process, and design job roles that align with organizational objectives.
- **CO4**: Students will develop skills in human resource development, including the implementation of training programs, performance appraisal techniques, and effective job evaluation methods to enhance organizational performance.

DETAILED SYLLABUS

Module	Title
1	**Organisational Behaviour**
	• Meaning and scope of organizational behavior • Challenges and Opportunities • Foundations of Individual Behavior • Motivation - Theories (Maslow, ERG, Douglas McGregor two-factor theory) • Group dynamics • Leadership Styles
2	**Organizational Conflict and Change**
	• Organizational Conflict - Causes and Consequences • Conflict and Negotiation • Organizational change, change management process, resistance to change, flexibility and crisis management • Organizational Development – Concept and Significance
3	**Human Resource Management**
	• HRM: Meaning, definition, and functions. • Job Analysis, Job Design • Human Resource Planning - Recruitment and Selection: • Sources of Recruitment • Placement and Induction
4	**Human Resource Development**
	• Introduction to Human Resource Development: Concepts • Training and Development - • Methods of training • Importance of Performance Appraisal • Traditional and modern methods of performance appraisal • Job Evaluation - methods of Job Evaluation, Wage and Salary Administration

BEST PRACTICES

Industry-Aligned Curriculum

Regularly update subjects based on digital-business trends. Include AI, digital marketing, analytics, e-commerce, fintech, automation, and emerging technologies.

Hands-on Learning

Use real-world business cases, live projects, simulations, and industry assignments.

Give students opportunities to work on actual business problems rather than only theoretical assignments.

Industry Exposure

Conduct guest lectures, workshops, masterclasses, company visits, and industry interactions.

Encourage internships and live projects with digital businesses.

Technology-Driven Teaching

Integrate tools such as Excel, Google Analytics, CRM platforms, AI tools, digital advertising platforms, and data-visualization software.

Experiential & Project-Based Learning

Encourage students to build websites, digital campaigns, e-commerce stores, business dashboards, or startup concepts.

Continuous Student Mentoring

Track academic performance, attendance, skill development, internships, and career progress.

Entrepreneurship & Innovation

Encourage students to develop digital-business ideas and validate them through market research.

FUTURE PLANS

AI-First Digital Business Education

Introduce greater exposure to Generative AI, AI-powered marketing, automation, prompt engineering, AI analytics, and AI-driven business strategy.

Industry Certification Pathways

Create structured pathways where students can earn certifications in:

Digital Marketing

Google Analytics

Excel & Data Analytics

E-commerce

AI tools

Digital Business Labs

Develop a dedicated practical environment where students can experiment with:

E-commerce → Digital Marketing → Analytics → AI → Automation → Entrepreneurship

Stronger Internship & Placement Ecosystem

Build stronger corporate partnerships and create internship pipelines from the first/second year, rather than waiting until the final year.

Global Exposure

Introduce international case studies, global digital-business trends, virtual international sessions, and cross-border e-commerce projects.

Data-Driven Student Development

Use student performance and engagement data to identify skill gaps and provide personalized learning interventions.

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