



**Department of Commerce**  
**Manipal Academy of Higher Education, Manipal**

**Outcome Based Education (OBE) Framework**

**Two-year Full-time Postgraduate Programme**

**Master of Arts in Digital and Creative Marketing**

**2023 Regulations**  
**Applicable from 2023-24 Admissions**

# MASTER OF ARTS IN DIGITAL AND CREATIVE MARKETING

## Program Structure - 2023

First Year					
Course Code	Course Title	L	T	P	C
MDIGBC01	Bridge Course*	2	0	0	2
Semester 1					
Course Code	Course Title	L	T	P	C
MDIG5101	Marketing Management	2	1	0	3
MDIG5102	Digital Marketing	2	1	0	3
MDIG5103	Organisational Behaviour and Managerial Effectiveness	3	0	0	3
MDIG5104	Web and Application Designing*	1	0	4	3
MDIG5105	Consumer Buying Behaviour	3	0	0	3
MDIG5106	Performance Marketing*	1	1	2	3
MDIG5107	Advanced Excel*	0	1	2	2
MDIG5108	Digital Asset Creation (Project Work)*	0	4	0	4
	<b>Total</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>24</b>
Semester 2					
Course Code	Course Title	L	T	P	C
MDIG5201	Integrated Marketing Communication	2	1	0	3
MDIG5202	Personality Development	2	0	0	2
MDIG5203	Finance for Marketers	3	0	0	3
MDIG5204	Strategic Marketing	2	1	0	3
MDIG5205	Strategic Brand Management	2	1	0	3
MDIG5206	Marketing Research	2	1	0	3
MDIG5207	AI for Marketers	2	1	0	3
	<b>Elective 1 (Any One)</b>				
PGOEC002	Mindfulness and Well-being	3	0	0	3
PGOEC003	Ethical Leadership	3	0	0	3
PGOEC004	Critical and Creative Thinking	3	0	0	3
	<b>Total</b>	<b>18</b>	<b>5</b>	<b>0</b>	<b>23</b>
Second Year					
Semester 3					
Course Code	Course Title	L	T	P	C
MDIG6301	Social Media Marketing	2	1	0	3
MDIG6302	Search Engine Optimization	2	1	0	3
MDIG6303	Online Advertising	2	1	0	3
MDIG6304	Marketing Analytics*	2	0	2	3
MDIG6305	Content Marketing	2	0	0	2
MDIG6306	Research Project*	0	3	0	3
	<b>Elective 2 (Any Two)</b>				
MDIG6307.1	Data Visualization for Marketers*	1	0	2	2
MDIG6307.2	Python for Marketers*	1	0	2	2
MDIG6307.3	Analytics using R*	1	0	2	2
	<b>Total</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>21</b>
Semester 4					
Course Code	Course Title	L	T	P	C
	<b>Elective 3 (Any One)</b>				
MDIG6401.1	Internship (16 Weeks)*	0	12	0	12
MDIG6401.2	Semester Abroad	0	0	0	12
	<b>Total</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>12</b>

\*Students will be awarded S or NS grade.

\*Lab based/viva voce examination.

Course wise syllabus of the Programme	
<b>Course Title</b>	Marketing Management
<b>Course Code</b>	MDIG5101
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course will provide insights into how Marketing is critical for organic growth of a business and its central role is in creating, communicating, capturing and sustaining value for an organization. Students will learn role of marketing in the company; explore the relationship of marketing to other functions; and see how effective marketing builds on a thorough understanding of buyer behavior to create value for customers. The course is designed to discuss how Marketing helps a firm in creating value by better understanding the needs of its customers and providing them with innovative products and services. This value is communicated through a variety of channels as well as through the firm's branding strategy. Effective management of customers and pricing allows the firm to capture part of the value it has created. It aims to build an effective customer-centric organization a firm attempts to sustain value over time.

Course Outcomes	
On successful completion of this course, students will be able to	
CO1	Describe the fundamental concepts of marketing management, including the definition of marketing, the marketing environment, marketing mix, and the importance of segmentation, targeting, differentiation, competition, and branding strategies.
CO2	Explain the consumer behavior concepts, factors influencing consumer behavior, and models of consumer behavior including the organizational buying process and the product decisions, including product mix, branding, service decisions, and pricing strategies.
CO3	Analyse the business buying process, segmenting the business market, and making pricing decisions based on pricing objectives and methods. They will also analyze distribution channels, intermediaries, and channel design decisions.
CO4	Develop marketing strategies based on their understanding of product decisions, pricing objectives, and distribution channels including marketing communications and selection of appropriate communication channels for different target audiences.
CO5	Evaluate the effectiveness of different promotional methods and their application at various stages of the product life cycle including the impact of new age influencers, brand ambassadors, and digital marketing strategies on brand management.
CO6	Create innovative approaches to managing a brand in the digital age, utilizing concepts such as buzz marketing, online branding, digital co-creation, and neuro-branding including the strategies to measure key brand performance indicators through social media analytics and address challenges arising in managing brands in the age of social media.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H	M								L		
	2		H	M							L		
	3				H			M		L			
	4			H		M					L		
	5					H			M		L		
	6			M				L	H				

Syllabus		
Unit No. and Title	Contents	No. of Hours
Unit 1: Introduction to Marketing Management.	Introduction to Marketing, Definition of Marketing, Marketing Environment, Difference between Marketing and Selling, Marketing Mix, Business Models and Value Chain, Segmentation, Basis of Segmentation, Targeting, Differentiation, Competition, Positioning, Brand and Branding strategies.	6

Unit 2: Consumer Behaviour.	Concept of consumer behaviour, who is a consumer and who is a customer, Importance of Consumer behaviour, buying roles, Consumer decision making process, Factors influencing consumer behaviour, Models of consumer behaviour. Organizational buying and consumer buying, Business buying process and stages, Buying Centres, Segmenting business market, B2B value proposition.	8
Unit 3: Basics of Product and pricing.	Product decisions, Product Mix, Product line analysis, Meaning of Brand, Brand decisions, Service decisions, Introduction to Pricing, Pricing objectives and methods, Price setting, Pricing strategies.	4
Unit 4: Marketing Strategy and Place decisions.	Meaning of Distribution, Channel functions and flow, Channel levels, Distribution channel intermediaries, Channel design decisions,	6
Unit 5: Promotion and Product Life Cycle.	Meaning of Promotion, The communication process model, Designing and Developing Communication, Select the communication channel, Factors in setting the marketing communication mix, managing the integrated marketing communications process, various promotional methods	6
Unit 6: Managing a brand in the digital age.	New age influencers and brand ambassadors, the Buzz Marketing Process, Online and Virtual Brands, Multisensory Branding Online, Online Image and Identity, Digital Co-creation of Brands, Neuro-branding, Key Brand Performance Indicators available through social media, Evolving challenges in managing a brand in the age of social media.	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction to Marketing Management	
	<ul style="list-style-type: none"> <li>Explain marketing</li> <li>Describe the importance of Marketing Environment</li> <li>Differentiate Marketing and Selling</li> <li>Explain Marketing Mix</li> <li>Illustrate Business Models and Value Chain</li> <li>Explain Segmentation, Targeting &amp; Positioning</li> <li>Discuss Segmentation, Targeting, Positioning</li> <li>Elaborate the Relevance of Business to Business Marketing</li> </ul>	6
Unit 2	Consumer Behaviour	
	<ul style="list-style-type: none"> <li>Explain consumer behaviour</li> <li>Describe buying roles</li> <li>Explain Consumer decision making process</li> <li>Factors influencing consumer behaviour</li> <li>Describe Models of consumer behaviour</li> <li>Introduction to Organizational buying</li> <li>Explain Consumer buying</li> <li>Describe Business buying process and stages</li> <li>Buying Centers approaches</li> </ul>	6
Unit 3	Basics of Product and pricing	
	<ul style="list-style-type: none"> <li>Describe Product decisions</li> <li>Explain Brand decisions</li> <li>Describe Pricing decisions</li> <li>Infer Price setting,</li> <li>Infer Pricing strategies</li> </ul>	6
Unit 4	Marketing Strategy and Place decisions	
	<ul style="list-style-type: none"> <li>Explain Distribution chain</li> <li>Describe Channel functions and flow</li> <li>Explain Channel levels</li> </ul>	6

	<ul style="list-style-type: none"> <li>Describe Distribution channel intermediaries</li> <li>Explain Channel design decisions</li> </ul>	
Unit 5	Promotion and Product Life Cycle	
	<ul style="list-style-type: none"> <li>The communication process model</li> <li>Designing and Developing Communication</li> <li>Select the communication channel</li> <li>Explain integrated marketing communications process</li> </ul>	6
Unit 6	Managing a brand in the digital age	
	<ul style="list-style-type: none"> <li>Describe the Fundamentals of digital marketing</li> <li>Explain Multisensory Branding and Online marketing</li> <li>Illustrate Digital Co-creation of Brands and Neuro-branding</li> <li>Explain Key Brand Performance Indicators available through social media</li> <li>Explain Evolving challenges in managing a brand in the age of social media</li> </ul>	6

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	7	21
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

**Mapping of assessment with Course Outcomes:**

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	X	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>Mid-Semester feedback</li> <li>End-Semester Feedback</li> </ul>
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**Reference Material**

- Kotler, P., & Keller, K. L. (2022). Marketing management (15th ed.). Pearson.
- Pride, W. M., Ferrell, O. C., & Ferrell, L. (2021). Marketing: Concepts and strategies (18th ed.). Cengage Learning.
- Malhotra, N. K., & Dash, S. (2015). Marketing research: An applied orientation (7th ed.). Pearson.

<b>Course Title</b>	Digital Marketing
<b>Course Code</b>	MDIG5102
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course will enlighten students to different facets of digital marketing and the module will equip them to utilize digital Media Platforms to design effective marketing campaigns. The course will cover topics related to digital marketing planning, segmentation and targeting. The course will also cover digital marketing channels and provides different technical skills such as SEO, Website Planning, and evaluating digital marketing campaigns effectiveness at an elementary level. The application of gained knowledge, skills and competencies, will help future managers in forming digital marketing plan in order to manage Digital Marketing Performance Efficiently.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Explain the evolution of the internet and how it has changed the way businesses market their products and services including the changes in marketing landscape in digital eco-system
CO2	Apply social media marketing strategies to real-world businesses, including the different social media platforms that can be used and measurement of the effectiveness of social media marketing campaigns.
CO3	Analyse the different types of online branding and advertising strategies and how they can be used to reach target audiences.
CO4	Plan a website that enhances the customer experience, including the different features that can be included and search engine optimisation.
CO5	Design a customer service strategy that meets the needs of the target audience, including the different channels that can be used to provide customer service and how to resolve customer complaints.
CO6	Evaluate the effectiveness of digital marketing programs, including the different metrics that can be used to measure success.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	M								L		
	2			M	H		L						
	3			H				M			L		
	4			H		M					L		
	5						M			H	L		
	6					H	M						L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Digital media business overview	Evolution of Internet. Internet Marketing Paradigm. Internet User Profile. Internet Value Chain. Business Models in Digital Marketing Era. Search Engine Optimization.	6
Unit 2: Online advertising	Consumer Media Habits. Online Advertising & Promotion, Building Internet Brands, Video Marketing & Strategy. Customer Acquisition Tools, Online Advertising, Online Ad Serving & Targeting. Email Marketing Campaign. Levels of Permission Marketing. Email Marketing, Targeting, Personalization & Customization.	6
Unit 3: Social Media Marketing	Business Models using Social Media Marketing. Social Media Marketing Strategy. Social Media Marketing Strategies. Social Media Marketing Matrix. Concept of Personal Brands in social media.	7

Unit 4: Developing Internet Marketing Strategies and Programs	Search Engine Marketing, Paid Search and Social Advertising, Mobile Marketing, Demand Generation and Conversion in B2B Market, Customer Relationship Development and Retention Marketing, Developing and Maintaining Effective Online and Mobile Websites. Digital Customer Service and Support in the Digital Era, Social and Regulatory Issues: Privacy, Security, and Intellectual Property. Measuring and Evaluating Digital Marketing Programs. Cost & Failure of CRM System Projects.	5
Unit 5: Developing & Maintaining Customer Web Effectiveness	Website development process. Websites enhancement of Customer Experience. Customer Web Service & Satisfaction. Strategies for Customer Excellence. Strategic Customer Experience. Strategies for Service Excellence	6
Unit 6: Evaluation of Marketing program effectiveness	Marketing Matrix. Usability Testing, Measuring Website Traffic/Audience/Campaigns. Strategic drivers of Mobile Marketing. Mobile Tools in action for Mobile. Outline Marketing, Location Based Marketing, Digital Convergence	6

Competency mapping with the syllabus		
Contents	Competencies	No. of Hours
Unit 1	<b>Digital media business overview</b>	
	<ul style="list-style-type: none"> <li>Describe evolution of Internet.</li> <li>Explain Internet Marketing Paradigm.</li> <li>Discuss Internet User Profile.</li> <li>Illustrate Internet Value Chain.</li> <li>Describe Business Models in Digital Marketing Era.</li> <li>Explain Search Engine Optimization.</li> </ul>	6
Unit 2	<b>Online advertising</b>	
	<ul style="list-style-type: none"> <li>Explain Consumer Media Habits.</li> <li>Describe Online Advertising &amp; Promotion, Building Internet Brands, Video Marketing &amp; Strategy. Illustrate Customer Acquisition Tools,</li> <li>Explain Online Advertising,</li> <li>Discuss Online Ad Serving &amp; Targeting.</li> <li>Describe Email Marketing Campaign.</li> <li>Explain Levels of Permission Marketing.</li> <li>Describe Email Marketing, Targeting, Personalization &amp; Customization</li> </ul>	6
Unit 3	<b>Social Media Marketing</b>	
	<ul style="list-style-type: none"> <li>Describe Business Models using Social Media Marketing. Discuss Social Media Marketing Strategy.</li> <li>Explain Social Media Marketing Strategies.</li> <li>Elaborate Social Media Marketing Matrix.</li> <li>Explain Concept of Personal Brands in social media.</li> </ul>	7
Unit 4	<b>Developing Internet Marketing Strategies and Programs</b>	
	<ul style="list-style-type: none"> <li>Explain Search Engine Optimization and Marketing,</li> <li>Elaborate Paid Search and Social Advertising,</li> <li>Discuss Mobile Marketing, Demand Generation and Conversion in B2B Market.</li> <li>Explain Customer Relationship Development and Retention Marketing,</li> <li>Describe Developing and Maintaining Effective Online and Mobile Websites.</li> <li>Illustrate Digital Customer Service and Support in the Digital Era, Social and Regulatory Issues: Privacy, Security, and Intellectual Property.</li> <li>Elaborate Measuring and Evaluating Digital Marketing Programs. Cost &amp; Failure of CRM System Projects.</li> </ul>	5
Unit 5	<b>Developing &amp; Maintaining Customer Web Effectiveness</b>	
	<ul style="list-style-type: none"> <li>Explain Website development process.</li> <li>Elaborate Websites enhancement of Customer Experience.</li> </ul>	6

	<ul style="list-style-type: none"> <li>• Discuss Customer Web Service &amp; Satisfaction.</li> <li>• Describe Strategies for Customer Excellence.</li> <li>• Discuss Strategic Customer Experience.</li> <li>• Describe Strategies for Service Excellence</li> </ul>	
Unit 6	<b>Evaluation of Marketing program effectiveness</b>	
	<ul style="list-style-type: none"> <li>• Discuss Marketing Matrix.</li> <li>• Describe Usability Testing, Measuring Website Traffic/Audience/Campaigns.</li> <li>• Illustrate Strategic drivers of Mobile Marketing.</li> <li>• Explain Mobile Tools in action for Mobile.</li> <li>• Elaborate Outline Marketing, Location Based Marketing,</li> <li>• Illustrate Digital Convergence</li> </ul>	6

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	7	21
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

**Mapping of assessment with Course Outcomes:**

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

**Feedback Process**

- Mid-Semester feedback
- End-Semester Feedback

**Reference Material**

- Roberts, M. S., & Zahay, D. (2017). Internet Marketing: Integrating Online & Offline Strategies (4th ed.). Cengage Learning.
- Trengove Jones, A., Malczyk, A., & Beneke, J. (n.d.). Internet Marketing: A Highly Practical Guide to Every Aspect of Internet Marketing. Published by Get Smart under the Creative Commons BY-NC 3.0



<b>Course Title</b>	Organisational Behaviour and Managerial Effectiveness
<b>Course Code</b>	MDIG5103
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course aims to shape the understanding on individual behaviour in an organizational setting based on an accumulation of research in psychology, sociology, economics and organizational behaviour. The content focus on four key areas: Motivation; Judgment & Decision-Making; Individual Differences; and Groups & Culture. The course deals with beliefs and general assumptions about humans and their behaviour, and those assumptions form the foundation individual beliefs about what motivates them; how individuals make decisions; and the ways in which the organizational context influences individuals' behaviour. This course is intending to improvise the understanding of human and their behaviour with a presumption that students aspire to be a productive and effective leader within an organizational setting.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Define the three levels of analysis in the OB model, including the individual, group, and organizational levels, and different approaches to organizational behaviour.
CO2	Explain the different theories of motivation, including expectancy theory, goal-setting theory, and reinforcement theory.
CO3	Analyse the different heuristics, emotions, moods and biases that can affect decision-making, and how to avoid them.
CO4	Compare different leadership styles, such as autocratic, democratic, and laissez-faire leadership, and different power dynamics in organizations, including effects of organizational culture.
CO5	Evaluate the different organizational designs, and identify the most effective design for a particular organization.
CO6	Create a time management strategy and managerial effectiveness tools to improve productivity.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H		M							L		
	2		H	M							L		
	3			M	H						L		
	4			H			M				L		
	5			H				M			L		
	6			M	H								L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to OB and Individual differences	Introduction to Organizational Behaviour, Approaches of OB. Three levels of analysis in the OB model. Challenges and opportunity. Workplace diversity. Individual Differences I: Personality Assessment; Individual Differences II: Selection & Hiring.	6
Unit 2: Motivation and Job redesign	Motivation and Rewards, Intrinsic Motivation and Job Redesign, Motivation I: Expectancy, Needs & Value, Motivation II: Goal-Setting, Motivation III: Rewards & Punishment, Motivation IV: Job-Design, Motivation V: Beyond Self-Interest	6
Unit 3: Perception, Decision Making, and Well-being at Work	Perception, theories, cognition, Decision-Making I: Rationality, Decision-Making II: Choices, Decision-Making III: Heuristics & Biases, Emotions and moods. Emotional labour, emotional intelligence, Psychological Contracts	7

Unit 4: Group behaviour and Leadership	Foundations of Group, Group Dynamics and Teams, Leadership and theories. Power and Politics in Organisations. Social Networking	5
Unit 5: Organizational designs	Behavioural implications of different organizational designs. Functional and dysfunctional effects of organizational culture on people and the organization. Importance of Digital transformation and its effects on HR Practices	6
Unit 6: Managerial Effectiveness	Managerial Effectiveness tools for immediate implementation for improving productivity that includes; Time management & 5S technique, PDCA approach, ISO9001 principles, Relationship management – CRM, ERM, SRM, Org. Change & stress management, and conflict management & negotiation skills. Introduction to Balanced Score Card	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Introduction to OB and Individual differences</b>	
	<ul style="list-style-type: none"> <li>• Discuss Organizational Behaviour,</li> <li>• Explain Approaches of OB.</li> <li>• Illustrate Three levels of analysis in the OB model.</li> <li>• Describe Challenges and opportunity.</li> <li>• Explain Workplace diversity.</li> <li>• Describe Individual Differences I: Personality Assessment;</li> <li>• Discuss Individual Differences II: Selection &amp; Hiring</li> </ul>	6
Unit 2	<b>Motivation and Job redesign</b>	
	<ul style="list-style-type: none"> <li>• Explain Motivation and Rewards,</li> <li>• Discuss Intrinsic Motivation and Job Redesign,</li> <li>• Describe Motivation I:</li> <li>• Discuss Expectancy, Needs &amp; Value, Motivation II:</li> <li>• Describe Goal-Setting,</li> <li>• Explain Motivation III: Rewards &amp; Punishment,</li> <li>• Explain Motivation IV: Job-Design,</li> <li>• Discuss Motivation V: Beyond Self-Interest</li> </ul>	6
Unit 3	<b>Perception, Decision Making, and Well-being at Work</b>	
	<ul style="list-style-type: none"> <li>• Discuss Perception, theories, cognition,</li> <li>• Explain Decision-Making I: Rationality,</li> <li>• Explain Decision-Making II: Choices,</li> <li>• Describe Decision-Making III: Heuristics &amp; Biases,</li> <li>• Discuss Emotions and moods. Emotional labour, emotional intelligence,</li> <li>• Explain Psychological Contracts</li> </ul>	7
Unit 4	<b>Group behaviour and Leadership</b>	
	<ul style="list-style-type: none"> <li>• Explain Foundations of Group,</li> <li>• Describe Group Dynamics and Teams,</li> <li>• Explain Leadership and theories.</li> <li>• Describe Power and Politics in Organisations.</li> <li>• Discuss Social Networking</li> </ul>	5
Unit 5	<b>Organizational designs</b>	
	<ul style="list-style-type: none"> <li>• Explain Behavioural implications of different organizational designs.</li> <li>• Discuss Functional and dysfunctional effects of organizational culture on people and the organization.</li> <li>• Describe Importance of Digital transformation and its effects on HR Practices</li> </ul>	6
Unit 6	<b>Managerial Effectiveness</b>	

	<ul style="list-style-type: none"> <li>• Discuss Managerial Effectiveness tools for immediate implementation for improving productivity that includes;</li> <li>• Describe Time management &amp; 5S technique,</li> <li>• Explain PDCA approach,</li> <li>• Discuss ISO9001 principles,</li> <li>• Explain Relationship management – CRM, ERM, SRM, Org. Change &amp; stress management, and conflict management &amp; negotiation skills.</li> <li>• Explain Introduction to Balanced Score Card</li> </ul>	6
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**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	0	0
Small Group Discussion	3	9
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	5	15
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

**Mapping of assessment with Course Outcomes:**

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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**Reference Material**

- Barrick, M. R., Mount, M. K., & Judge, T. A. (2001). Personality and performance at the beginning of the new millennium: What do we know and where do we go next? *Personality and Performance*, 9(1/2), 9-30.
- Robbins, S. P., & Judge, T. A. (2022). *Organizational behaviour* (17th ed.). Pearson.
- Erez, A., & Judge, T. A. (2001). Relationship of core self-evaluations to goal setting, motivation, and performance. *Journal of Applied Psychology*, 86, 1270-1279.
- Judge, T. A., & LePine, J. A. (2007). The bright and dark sides of personality: Implications for personnel selection in individual and team contexts. *Journal of Applied Psychology*, 92, 179-192.
- Langan-Fox, J., Cooper, C. L., & Klimoski, R. J. (Eds.). (2002). *Research companion to the dysfunctional workplace: Management challenges and symptoms*. Edward Elgar.
- Luthans, F. (2023). *Organizational behavior* (12th ed.). McGraw-Hill Education (International).
- Introduction to organizational behavior. (2018). Custom publication, AP/ADMS 2400 (2018 edition, York University).

<b>Course Title</b>	Web and Application Designing
<b>Course Code</b>	MDIG5104
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course would provide the basic background, terminology, and fundamental concepts to build modern full stack web design/ applications. A full stack web developer is familiar with each "layer" of the software technologies involved in a web application. The course would also provide data modeling and database technologies, the web server environment and middleware components, network protocols, the user interface and basic visual design and user interaction concepts. This course is designed to deliver basic skills required to develop a website and web based application.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the different types of websites, including static and dynamic websites.
CO2	Explain the basic structure of HTML, including the different elements and tags.
CO3	Analyse the different tools available in Adobe Photoshop, and how to use them to create different effects.
CO4	Infer the model-view-controller design pattern, and how it is used in web application frameworks.
CO5	Create a relational database and populate it with data with different relationships between data entities in a relational database.
CO6	Assess the different software and web application development environments that are available.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H		M							L		
	2	H		M							L		
	3			M		H					L		
	4			H	M						L		1
	5			H	M						L		
	6				M	H							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Web Technologies	Web technologies, Careers in Web technologies and Job Roles, functioning of a Website, Server Scripting languages, domains and hosting, responsive web designs, types of websites: Static and dynamic websites, Web Standards and W3C recommendations.	4
Unit 2: Adobe Photoshop	Stock Photography, different types of Image Graphics, explain Adobe Photoshop, tour of Photoshop, explain Colour Modes, resolution and Presents, move tool, marque tool, Lasso Tool, Quick Selection, Magic Wand, Crop, Slicing Tool, Healing Brush, Patch Tool, Brush Tool, History Brush. Eraser Tool, Pattern Stamp, Clone Stamp Gradient Tool Blur and Exposure Tool, Pen Tool, Shape Tool, Text Tool, Other Photoshop Tools, Layers, Groups and Smart Object, Blending Options, Filter Effects, Interpret Client requirement, Real-time Website layout design.	8
Unit 3: Introduction to HTML, UI UX Design, CMS and WordPress	Mark-up Language, Basic Structure of HTM, Differentiating between HTML and XHTML head Section and Elements of Head Section , Meta Tags, CSS Tags, Script Tag, Table Tag, Div Tag, header Tags, Paragraph, Span, Pre Tags, Anchor Links and Named Anchors, Image Tag, Object Tag, iframe Tag, Forms, Form Tag, Attributes of Form, POST and GET Method .Field set and Legend, Text input, Text area, Checkbox and Radio Button, Dropdown, List and optgroup,	10

	File Upload and Hidden Fields, Submit, Image, Normal, Reset Button, Creating a Live Website Form, HTML Validators .	
Unit 4: Applications in Context	Historical perspective on computing and web applications. The overview of how the Internet works, evolution of web applications over the past few decades. The elements of modern software practice, including the typical tools that software engineers use and the agile development practices followed. The notion of software design patterns, and the n-tier architecture design pattern, fundamentals of modern web application design. Web-application development, software development environment.	8
Unit 5: Web Applications Frameworks	Web application frameworks, explain the evolution of the software and programming languages, software application frameworks, and Programmer productivity versus program efficiency. Infer Web application frameworks model-view-controller design pattern, agile programming principles associated with modern software practice. Distributed version control systems and use the popular Git system. Demonstrate Git programming applications.	6
Unit 6: Creating information	Creating accessible and useful information. Create and Store the data in a relational database. modelling the data in a web application, relationships between various data entities.	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Introduction to Web Technologies</b>	
	<ul style="list-style-type: none"> <li>Define Web technologies</li> <li>explain Careers in Web technologies and Job Roles</li> <li>explain how the Website Works</li> <li>describe Client and Server Scripting languages</li> <li>describe domains and hosting</li> <li>designing responsive web designs</li> <li>explain types of websites: Static and dynamic websites,</li> <li>discuss Web Standards and W3C recommendations</li> </ul>	4
Unit 2	<b>Adobe Photoshop8</b>	
	<ul style="list-style-type: none"> <li>Outline Stock Photography,</li> <li>explain different types of Image Graphics</li> <li>explain Adobe Photoshop,</li> <li>Illustrate tour of Photoshop,</li> <li>explain Colour Modes,</li> <li>apply resolution and Presents, move tool,</li> <li>marque tool, Lasso Tool, Quick Selection, Magic Wand, Crop, Slicing Tool, Healing Brush, Patch Tool, Brush Tool, History Brush. Eraser Tool, Pattern Stamp, Clone Stamp Gradient Tool Blur and Exposure Tool, Pen Tool, Shape Tool, Text Tool, Other Photoshop Tools, Layers, Groups and Smart Object, Blending Options, Filter Effects,</li> <li>Interpret Client requirement,</li> <li>Prepare Real-time Website layout design</li> </ul>	8
Unit 3	<b>Introduction to HTML, UI UX Design, CMS and WordPress</b>	
	<ul style="list-style-type: none"> <li>Define mark-up Language,</li> <li>explain Basic Structure of HTML,</li> <li>Differentiate between HTML and XHTML head Section and Elements of Head Section,</li> </ul>	10

	<ul style="list-style-type: none"> <li>Define Meta Tags, Css Tags, Script Tag, Table Tag, Div Tag, header Tags, Paragraph, Span, Pre Tags, Anchor Links and Named Anchors, Image Tag, Object Tag o Iframe Tag, Forms, Form Tag, Attributes of Form, POST and GET Method.</li> <li>Describe Field set and Legend, Text input, Text area, Checkbox and Radio Button, Dropdown, List and Opt group, File Upload and Hidden Fields, Submit, Image, Normal, Reset Button, Creating a Live Website Form, HTML Validators.</li> <li>HTML Framework</li> <li>BootStrap Overview</li> <li>BootStrap Grids</li> <li>BootStrap Components</li> <li>Using Categories, WordPress Themes, Setting up Themes for the site</li> </ul>	
Unit 4	<b>Applications in Context</b>	
	<ul style="list-style-type: none"> <li>Explain historical perspective on computing and web applications.</li> <li>explain the overview of how the Internet works, describe the evolution of web applications over the past few decades.</li> <li>Explain the elements of modern software practice, including the typical tools that software engineers use and the agile development practices followed. Classify the notion of software design patterns, and the n-tier architecture design pattern,</li> <li>explain fundamental to modern web application design.</li> <li>Discuss web-application development, describe the software development environment</li> </ul>	8
Unit 5	<b>Web Applications Frameworks</b>	
	<ul style="list-style-type: none"> <li>Explain web application frameworks,</li> <li>explain the evolution of the software and programming languages,</li> <li>explain software application frameworks, and apply Programmer productivity versus program efficiency.</li> <li>Infer Web application frameworks model-view-controller design pattern, compute agile programming principles associated with modern software practice.</li> <li>Explain distributed version control systems and use the popular Git system.</li> <li>Demonstrate Git programming applications</li> </ul>	8
Unit 6	<b>Creating information</b>	
	<ul style="list-style-type: none"> <li>Create useful and accessible and useful information Create and Store the data in a relational database Create modelling the data in a web application, differentiate the relationships between various data entities</li> </ul>	6

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	12	36
Seminar	0	0
Small Group Discussion	3	9
Self-directed learning	5	15
Problem Based Learning	0	0

Case Based Learning	5	15
Practical	48	144
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>80</b>	<b>225</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments				x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Duckett, J. (2011). HTML &amp; CSS. Wiley.</li> <li>• Duckett, J. (2014). JavaScript &amp; JQuery. Wiley.</li> <li>• Beaird, J. (2014). The Principles of Beautiful Web Design: Designing Great Web Sites Is Not Rocket Science. SitePoint.</li> </ul>

<b>Course Title</b>	Consumer Buying Behaviour
<b>Course Code</b>	MDIG5105
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course is designed to equip students with the knowledge and skills required to understand the consumer buying behaviour. It introduces students to multiple psychological and behavioural models which are essential to understand a consumer. The course also provides essential knowledge related to digital consumer behaviour and e-CRM.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Discuss consumer behaviour and the different factors that influence it.
CO2	Explain the different stages of the consumer buying decision process, and how they influence consumer behaviour.
CO3	Analyse the different internal and external factors that influence consumer behaviour, and how they interact to shape consumer decisions.
CO4	Compare and contrast digital consumers with traditional consumers, and explain how their different motivations and behaviours influence the way they make purchase decisions.
CO5	Evaluate the different types of CRM strategies, and select the most appropriate strategy for a particular company.
CO6	Create a CRM strategy for a company, based on their understanding of consumer behaviour and the different factors that influence it.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	M								L		
	2		H	M							L		
	3			M	H								L
	4			M			H						L
	5			H		M							L
	6		M	H									L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Consumer Buying Behaviour	Meaning & Definition of Consumer Behavior, Consumer & Customer, Nature & characteristics of Indian Consumers, Consumerism, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.	6
Unit 2: Models and CB process	Models of Consumer Behavior, Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Consumer Buying Decision Process, Structure Levels of Consumer Decision Making.	6
Unit 3: Internal and External factors	Internal influences on Consumer Behaviour: Motivation, Personality, Perception, Individual influences on Consumer Behaviour -Learning, Attitude and Persuasive communication, External Influences on Consumer Behaviour Social Class, Culture, and Groups.	7
Unit 4: Digital Consumers	Digital customers, motivations-expectations-fears and phobias, online buying process and online relationship, communities and social network, Profile the customers- researching the online customers, post-literate customer, Examining the consumer perspective and assessing the online consumer Behaviour	5
Unit 5: eCRM	Customer Relationship Management- Meaning & Significance of CRM Types of CRM Strategies for building relationship marketing, e-CRM, Meaning & Importance of e-CRM, CRM &	6



	e-CRM, Customer lifecycle marketing, database marketing, profiling and personalisation.	
Unit 6: Activity based Learning	Each student will be assigned a company (product/service based). The student has to identify the STP of the product/service, Choose the theory under each of the internal and external influences on consumer decision making process. Assess how each of the influences impact the final decision making of the consumer, prepare a CRM strategy to strengthen the understanding of consumer behaviour and sustain relationship with the customers.	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Introduction to Consumer Buying Behaviour</b>	
	<ul style="list-style-type: none"> <li>Explain Meaning &amp; Definition of Consumer Behavior</li> <li>Discuss Nature &amp; characteristics of Indian Consumers</li> <li>Comprehend Rights &amp; Responsibilities of consumers in India,</li> <li>Comprehend Benefits of consumerism</li> </ul>	6
Unit 2	<b>Models and CB process</b>	
	<ul style="list-style-type: none"> <li>Describe- Models of Consumer Behavior</li> <li>Apply Input-Process-Output Model,</li> <li>Understand Nicosia Model, Howard Sheth Model,</li> <li>Comprehend Engel-Kollat-Blackwell Models of Consumer Behavior</li> <li>Explain Consumer Buying Decision Process</li> <li>Describe Structure Levels of Consumer Decision Making</li> <li>Discuss Motivation</li> </ul>	6
Unit 3	<b>Internal and External factors</b>	
	<ul style="list-style-type: none"> <li>Discuss Internal influences on Consumer Behaviour: Motivation,</li> <li>Explain Personality, Perception,</li> <li>Discuss Individual influences on Consumer Behaviour - Learning,</li> <li>Elaborate Attitude and Persuasive communication,</li> <li>Describe External Influences on Consumer Behaviour Social Class, Culture, Groups</li> </ul>	7
Unit 4	<b>Digital Consumers</b>	
	<ul style="list-style-type: none"> <li>Describe Digital customers, motivations-expectations-fears and phobias,</li> <li>Explain online buying process and online relationship,</li> <li>Discuss communities and social network,</li> <li>Explain Profile the customers- researching the online customers,</li> <li>Elaborate post-literate customer,</li> <li>Examine the consumer perspective and assessing the online consumer Behaviour</li> </ul>	5
Unit 5	<b>eCRM</b>	
	<ul style="list-style-type: none"> <li>Discuss Customer Relationship Management</li> <li>Explain Meaning &amp; Significance of CRM</li> <li>Describe Types of CRM Strategies for building relationship marketing,</li> <li>Explain e-CRM, Meaning &amp; Importance of e-CRM,</li> <li>Discuss CRM &amp; e-CRM,</li> <li>Elaborate Customer lifecycle marketing,</li> </ul>	6

	<ul style="list-style-type: none"> <li>Explain database marketing, profiling and personalization.</li> </ul>	
Unit 6	<b>Activity based Learning</b>	
	<ul style="list-style-type: none"> <li>Discuss Each student will be assigned a company (product/service based).</li> <li>The student has to identify the STP of the product/service, Choose the theory under each of the internal and external influences on consumer decision making process.</li> <li>Assess how each of the influences impact the final decision making of the consumer, prepare a CRM strategy to strengthen the understanding of consumer behaviour and sustain relationship with the customers.</li> </ul>	6

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	0	0
Small Group Discussion	3	9
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	5	15
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

Mapping of assessment with Course Outcomes:						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>Mid-Semester feedback</li> <li>End-Semester Feedback</li> </ul>
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Reference Material
<ul style="list-style-type: none"> <li>Schiffman, L. G., &amp; Kanuk, L. L. (2023). Consumer behaviour (13th ed.). Pearson.</li> <li>Sheth, J. N., Jain, V., &amp; Schultz, D. E. (2019). Consumer behaviour: A digital native perspective. Pearson.</li> <li>Chaffey, D., &amp; Smith, P. R. (2022). Digital marketing excellence (5th ed.). Taylor &amp; Francis.</li> <li>Chaffey, D., &amp; Ellis-Chadwick, F. (2022). Digital marketing: Strategy, implementation, and practice (6th ed.). Pearson.</li> <li>Langan-Fox, J., Cooper, C. L., &amp; Klimoski, R. J. (Eds.). (2002). Research companion to the dysfunctional workplace: Management challenges and symptoms. Edward Elgar.</li> </ul>

<b>Course Title</b>	Performance Marketing
<b>Course Code</b>	MDIG5106
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course "Google Ads and Marketing Strategies" provides marketing students with a comprehensive understanding of the Google Ads ecosystem. Students will learn how to conduct keyword research, create effective ad campaigns, and utilize various targeting options. Additionally, the course covers conversion tracking and ROI measurement for assessing campaign effectiveness. By the end of the course, students will be equipped with the skills to develop impactful Google Ads campaigns that drive results and contribute to successful marketing strategies.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the components and features of the Google Ads ecosystem, including its benefits, terminology, and how the Google network operates.
CO2	Describe the process of keyword research, including understanding search intent, types of keywords, and the methodology for selecting the right keywords to target in Google Ads campaigns.
CO3	Differentiate between various campaign settings, such as location targeting, languages, budget allocation, delivery methods, and bid strategies (manual vs. automated) in Google Ads.
CO4	Assess the different types of advertising campaigns available in Google Ads and select the appropriate campaign types and goals based on specific marketing objectives.
CO5	Develop effective ad groups in Google Ads, including crafting compelling text ads with relevant descriptions, utilizing ad extensions, and understanding how ad rank and quality score impact ad performance.
CO6	Implement and set up conversion tracking, interpret the data output from the tracking, and measure the Return on Investment (ROI) after conversions to evaluate the effectiveness of Google Ads campaigns.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H				M					L		
	2	H	M										L
	3			H	M								L
	4			H	M								L
	5			H		M							L
	6				H	M						L	

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Google Ads	Understanding Google ecosystem, the role of google ads Benefits of Google ads, google ads terminology, understanding the google network, how paid search works, setting up ads account.	6
Unit 2: Keyword Research	Understanding keywords, Knowing search intent. types of keywords, keyword research, keyword research methodology, choosing the right keywords to target.	6
Unit 3: Understanding Budget, Bids and Targeting	Location targeting, languages, budget, delivery method, bid strategies: manual vs automated	6
Unit 4: Creating your first campaign	Communication campaign, Campaign Types, Campaign Goals, Naming Your Campaign, Choosing Campaign types, Understanding display ads, Understanding remarketing Campaigns, YouTube Marketing Campaigns	6
Unit 5: Ad Creation	Understanding ad group, the goal of your ads anatomy of a text ad, write compelling descriptions, ads extensions, ad rank and quality	6

	score. How quality score affects your campaigns quality score factors understanding the ads auction, understanding ad rank and how it works.	
Unit 6: Conversion Tracking	understanding conversions steps to setting up conversion tracking analyzing output and measuring ROI after conversions	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction to Google Ads	
	<ul style="list-style-type: none"> <li>Understand Google ecosystem,</li> <li>Evaluate role of google ads</li> <li>Comprehend Benefits of Google ads,</li> <li>Familiarize with Google ads terminology</li> <li>Understanding the google network, how paid search works,</li> <li>Set- up ads account.</li> </ul>	6
Unit 2	Keyword Research	
	<ul style="list-style-type: none"> <li>Understand importance of keywords</li> <li>Evaluate search intent.</li> <li>Identify types of keywords</li> <li>Carryout keyword research,</li> <li>Illustrate keyword research methodology</li> <li>Choose the right keywords to target.</li> </ul>	6
Unit 3	Understanding Budget, Bids and Targeting	
	<ul style="list-style-type: none"> <li>Design location targeting campaign</li> <li>Formulate budget</li> <li>Formulate bid strategies</li> <li>Differentiate manual vs automated.</li> </ul>	6
Unit 4	Creating your first campaign	
	<ul style="list-style-type: none"> <li>Explain the meaning of Communication campaign</li> <li>Understand Campaign Types</li> <li>Formulate Campaign Goals</li> <li>Name Campaign</li> <li>Choose Campaign types</li> <li>Understand display ads</li> <li>Execute remarketing Campaigns</li> <li>Plan YouTube Marketing Campaigns</li> </ul>	6
Unit 5	Ad Creation	
	<ul style="list-style-type: none"> <li>Explain ad group</li> <li>Set goals for text ads</li> <li>Write compelling descriptions</li> <li>Create ads extensions</li> <li>Evaluate ad rank and quality score</li> <li>Comprehend the impact of quality score on a campaigns</li> <li>Understanding the ads auction, understanding ad rank and how it works.</li> </ul>	6
Unit 6	Conversion Tracking	
	<ul style="list-style-type: none"> <li>Describe conversions steps</li> <li>Track conversion</li> <li>Analyzing output</li> <li>Measuring ROI after conversions</li> </ul>	6

**Learning strategies, contact hours and student learning time:**

<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	24	72
Seminar	0	0
Small Group Discussion	2	6
Self-directed learning	3	9
Problem Based Learning	1	3
Case Based Learning	4	12
Practical	24	72
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>65</b>	<b>240</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Roberts, M. S., &amp; Zahay, D. (2017). Internet Marketing: Integrating Online &amp; Offline Strategies (4th ed.). Cengage Learning.</li> <li>• Trengove Jones, A., Malczyk, A., &amp; Beneke, J. (n.d.). Internet Marketing: A Highly Practical Guide to Every Aspect of Internet Marketing. Published by Get Smart under the Creative Commons BY-NC 3.0</li> </ul>

<b>Course Title</b>	Advanced Excel
<b>Course Code</b>	MDIG5107
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course covers advanced Excel functions and techniques for data analysis. The course begins with an introduction to text functions, lookup functions, and date and time functions. It then covers advanced financial functions, auditing tools, conditional formatting, and optimization with Excel Solver. The course also covers workforce scheduling and distribution problems, and problem solving and data analysis. The course is designed for students who have a basic understanding of Excel and want to learn more advanced techniques for data analysis. The course will teach students how to use Excel to solve real-world problems, such as scheduling workforces, optimizing product mixes, and analysing data.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Apply Excel Text Functions and Date Functions for Data Analysis.
CO2	Use Auditing Tools and Data Analysis Functions in Excel.
CO3	Utilize INDIRECT Function, Conditional Formatting, and Solver for Optimization.
CO4	Solve Workforce Scheduling and Distribution Problems using Excel Solver.
CO5	Analyze Data and Summarize Information using PivotTables and Sparklines in Excel.
CO6	Evaluate Investments using Net Present Value Criteria and Internal Rate of Return.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1			M		H							L
	2			M		H							L
	3			H		M							L
	4			H	M								L
	5			H		M							L
	6			H	M								L

<b>Syllabus</b>		
Unit No. and Title	Contents	No. of Hours
Unit 1: Excel Text Functions for Data Analysis	Range Names; Lookup Functions; The INDEX Function; The MATCH Function; Text Functions; Dates and Date Functions.	6
Unit 2: Advanced Financial Functions in Excel	Evaluating Investments by Using Net Present Value Criteria; Internal Rate of Return; More Excel Financial Functions; Circular References; IF Statements; Time and Time Functions; The Paste Special Command; Three-Dimensional Formulas.	6
Unit 3: Auditing Tools and Data Analysis	The Auditing Tool; Sensitivity Analysis with Data Tables; The Goal Seek Command; Using the Scenario Manager for Sensitivity Analysis; The COUNTIF, COUNTIFS, COUNT, COUNTA, and COUNTBLANK Functions; The SUMIF, AVERAGEIF, SUMIFS, and AVERAGEIFS Functions; The OFFSET Function	6
Unit 4: Indirect Function, Conditional Formatting and Optimization with Excel	The INDIRECT Function; Conditional Formatting; Sorting in Excel; Tables; Spin Buttons, Scroll Bars, Option Buttons, Check Boxes; Combo Boxes, and Group List Boxes; An Introduction to Optimization with Excel Solver; Using Solver to Determine the Optimal Product Mix.	6

Unit 5: Solver for Workforce Scheduling and Distribution	Using Solver to Schedule Your Workforce; Using Solver to Solve Transportation or Distribution Problems; Using Solver for Capital Budgeting; Using Solver for Financial Planning; Using Solver to Rate Sports Teams; Warehouse Location and the GRG Multistart and Evolutionary Solver Engines; Penalties and the Evolutionary Solver	6
Unit 6: Problem solving and data analysis	The Traveling Salesperson's Problem; Importing Data from a Text File or Document; Importing Data from the Internet; Validating Data; Summarizing Data by Using Histograms; Summarizing Data by Using Descriptive Statistics; Using PivotTables and Slicers to Describe Data Sparklines	6

Competency mapping with the syllabus		
Contents	Competencies	No. of Hours
Unit 1:	Excel Text Functions for Data Analysis	
	Perform excel functions like : <ul style="list-style-type: none"> <li>• Range Names</li> <li>• Lookup Functions</li> <li>• The INDEX Function</li> <li>• The MATCH Function</li> <li>• Text Functions</li> <li>• Dates and Date Functions</li> </ul>	6
Unit 2:	Advanced Financial Functions in Excel	
	Execute excel functions like : <ul style="list-style-type: none"> <li>• Net Present Value</li> <li>• Internal Rate of Return</li> <li>• More Excel Financial Functions</li> <li>• Circular References</li> <li>• IF Statements</li> <li>• Time and Time Functions</li> <li>• The Paste Special Command</li> <li>• Three-Dimensional Formulas.</li> </ul>	6
Unit 3:	Auditing Tools and Data Analysis	
	Execute apply excel commands like <ul style="list-style-type: none"> <li>• The Auditing Tool</li> <li>• Sensitivity Analysis with Data Tables</li> <li>• The Goal Seek Command</li> <li>• Using the Scenario Manager for Sensitivity Analysis</li> <li>• The COUNTIF, COUNTIFS, COUNT, COUNTA, and COUNTBLANK Functions</li> <li>• The SUMIF, AVERAGEIF, SUMIFS, and AVERAGEIFS Functions</li> <li>• The OFFSET Function</li> </ul>	6
Unit 4:	Indirect Function, Conditional Formatting and Optimization with Excel	
	Perform excel functions like - <ul style="list-style-type: none"> <li>• The INDIRECT Function</li> <li>• Conditional Formatting</li> <li>• Sorting in Excel</li> <li>• Tables</li> <li>• Spin Buttons, Scroll Bars, Option Buttons, Check Boxes,</li> <li>• Combo Boxes, and Group List Boxes</li> <li>• An Introduction to Optimization with Excel Solver</li> <li>• Using Solver to Determine the Optimal Product Mix</li> </ul>	6

Unit 5:	Solver for Workforce Scheduling and Distribution	
	Apply excel functions like - <ul style="list-style-type: none"> <li>• Using Solver to Schedule Your Workforce</li> <li>• Using Solver to Solve Transportation or Distribution Problems</li> <li>• Using Solver for Capital Budgeting</li> <li>• Using Solver for Financial Planning</li> <li>• Using Solver to Rate Sports Teams</li> <li>• Warehouse Location and the GRG Multistart and Evolutionary Solver Engines</li> <li>• Penalties and the Evolutionary Solver</li> </ul>	6
Unit 6:	Problem solving and data analysis	
	<ul style="list-style-type: none"> <li>• Import Data from a Text File or Document</li> <li>• Import Data from the Internet</li> <li>• Validate Data</li> <li>• Summarize data by Using Histograms</li> <li>• Summarize data by Using Descriptive Statistics</li> <li>• Using PivotTables and Slicers to Describe Data Sparklines</li> </ul>	6

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	12	36
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	4	12
Practical	24	72
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

Mapping of assessment with Course Outcomes:						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	X	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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Reference Material
<ul style="list-style-type: none"> <li>• McFedries, P. (2022). Data Analysis with Microsoft Excel. Apress.</li> <li>• Nigam, M. (2019). Advanced Analytics with Excel 2019. Packt Publishing.</li> <li>• Winston, W. L. (2019). Microsoft Excel 2019 Data Analysis and Business Modeling. Microsoft Press.</li> <li>• Winston, W. L. (2022). Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365). Microsoft Press.</li> </ul>



<b>Course Title</b>	Digital Asset Creation (Project Work)
<b>Course Code</b>	MDIG5108
<b>Year/Semester</b>	First Year, First Semester
<b>Credits</b>	4
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	Any digital marketing journey begins with a digital asset of a marketer. It can be a blog, social media handle, a website, a podcast etc. Digital marketing cannot be practiced unless a digital asset is created. MADCM students through this minor project get an opportunity to create a digital asset of their own. Students commit themselves to a digital asset creation project and develop it in a small group of 2-3 students or individually. The possible projects may include a website development, Podcast development, SMM project, etc. End of the project students exercise their passion, creative abilities and develop a digital asset which can be used to learn comprehensive digital marketing domain knowledge.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Design and develop a functional digital marketing asset, such as a website, blog, e-commerce platform, web application, or social media marketing project, showcasing their understanding of digital marketing principles.
CO2	Evaluate the performance and impact of their digital marketing asset on the target audience, considering factors such as user engagement, conversion rates, and overall effectiveness in achieving the project's objectives.
CO3	Articulate their project's concept, strategy, design decisions, and outcomes coherently showcasing their ability to communicate complex technical ideas effectively.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	M		H							L		
	2		M		H						L		M
	3	L		M							H		

<b>Project Work process:</b>
During the first two weeks of the semester, students will prepare project proposal within the digital marketing domain. The possibilities are vast, ranging from website design, blog creation, e-commerce platform development, web applications, to social media marketing projects. The students have the liberty to choose any project that captivates their interest. Once their proposal receives approval from the department, they must immerse themselves in the development of their digital asset over the following 12-14 weeks. To ensure progress, students will have regular consultations with their assigned academic guide, updating them on their advancement. If necessary, students may collaborate with others and acquire new skills pertinent to their digital asset creation. While teamwork is encouraged to bring diverse competencies, those with sufficient skills can pursue their projects individually. At the end of the semester the outcomes of the project work will be assessed through viva voce examination.

<b>Course Assessments</b>		
Internal/Continuous Assessment	Internal/continuous assessment shall be out of 50 Marks as per the following scheme:	
	Mid-term Viva Voce Examination (online/offline) based on progress report/synopsis.	30 Marks
	Continuous assessment by the guide	20 Marks
	Total	50 marks
End Semester Assessment	End-semester evaluation of the minor project based on the report submitted by the students and their performance in the viva-voce examination conducted by a panel of two examiners appointed by MAHE.	

<b>Course Title</b>	Integrated Marketing Communication
<b>Course Code</b>	MDIG5201
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course is designed to equip the students with the required skills needed to execute marketing promotions campaign. The students are introduced to different components of Integrated Marketing Communication and which helps them to understand right promotion mix strategies. The course would facilitate students to design advertising, Sales promotion, Public Relations, personal selling and direct marketing strategies.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe Integrated Marketing Communications (IMC) and its significance in the overall marketing process.
CO2	Compare and contrast advertising and publicity, understanding their differences and similarities as elements of marketing communication.
CO3	Evaluate the effectiveness of pull and push strategies in sales promotion and understand when each strategy is appropriate.
CO4	Integrate personal selling with other elements of IMC, demonstrating how they can work together to form a cohesive marketing strategy.
CO5	Analyse various pre-testing and post-testing methods used to measure the effectiveness of advertising, promotion, personal selling, direct marketing, and PR campaigns.
CO6	Apply IMC principles and elements to create a comprehensive marketing plan for a chosen company and its product line.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H					M				L		
	2		M	H							L		
	3		M		H								L
	4			H			M				L		
	5		M		H								L
	6			H		M							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to IMC	IMC in marketing process, IMC planning model, promotion process model, steps involved in developing IMC programme, The communication process, understanding advertising appeal in stages of PLC.	6
Unit 2: Advertising and Public Relations	Advertising-its need and benefits-Understanding the DAGMAR approach through budgeting methods. Designing advertisement message. Comparison between publicity and public relations. Types of PR campaigns.	6
Unit 3: Sales Promotion & direct Marketing	Sales promotion, tools and techniques in sales promotion, pull vs push strategy, co-operative advertising. Direct marketing-growth-merits- strategies.	6
Unit 4 Personal Selling and Digital marketing	Personal selling-its merits and limitations-role- how to integrate personal selling with other elements of IMC. Web advertising – pricing-types of advertisements.	6
Unit 5 Monitoring, Evaluation and control	Tools to measure advertising, promotion, personal selling, direct marketing & PR. Pre-testing methods and post-testing methods.	6
Unit 6: Application/ Project.	Understanding the application of IMC and its various elements w.r.t a company and a product line.	6

<b>Competency mapping with the syllabus</b>
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Contents	Competencies	No. of Hours
Unit 1	Introduction to IMC	
	<ul style="list-style-type: none"> <li>Describe the Role of IMC in marketing process</li> <li>Discuss the IMC planning model, Marketing and promotion process model</li> <li>Explain the Communication process and steps involved in developing IMC programme</li> <li>Assess effectiveness of marketing communications</li> <li>Describe the Purpose, Role, Functions, Types, Advertising vs Marketing mix, Advertising appeal in various stages of PLC</li> </ul>	6
Unit 2	Advertising & Public Relations	
	<ul style="list-style-type: none"> <li>Explain Advertising –needs and benefits Advertising objectives and Budgeting</li> <li>Decide on a Goal setting using DAGMAR approach using various budgeting methods and Cost-Benefit Analysis</li> <li>Analyze Source, Message and Channel Factors, Integration with advertising and publicity</li> <li>Discuss Public relation/Publicity- Meaning, Objectives, tools of public relations, Public relation strategies, PR vs Publicity Goals of publicity</li> <li>Outline the development of Corporate Advertising, its Role, Types, Limitations</li> </ul>	6
Unit 3	Sales Promotion & direct Marketing	
	<ul style="list-style-type: none"> <li>Debate the importance of Sales Promotion, the Role and Risk in sales promotion</li> <li>Develop Tools and techniques, Pull vs Push strategy, Sales promotion trap</li> <li>Describe Co-operative advertising</li> <li>Explain Features and functions of direct marketing, growth of direct marketing, advantages and disadvantages of direct marketing, direct strategies and media, telemarketing and infomercial.</li> </ul>	6
Unit 4	Personal Selling & Digital marketing	
	<ul style="list-style-type: none"> <li>Assess the nature and need of personal selling, its advantages, disadvantages</li> <li>Examine the role of personal selling, steps in personal selling, integration of personal selling with other promotion mix elements.</li> <li>Identify Components of web advertising, advantages and limitations</li> <li>Explain pricing mechanism, type of online ads, Internet and IMC</li> </ul>	6
Unit 5	Monitoring, Evaluation and control	
	<ul style="list-style-type: none"> <li>Apply tools and techniques to measure advertising, promotion, personal selling, direct marketing, PR</li> <li>Debate various methods used for evaluation, Pre-testing, Post testing</li> <li>Compare the effectiveness of conventional media vs digital media</li> </ul>	6
Unit 6	Application/ Project	

	<ul style="list-style-type: none"> <li>• Practical Assignment: The student will be given an assignment/project to <i>compose</i> an IMC strategy for an event/product launch</li> <li>• Evaluate all the components of IMC and Suggest the ideal combination based on the need</li> <li>• Prepare a Cost-Benefit Analysis of all the components</li> </ul>	6
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<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	34	102
Seminar	1	3
Small Group Discussion	2	6
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	5	15
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>
<b>Learning strategies, contact hours and student learning time:</b>		

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Percy, L. (2018). Strategic integrated marketing communications. Routledge/Taylor &amp; Francis.</li> <li>• Clow, K. E., &amp; Baack, D. (2016). Integrated advertising, promotion, and marketing communications. Harlow: Pearson Education Limited.</li> <li>• Murthy, S. N., &amp; Bhojanna, U. (2010). Advertising: an IMC perspective. New Delhi: Excel Books.</li> <li>• Chaffey, D., &amp; Ellis-Chadwick, F. (2019). Digital marketing: strategy, implementation and practice. Upper Saddle River: Pearson.</li> <li>• Digital Marketer. (2022). The Ultimate Guide to Digital Marketing. Ebook.</li> </ul>

<b>Course Title</b>	Personality Development
<b>Course Code</b>	MDIG5202
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	2
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course starts with a basic introduction of personality. It then goes on to look at theories of personality development, the stages of development theories, researcher in personality psychology, and the main influences on personality development. It also covers basic personality traits, including values, beliefs, and nature versus nurture. Learning about one's own personality and how one can use that information in career choices and to make changes is within the scope of this course.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe personality, its various elements, different stages of personality development with the understanding of how individual needs can shape one's personality.
CO2	Analyse psychological theories that explain the development of personality, taking into account the roles of heredity, environment, and situational factors.
CO3	Examine the association between personality and career choice.
CO4	Assess the contribution of core values, beliefs, experiences, and interpersonal interactions to a person's personality/personality development.
CO5	Evaluate how self-efficacy, positive attitude, emotional control, adaptability, individuality and being yourself play a crucial role in defining personality and personal growth
CO6	Formulate personalized strategies for self-improvement, effectively use tools and exercises that promote personal growth, and recognize the positive impact of motivation and self-motivation on personal development.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	M								L		
	2	H	M										L
	3		M		H						L		
	4		M		H								L
	5		M	H									L
	6			H		M							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to personality	Elements of personality, significance of personality, uniqueness in personality.	4
Unit 2: Developing Personality	Ways in which personalities develop, influence of multiple theories of psychology on personality development, influence of heredity, environment and situations on personality.	3
Unit 3: Stages of Development	Stages of personality development, how needs impact personality.	3
Unit 4: Basic Personality Traits	Values, beliefs and experiences defining personality, the effect of interactions on personality development, the dimensions affecting personality.	4
Unit 5: Personality and Career Choice	Association between personality and career choice, self-efficacy, positive attitude and controlling emotions as an important determinant in defining personality, adaptability, individuality and being yourself as important soft skills dimension influencing personal growth.	5
Unit 6: Personal growth and personality changes	Ways to self-improvement, tools and exercises that support personal growth, the benefits of motivation and self-motivation towards personal growth.	5

<b>Competency mapping with the syllabus</b>
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Contents	Competencies	No. of Hours
Unit 1	Introduction to personality	
	<ul style="list-style-type: none"> <li>Review the elements of personality</li> <li>Evaluate the significance of personality</li> <li>Identify the uniqueness in personality</li> </ul>	4
Unit 2	Developing Personality	
	<ul style="list-style-type: none"> <li>Analyse the ways in which personalities develop –</li> <li>Examine the influence of multiple theories of psychology on personality development</li> <li>Analyse the influence of heredity, environment and situations on personality</li> </ul>	3
Unit 3	Stages of Development	
	<ul style="list-style-type: none"> <li>Discuss the stages of personality development</li> <li>Examine how needs impact personality</li> </ul>	3
Unit 4	Basic Personality Traits	
	<ul style="list-style-type: none"> <li>Identify values, beliefs and experiences defining personality</li> <li>Explain the effect of interactions on personality development</li> <li>Identify and explain the dimensions affecting personality</li> </ul>	4
Unit 5	Personality and Career Choice	
	<ul style="list-style-type: none"> <li>Analyse the association between personality and career choice</li> <li>Discuss self-efficacy, positive attitude and controlling emotions as an important determinant in defining personality</li> <li>Discuss adaptability, individuality and being yourself as important soft skills dimension influencing personal growth</li> </ul>	5
Unit 6	Personal growth and personality changes	
	<ul style="list-style-type: none"> <li>Identify ways to self-improvement</li> <li>Apply tools and exercises that support personal growth</li> <li>Discuss the benefits of motivation and self-motivation towards personal growth</li> </ul>	5

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	24	72
Seminar	2	6
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	1	3
Practical	0	0
Revision	1	3
Assessment	5	0
<b>TOTAL</b>	<b>35</b>	<b>90</b>

Mapping of assessment with Course Outcomes:						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	• Mid-Semester feedback
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	• End-Semester Feedback
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<b>Reference Material</b>
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|---|
| <ul style="list-style-type: none"> <li>• Drenth, A. J. (2013). The 16 personality types: Profiles, theory, and type development. Inquire Books.</li> <li>• Barun, M. (2020). Personality development and soft skills (2nd ed.). Oxford University Press.</li> </ul> |
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<b>Course Title</b>	Finance for Marketers
<b>Course Code</b>	MDIG5203
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	Finance for Marketers is a comprehensive course exploring the fundamentals of Financial Management in the context of marketing decisions. It covers topics such as financial objectives (Profit Maximisation vs. Shareholder Wealth Maximisation), long-term and short-term sources of finance, capital structure, and dividend policy. The course emphasizes creating shareholder value through effective management decisions and performance evaluation. It delves into relevant cost analysis for marketing strategies, understanding economies of scale, and strategic revenue perspectives. Additionally, it addresses investment appraisal using cash flow metrics like Payback period, ROCE, and NPV. Inventory, payables, receivables, and cash management are also discussed.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Define the nature and purpose of financial management, including the difference between profit maximization and shareholder wealth maximization.
CO2	Identify the different sources of finance available to businesses, both long-term and short-term.
CO3	Explain the concept of shareholder value, including the factors that contribute to shareholder value creation.
CO4	Calculate the payback period, return on capital employed (ROCE), and net present value (NPV) for investment appraisal purposes.
CO5	Analyse the operating cycle, inventory, payables, and receivables in order to optimize cash flow.
CO6	Analyse the costs relevant to marketing decisions, including the different cost categories and how to identify economies of scale.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H	M								L		
	2	H		M							L		
	3	M	H								L		
	4		M	H								L	
	5		M	H									L
	6		M	H									L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction	Definition, nature and purpose of Financial Management, Objectives – Profit Maximization vs Shareholder Wealth Maximization, Superiority of Shareholder Wealth Maximization, long-term and short-term sources of finance, insights into capital structure and dividend policy. Understanding the financial statements.	6
Unit 2: Marketing – Finance Interface	Creating shareholder value, management decisions and performance, margin and asset base management, elements of shareholder value management.	6
Unit 3: Cost Implications	Costs relevant to marketing decisions, cost categories, identifying economies of scale, shape of strategic long run cost curves.	6
Unit 4: Financial Implications	Perspective on strategic revenues, risk and cost structure of business, the experience effect, role of value, product and production decisions.	6
Unit 5: Investment Appraisal	Cash flows for investment appraisal, Payback period, ROCE, NPV analysis.	6



Unit 6: Working Capital	Operating cycle, inventory management, payables and receivables management, cash management.	6
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<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction	
	<ul style="list-style-type: none"> <li>Discuss definition, nature and purpose of Financial Management. Discuss objectives of Financial Management – Profit Maximization vs Shareholder Wealth Maximization.</li> <li>Discuss the superiority of Shareholder Wealth Maximization. Explain long-term and short-term sources of finance.</li> <li>Give insights into capital structure and dividend policy.</li> <li>Understand the financial statements.</li> </ul>	6
Unit 2	Marketing – Finance Interface	
	<ul style="list-style-type: none"> <li>Discuss how shareholder value is created.</li> <li>Discuss management decisions and performance.</li> <li>Discuss margin and asset base management.</li> <li>Discuss the elements of shareholder value management.</li> </ul>	6
Unit 3	Cost Implications	
	<ul style="list-style-type: none"> <li>Discuss the costs relevant to marketing decisions.</li> <li>Explain cost categories.</li> <li>Discuss economies of scale and how economies of scale can be identified.</li> <li>Explain the shape of strategic long run cost curves and its implications.</li> </ul>	6
Unit 4	Financial Implications	
	<ul style="list-style-type: none"> <li>Perspective on strategic revenues, risk and cost structure of business.</li> <li>Discuss the experience effect, role of value, product and production decisions.</li> </ul>	6
Unit 5	Investment Appraisal	
	<ul style="list-style-type: none"> <li>Explain cash flows for investment appraisal.</li> <li>Apply Payback period, ROCE, NPV analysis.</li> </ul>	6
Unit 6	Working Capital	
	<ul style="list-style-type: none"> <li>Explain operating cycle, inventory management, payables and receivables management, cash management.</li> </ul>	6

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	34	102
Seminar	0	0
Small Group Discussion	0	0
Self-directed learning	0	0
Problem Based Learning	6	18
Case Based Learning	3	9
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x		x		x	
Assignments		x		x		x

End Semester Examination	x	x	x	x	x	x
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<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Walters, D., &amp; Halliday, M. (2019). Marketing and finance. London, UK: Routledge.</li> <li>• Ward, K. (2019). Marketing finance: Turning marketing strategies into shareholder value. Abingdon, UK: Routledge.</li> <li>• Rustagi, R. P. (2019). Management: Self-sufficient, presenting underlying systematic approaches. New Delhi, India: PHI Learning.</li> <li>• Pandey, I. M. (2010). Financial management (10th ed.). New Delhi, India: Vikas Publishing House Pvt Ltd.</li> </ul>

<b>Course Title</b>	Strategic Marketing
<b>Course Code</b>	MDIG5204
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course will provide insights into how to create & deliver Customer Value. The focus of this course is strategic marketing analysis for making marketing decisions and marketing planning. It, therefore, integrates knowledge acquired in other subjects in marketing and business administration subjects. Students develop analytical skills, acquire a strategic perspective of marketing and learn to comprehend it as an integral part of the overall strategy of a company. It helps Gain Sustainable Competitive Advantage over your competitors. The course builds concepts to implement & execute a strategic marketing strategy & utilize key resources.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Explain the concepts of marketing intelligence and environmental scanning with the understanding of their significance in the process of developing marketing strategies.
CO2	Analyse brand equity through qualitative and quantitative research techniques and implement effective strategies for brand management.
CO3	Evaluate the effectiveness of various digital marketing communication strategies by analysing their influence on consumer behaviour.
CO4	Design brand marketing programs by choosing suitable brand elements and tactics to enhance brand equity.
CO5	Develop strategies to reinforce and revitalize brands applying growth strategies to maintain brand allegiance in different timeframes and geographic regions.
CO6	Assess the impact of new-age influencers, virtual branding, and social media on brand management, and propose effective strategies to tackle emerging challenges in the digital age.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	M								L		
	2		M		H								L
	3		M		H							L	
	4		M	H									L
	5		M	H									L
	6		M		H								L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Fundamentals of marketing strategy	Marketing Intelligence and Scanning Environment, Competing through the New Marketing Mix, Evolution of Marketing Mix in the Digital era, Understanding Consumer, Consumer Buying Behaviour and Consumer Value in Digital Era, Consumer Behaviour in Strategy Formulation, Segmentation, Targeting & Positioning, Competing through Innovation and New Product Solutions, Business to Business Marketing	6
Unit 2: Digital marketing and Analytics	Marketing Communications: Objectives Decision, Media and Message Decision, Integrated Marketing Communications, Search Engine Optimisation, Search and Display Advertising, Social Media Marketing, Online Reputation Management, Social Media ROI, Leveraging Content and Social Media Web Scraping, Text Mining, Online Marketing Research, Digital Marketing Metrics & Analytics, Web Analytics, Data Privacy and Data Security, E-mail Marketing, Mobile Marketing, Sales Strategy in Digital Era	6

Unit 3: Design and Implementing Brand Marketing Programs	Criteria for choosing Brand elements, Options and tactics for Brand elements, Programmes to build Brand Equity – Product Strategy, Pricing Strategy, Channel Strategy, Understand the launch process for a new brand, Product Design and Delivery, Pricing Strategy, Legal Branding consideration	6
Unit 4: Brand Equity Measurement and Management	Conducting Brand Audits, Developing a Brand Equity Measurement: Qualitative Research Techniques – Zaltman Metaphor Elicitation Technique, Neural Research Methods and Quantitative Research Techniques – Brand awareness, Image and Responses, Relationships, Measuring outcomes of Brand Equity: Comparative methods: brand and marketing based methods, Conjoint analysis Holistic methods: Residual, general and valuation approaches, Brand management: ten criteria for brand report card, seven deadly sins of brand management	6
Unit 5: Managing brands over time, geographic boundaries	Reinforcing Brands, Revitalizing Brands, Brand Reinforcement Strategies, Brand Revitalization Strategies, Positioning over time, Main growth strategies, How loyalty programmes help, maintain and grow brand allegiance, Importance of keeping brand relevant, The Brand Value Chain; Challenges and steps needed to become a global brand	6
Unit 6: Managing a brand in the digital age	New age influencers and brand ambassadors, the Buzz Marketing Process, Online and Virtual Brands Multisensory Branding Online, Online Image and Identity, Digital Co-creation of Brands, Neuro-branding, Key Brand Performance Indicators available through social media, Evolving challenges in managing a brand in the age of social media	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Fundamentals of marketing strategy	
	<ul style="list-style-type: none"> <li>Explain strategic marketing</li> <li>Relevance of strategic in today's world</li> <li>Effective marketing mix</li> <li>Consumer Buying Behaviour and Consumer Value</li> <li>Segmentation, Targeting &amp; Positioning</li> <li>Innovation and new product development</li> <li>Relevance of Business to Business Marketing</li> </ul>	6
Unit 2	Digital marketing and Analytics	
	<ul style="list-style-type: none"> <li>Explain marketing communications</li> <li>Integrated Marketing Communications</li> <li>Search Engine Optimisation strategies</li> <li>Developing Search and Display Advertising strategies</li> <li>Fundamentals of all the latest digital marketing tools</li> <li>Critical analysis of sales strategies in digital era</li> </ul>	6
Unit 3	Design and Implementing Brand Marketing Programs	
	<ul style="list-style-type: none"> <li>Identify the new perspectives and developments in marketing.</li> <li>Examine the different types of brand elements</li> <li>Evaluate pricing strategy to build brand equity</li> <li>Explain the legal issues for consideration in brand elements</li> </ul>	6
Unit 4	Brand Equity Measurement and Management	
	<ul style="list-style-type: none"> <li>Recognize the multidimensionality of brand equity</li> <li>Describe importance of multiple methods to measure brand equity</li> </ul>	6

	<ul style="list-style-type: none"> <li>• Contrast different comparative methods to assess brand equity</li> <li>• Explain how conjoint analysis works</li> <li>• Review different holistic methods for valuing brand equity</li> <li>• Describe the relationship between branding and finance</li> <li>• Identify the ten criteria for the brand report card</li> <li>• Outline the seven deadly sins of brand management</li> </ul>	
Unit 5	Managing brands over time, geographic boundaries	
	<ul style="list-style-type: none"> <li>• Explain the important considerations in brand enforcement</li> <li>• Describe various brand revitalizations options to an organization</li> <li>• Understanding the rationale for developing a global brand</li> <li>• Examine the advantages and disadvantages of developing a standardized global marketing program</li> <li>• Define strategic steps in developing a global brand positioning.</li> <li>• Describe unique characteristics of brand building in developing markets.</li> <li>• Critical evaluate steps in managing a brand crisis.</li> </ul>	6
Unit 6	Managing a brand in the digital age	
	<ul style="list-style-type: none"> <li>• Identify the new age influencers and brand ambassadors</li> <li>• Classify the difference in branding beliefs: Old Vs New</li> <li>• Explore the new perspective of strategic brand management.</li> <li>• Critically evaluate the brand performance indicators through social media</li> <li>• Describe the buzz marketing process</li> <li>• Compile the challenges in managing a brand in digital era</li> </ul>	6

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	4	12
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	3	9
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

Mapping of assessment with Course Outcomes:						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments				x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
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- West, D., Ford, J., & Ibrahim, E. (2015). Strategic marketing: Creating competitive advantage. Oxford University Press.
- Aaker, D. A. (2017). Strategic market management: Global perspectives (11th ed.). John Wiley & Sons.
- Chernev, A. (2019). Strategic marketing management: Concepts, applications, and cases. Cengage Learning.
- Walker, O. C., Mullins, J. W., & Boyd, H. W. (2018). Marketing strategy: A decision-focused approach (13th ed.). McGraw-Hill Education.

<b>Course Title</b>	Strategic Brand Management
<b>Course Code</b>	MDIG5205
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	In this course, students will learn to apply branding principles, marketing communication concepts and frameworks to achieve brand management goals. The course will help students develop an understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. The emphasis is on exploring the role of branding and the development of a brand in strategic marketing field.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Explain what constitutes a brand its essential elements in various contexts.
CO2	Analyse the step-by-step process of brand building and the significance of customer-based brand equity in brand strategy.
CO3	Analyse the effects of new-age influencers and digital marketing on brand management, and propose effective strategies to tackle emerging challenges in the digital age, including social media and mobile platforms.
CO4	Formulate criteria for selecting brand elements and design impactful brand marketing programs with a focus on product, pricing, and channel strategies.
CO5	Conduct brand audits and apply both qualitative and quantitative research techniques to assess brand equity.
CO6	Evaluate growth strategies and brand loyalty programs to strategies for reinforcing and revitalizing brands.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	L								M		
	2		M	H									L
	3		M		H								L
	4		M	H									L
	5		M		H								L
	6		H	M									L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Brands and Brand Management	Define Brand, Brand elements, Branding for products and services, Branding challenges and opportunities, Strategic Brand Management Process	5
Unit 2: Developing a Brand Strategy	Steps in Brand building, Customer based Brand Equity, Brand Identity, Brand Knowledge, Brand Positioning, Brand Resonance.	6
Unit 3: Design and Implementing Brand Marketing Programs	Criteria for choosing Brand elements, Options and tactics for Brand elements, Programmes to build Brand Equity – Product Strategy, Pricing Strategy, Channel Strategy, Understand the launch process for a new brand, Product Design and Delivery, Pricing Strategy, Legal Branding consideration	7
Unit 4: Brand Equity Measurement and Management	Conducting Brand Audits, Developing a Brand Equity Measurement: Qualitative Research Techniques – Zaltman Metaphor Elicitation Technique, Neural Research Methods and Quantitative Research Techniques – Brand awareness, Image and Responses, Relationships, Measuring outcomes of Brand Equity: Comparative methods: brand and marketing based methods, Conjoint analysis Holistic methods: Residual, general and valuation approaches, Brand management: ten	7

	criteria for brand report card, seven deadly sins of brand management.	
Unit 5: Managing brands over time, geographic boundaries	Reinforcing Brands, Revitalizing Brands, Brand Reinforcement Strategies, Brand Revitalization Strategies, Positioning over time, Brand Imitations, Growth strategies, Brand loyalty programmes, maintain and grow brand allegiance, Importance of keeping brand relevant, The Brand Value Chain; Challenges and steps needed to become a global brand.	6
Unit 6: Managing a brand in the digital age	New age influencers and brand ambassadors, the Buzz Marketing Process, Online and Digital Native Brands • Multisensory Branding Online, Online Image and Identity, Digital Co-creation of Brands, Neuro-branding, Key Brand Performance Indicators available through social media, Evolving challenges in managing a brand in the age of social media, and mobile.	5

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction to Brands and Brand Management	
	<ul style="list-style-type: none"> <li>• Explain Branding</li> <li>• Discuss the brand elements</li> <li>• Describe why branding is important</li> <li>• Determine the main branding challenges and opportunities</li> <li>• Understanding B2B and high tech branding</li> <li>• Identify the steps in the strategic brand management process</li> </ul>	5
Unit 2	Developing a Brand Strategy	
	<ul style="list-style-type: none"> <li>• Define customer-based brand equity</li> <li>• Describe the sources and outcomes of customer-based brand equity</li> <li>• Develop brand identity prism.</li> <li>• Identify and establish brand positioning.</li> <li>• Identify the steps in brand building</li> </ul>	6
Unit 3	Design and Implementing Brand Marketing Programs	
	<ul style="list-style-type: none"> <li>• Identify the new perspectives and developments in marketing.</li> <li>• Examine the different types of brand elements</li> <li>• Evaluate pricing strategy to build brand equity</li> <li>• Explain the legal issues for consideration in brand elements</li> </ul>	7
Unit 4	Brand Equity Measurement and Management	
	<ul style="list-style-type: none"> <li>• Recognize the multidimensionality of brand equity</li> <li>• Describe importance of multiple methods to measure brand equity</li> <li>• Contrast different comparative methods to assess brand equity</li> <li>• Explain how conjoint analysis works</li> <li>• Review different holistic methods for valuing brand equity</li> <li>• Describe the relationship between branding and finance.</li> <li>• Identify the ten criteria for the brand report card</li> <li>• Outline the seven deadly sins of brand management</li> </ul>	7
Unit 5	Managing brands over time, geographic boundaries	
	<ul style="list-style-type: none"> <li>• Explain the important considerations in brand enforcement</li> <li>• Describe various brand revitalizations options to an organization</li> <li>• Types of brand imitations. First mover's advantage-free rider effect</li> </ul>	6



	<ul style="list-style-type: none"> <li>• Understanding the rationale for developing a global brand</li> <li>• Examine the advantages and disadvantages of developing a standardized global marketing program</li> <li>• Define strategic steps in developing a global brand positioning.</li> <li>• Describe unique characteristics of brand building in developing markets.</li> <li>• Critical evaluate steps in managing a brand crisis.</li> </ul>	
Unit 6	Managing a brand in the digital age	
	<ul style="list-style-type: none"> <li>• Identify the new age influencers and brand ambassadors</li> <li>• Classify the difference in branding beliefs: Old Vs New</li> <li>• Explore the new perspective of strategic brand management.</li> <li>• Critically evaluate the brand performance indicators through social media</li> <li>• Explore the importance of branded apps in customer engagement</li> <li>• Describe the buzz marketing process</li> <li>• Compile the challenges in managing a brand in digital era</li> </ul>	5

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	4	12
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	3	9
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

**Mapping of assessment with Course Outcomes:**

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments				x	x	x
End Semester Examination	x	x	x	x	x	x

**Feedback Process**

- Mid-Semester feedback
- End-Semester Feedback

**Reference Material**

- Keller, K. L., Swaminathan, V., Parameswaran, M. G., & Jacob, I. (2020). Strategic brand management (5th ed.). Noida, India: Pearson India.
- Kapferer, J. N. (2012). The new strategic brand management: Advanced insights & strategic thinking. New Delhi: Kogan Page India.
- Kahn, B. (2013). Global brand power: Leveraging branding for long-term growth. Wharton School Press.
- Moorthi, Y. L. R. (2002). Brand management-the Indian context (2nd ed.). New Delhi: Vikas Publishing.
- Kaptan, S. S., & Pandey, S. (2010). Brand imitation. Mumbai: Himalayan Publishing House.

<b>Course Title</b>	Marketing Research
<b>Course Code</b>	MDIG5206
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	Marketing research helps a marketing professionals in making business decisions. With intense competition and changing consumer need, it has become imperative for marketers to make decisions based on research insights. In this course, an attempt is made to introduce the students to certain important aspects of emerging opportunities of marketing research. Besides an overview of marketing research, the course covers research design, sampling techniques, data collection methods, qualitative and quantitative data analysis and report writing.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the characteristics and importance of marketing research in managerial decision-making and its relevance in the digital era.
CO2	Describe the marketing research process, including problem formulation, research methods, data collection, sample design, and analysis and interpretation of data.
CO3	Explain different types of research designs, understanding the role of sampling in marketing research, and selection of appropriate sampling techniques for specific research objectives.
CO4	Develop effective data collection methods, including the use of primary and secondary data sources and the design of questionnaires, while adhering to the guidelines for creating a well-structured questionnaire.
CO5	Analyse research data, including editing, coding, data entry, and data cleaning, and demonstrate the ability to write a comprehensive and well-organized market research report.
CO6	Perform difference of means tests, analysis of variance, chi-square, and non-parametric tests using SPSS and Jamovi for data analysis and interpretation in marketing research.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H					M						L
	2		M	H									L
	3		M	H									L
	4			H		M							L
	5		M	H									L
	6		M			H							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Marketing research	Research Characteristics, marketing research in managerial decision Nature and Scope of Marketing Research, marketing research. Role of research in Digital era.	6
Unit 2: The Marketing Research Process	Formulation of a Problem , Research Methods , Data Collection Methods, Sample Design , Data Collection methods, Analysis and Interpretation, Report Writing , Research Proposal, Components of Research Paper.	6
Unit 3: Research Design	Types of Research Design, Descriptive Research and Causal Research Design, Design and Marketing Decision Process, Sampling, Importance of Sampling in Marketing Research, sample Size, Probability and Non Probability Sampling, selecting an Appropriate Sampling Technique.	7
Unit 4: Data Collection & Questionnaire Design	Data collection. Sources of data, advantages and disadvantages of Primary data Secondary data questionnaire design, Objectives of questionnaire design. Questionnaires, guidelines	5

	for questionnaire design, Explain the features of a good questionnaire.	
Unit 5: Data Interpretation and Report Writing	Nature and scope of data interpretation, Editing, Coding, Data entry, Data cleaning, Discuss the characteristics of Research report, Modus operandi of Writing a market research report, Structure of the Report ,Components of a report, Style and Layout of a Report, Revising and finalizing the research report, Responsibilities of a Market Research, presenting the Report.	6
Unit 6: Statistics in Research	Descriptive statistics, levels of measurement, difference of means tests, analysis of variance, chi-square and non-parametric tests. Data analysis and interpretation using SPSS and Jamovi.	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction to Marketing research	
	<ul style="list-style-type: none"> <li>Define Research</li> <li>Discuss Research Characteristics</li> <li>Analyse the role of marketing research in managerial decision</li> <li>Appraise Nature and Scope of Marketing Research</li> <li>Classify marketing research.</li> </ul>	6
Unit 2	The Marketing Research Process	
	<ul style="list-style-type: none"> <li>Explain the Research Process</li> <li>Discuss the formulation of a Problem</li> <li>Classify Research Methods</li> <li>Analyse various Data Collection Methods Define Sample Design</li> <li>Classify various Data Collection Methods Discuss the importance of Analysis and Interpretation</li> <li>explain Report Writing</li> <li>Classify Components of Research Proposal</li> <li>Examine Components of Research Paper</li> </ul>	6
Unit 3	Research Design	
	<ul style="list-style-type: none"> <li>Define Research Design (</li> <li>Classify various types of Research Design Differentiate between Descriptive Research and Causal Research Design</li> <li>Examine research Design and Marketing Decision Process</li> <li>Define Sampling</li> <li>Evaluate the Importance of Sampling in Marketing Research</li> <li>Define sample Size</li> <li>Differentiate between Probability and Non Probability Sampling</li> <li>Explain selecting an Appropriate Sampling Technique</li> </ul>	7
Unit 4	Data Collection & Questionnaire Design	
	<ul style="list-style-type: none"> <li>Explain the Objectives of data collection.</li> <li>Classify Sources of data</li> <li>Discuss the advantages and disadvantages of Primary data</li> <li>Discuss the advantages and disadvantages of Secondary data</li> <li>Explain the features of questionnaire design</li> <li>Describe the Objectives of questionnaire design.</li> <li>Classify the types of questionnaires</li> <li>Assess the guidelines for questionnaire design</li> <li>Explain the features of a good questionnaire.</li> </ul>	5

Unit 5	Data Interpretation and Report Writing	
	<ul style="list-style-type: none"> <li>• Explain the nature and scope of data interpretation</li> <li>• Define term Editing, Coding, Data entry, Data cleaning</li> <li>• Discuss the characteristics of Research report</li> <li>• Explain the Modus operandi of Writing a market research report</li> <li>• Analyse Structure of the Report</li> <li>• Characterize Components of a report</li> <li>• Discuss Style and Layout of a Report</li> <li>• Compare Revising and finalizing the research report</li> <li>• Assess the Responsibilities of a Market Research</li> <li>• Discuss about the presenting the Report</li> </ul>	6
Unit 6	Statistics in Research	
	<ul style="list-style-type: none"> <li>• Explain Descriptive statistics,</li> <li>• Elaborate the levels of measurement,</li> <li>• Describe difference of means tests,</li> <li>• Explain analysis of variance,</li> <li>• Discuss chi-square and non-parametric tests.</li> <li>• Describe data analysis and interpretation using SPSS and Jamovi</li> </ul>	6

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	7	21
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

**Mapping of assessment with Course Outcomes:**

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x			
Assignments				x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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**Reference Material**

- Grossnickle, J. (2011). Online Marketing Research: Knowing Your Customer Using the Net (1st ed.). McGraw-Hill.
- Malhotra, N. K., & Dash, S. (2015). Marketing research: An applied orientation (7th ed.). Pearson.
- Sathyapriya, D. P. (2015). Marketing Research. Wiley.

<b>Course Title</b>	AI for Marketers
<b>Course Code</b>	MDIG5207
<b>Year/Semester</b>	Second Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This module is designed to provide Overview of Artificial Intelligence. Artificial Intelligence has been making significant advances as a technology and is further slated to make significant transformations in the way we live and work, with a bearing on almost every facet of our lives. The module intends to impart the necessary knowledge by providing a comprehensive overview of Natural Intelligence in first phase. In phase II, the module provides overview of the field of AI and provides a comprehensive view of the different disciplines of AI like algorithms, scholars and technologies shaping this discipline. In the last phase the module provides a comprehensive overview of the different technologies, and applications which have significantly entrenched in Marketing and Education. It enables students to use Generative AI tools to produce Video, Image, Code, Audio and Language Generation.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the different concepts of intelligence, human faculties related to perception, pattern recognition, attention, memory, vision, language, concept formation, thinking, problem solving, reasoning, organizing knowledge, and decision making.
CO2	Explain the functions and different parts of the human brain and discuss its evolutionary stages from reptilian to neo-mammalian.
CO3	Explain various types of intelligence and the differences between narrow intelligence, general intelligence, and universal intelligence in the context of artificial intelligence.
CO4	Analyse the diverse applications and implications of AI in various sectors including its impact on jobs and the broader economy.
CO5	Examine the models and mechanisms of generative AI including the process of training and generating text and images using Encoder-Decoder Architecture and Attention Mechanism.
CO6	Apply their knowledge of ChatGPT and Generative AI to various real-world applications such as Text-to-Video Editors, Image Generators, Code Generation, Generative AI for Audio and Music, and LLM Applications.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H	M								L		
	2	H	M								L		
	3	H	M								L		
	4	H	M										L
	5	H	M			L							L
	6	M		H		L							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Natural Intelligence	Review and discuss the various Definitions of Intelligence, Describe different human faculties from the perspective of Cognitive Psychology. Perception, Pattern Recognition, Attention, Memory, Vision, Language, Concept Formation, Thinking, Problem Solving, Reasoning, Organizing Knowledge, Decision Making. Explore vulnerabilities and anomalies in human intelligence such as aphasia, agnosia, dyslexia. Discuss different	6

	Forms of Biological Human Intelligence, Augmented Intelligence / Capabilities and Non-Human Intelligence.	
Unit 2: Overview of the Brain	Overview of the Brain and the Nervous System, Review the different parts of the human brain. Explain the functions and different parts of the Nervous System, Central and Peripheral, Sympathetic and Parasympathetic. Discuss the Evolution of the Human Brain (Reptilian – Proto Mammalian and Neo-Mammalian). Review the Different Types or Categories of Intelligence .The Human Brain Project and Connectome Explore the phenomenon of Consciousness, Qualia – Subjective Experience Are we living in a Simulation?	6
Unit 3: Evolution of Artificial Intelligence	Substrate Independence of Computation & Memory, Dartmouth Workshop, Symbolic and Sub symbolic AI, AI Winter, AI Spring. Turing Test, Narrow Intelligence, General Intelligence, Universal Intelligence, Moravec’s Landscape of Human Competence, Singularity SuperIntelligence Machine Learning – Supervised Learning, Unsupervised Learning, Reinforcement Learning, Bayesian Statistics Evolutionary Algorithms; Neural Networks – Perceptrons, Convolutional Neural Networks, WordNet, Imagenet, DeepQ Networks.	6
Unit 4: Impact of Artificial Intelligence – Applications, Social and Economic Implications, Threats	Application in Games, Education, Marketing, Healthcare, Government, Manufacturing, and Telecom; AI in Defense – Applications and Implications; Life 3.0, Intelligence Explosion; Responsible AI, Explainable AI, Ethics of AI; AI for Innovation and R&D, AI as GPT, Deep Learning as the Invention of the Method of Invention, Recombinant Growth, AI in the production of Knowledge, Search, and Discovery; Impact of AI on Jobs and the broader economy, Labor Displacement, Inequality of Wealth Distribution, Universal Basic Income (UBI); Axiological Issues – Value Loading Problem, Motivational Scaffolding, Value Accretion, Value Learning, Reinforcement Learning.	6
Unit 5: Generative Artificial Intelligence	Introduction to Generative AI, Models of Generative AI, Large Language Models, Prompt Engineering, Image Generation, Diffusion Models, Unconditioned Diffusion Models. Encoder Decoder Architecture, Training and Generation of Text using Encoder Decoder Architecture. Attention Mechanism and its usage in Language Translation, Transformers and BERT, Image Captioning.	6
Unit 6: ChatGPT and the New-Age applications of Generative AI	Overview of ChatGPT and its broad applications: Text-to-Video Editors - Runway, DI-D, Synthesia; Video Editing with Adobe Firefly; Image Generators - Dall-E, MidJourney, Kapwing, and Stable Diffusion; Code Generation - Github Copilot, Amazon Whisperer, ChatGPT, Google Bard, codeium; Generative AI for Audio and Music - Speech-to-Text, Text-to-Speech, Music and Audio Creation - Play.HT, Mubert; LLM Applications - Language Translation, Document Summary, Chatbots, Q&A, Customer Support, and Story Generation.	6

#### Competency mapping with the syllabus

Contents	Competencies	No. of Hours
Unit 1: Introduction to Natural Intelligence	<ul style="list-style-type: none"> <li>Adopt and explain a functional definition of Intelligence.</li> <li>Examine the different facets of human cognitive abilities.</li> <li>Discuss aspects of memory, pattern recognition, thinking and reasoning</li> <li>Explore the human capability for Language, Vision and movement.</li> </ul>	6

	<ul style="list-style-type: none"> <li>• Examine the vulnerabilities and anomalies in human intelligence.</li> <li>• Make effective distinctions between human and non-human intelligence</li> </ul>	
Unit 2: Overview of the Brain	<ul style="list-style-type: none"> <li>• Appreciate the complexity of The Human Brain</li> <li>• Describe the evolution of the human brain</li> <li>• Explain the different parts of the human brain and its function</li> <li>• Discuss the Human Nervous System and its functions</li> <li>• Critically examine the different types of Intelligence</li> <li>• Discuss the phenomenon of consciousness and some of the most prominent theories around it</li> <li>• Explain the Human Brain Project and Connectome</li> </ul>	6
Unit 3: Evolution of Artificial Intelligence	<ul style="list-style-type: none"> <li>• Discuss the importance of Substrate Independence for Computation and Memory</li> <li>• Describe AI Winter and AI Spring</li> <li>• Explain the Turing Test</li> <li>• Examine the different machine learning methods</li> <li>• Describe the motivations and use of WordNet and ImageNet</li> <li>• Discuss the different kinds of Neural Networks and their applications</li> <li>• Describe applications of Bayesian Statistics and Evolutionary Algorithms</li> <li>• Discuss Singularity and SuperIntelligence</li> </ul>	6
Unit 4: Impact of Artificial Intelligence – Applications, Social and Economic Implications, Threats	<ul style="list-style-type: none"> <li>• Explain the adoption of AI in Games</li> <li>• Discuss Applications of AI in key industries such as Manufacturing, Telecom and Healthcare</li> <li>• Examine the phenomenon of Singularity and Intelligence Explosion</li> <li>• Discuss the impact of AI in Innovation</li> <li>• Explain the role of AI in R&amp;D</li> <li>• Discuss the impact of AI on Jobs, especially disruption of labor</li> <li>• Explain the concept of Universal Basic Income</li> <li>• Describe Axiological Issues for Artificial Intelligence and some of the possible techniques to duly address concerns of shared values</li> </ul>	6
Unit 5: Generative Artificial Intelligence	<ul style="list-style-type: none"> <li>• Explain How Generative AI works</li> <li>• Describe Generative AI Applications</li> <li>• Describe LLM Use Cases</li> <li>• Explain Prompt Engineering</li> <li>• Discuss Diffusion Models in Image Generation</li> <li>• Explain Encoder Decoder Architecture</li> <li>• Discuss Attention Mechanism</li> <li>• Describe Transformers and BERT model</li> </ul>	6
Unit 6: ChatGPT and the New-Age applications of Generative AI	<ul style="list-style-type: none"> <li>• Explain the different applications of ChatGPT</li> <li>• Discuss the capabilities of different Text to Video Generators</li> <li>• Critically Evaluate the different Image Generators</li> <li>• Examine the different Code Generation tools available</li> <li>• Discuss Text-to-Speech and Speech-to-Text Solutions</li> <li>• Review tools for Audio and Music Generation</li> <li>• Examine Translation capabilities of a LLM such as Google Bard</li> </ul>	6

	<ul style="list-style-type: none"> <li>Review Document Summary and Chatbot Capabilities of any popular LLM solution</li> </ul>	
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<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	34	102
Seminar	1	3
Small Group Discussion	1	3
Self-directed learning	4	12
Problem Based Learning	0	0
Case Based Learning	3	9
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments				x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>Mid-Semester feedback</li> <li>End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>Mitchell, M. (2019). Artificial intelligence: A guide for thinking humans. Pelican Books.</li> <li>Nilsson, N. J. (2010). The quest for artificial intelligence: A history of ideas and achievements. Cambridge University Press.</li> <li>Eagleman, D. (2015). The brain: The story of you. Canongate.</li> <li>Tegmark, M. (2017). Life 3.0: Being human in the age of artificial intelligence. Penguin Books.</li> <li>Domingos, P. (2017). The master algorithm: How the quest for the ultimate learning machine will remake our world. Penguin Books.</li> <li>Bostrom, N. (2014). Superintelligence: Paths, dangers, strategies. Oxford University Press.</li> <li>Hofstadter, D. R. (1979). Gödel, Escher, Bach: an eternal golden braid. Basic Books.</li> </ul>



<b>Course Title</b>	Mindfulness and Well-being
<b>Course Code</b>	PGOEC002
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This practical course is an overview to mindfulness. Through it, learners will learn the ideologies of practice, progress their own mediation practice, and apply principles to daily life. They will learn approaches to skilfully work with thoughts, emotions, and sensations, while increasing their capacity to enhance mind-body awareness of present-moment experience. They will study principles and research in the field of mindfulness and the emerging science that shows encouraging, beneficial effects for physical and mental health and well-being. This course is designed for beginners and is also suitable for those with experience who want to refine their practice. Classes consist of a combination of lecture, practice, and discussion.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Discuss the importance of mindfulness and various health outcomes.
CO2	Discuss the principles of practice, develop their own mediation practice, and apply principles to daily life
CO3	Apply the logic of understanding the theory, practice, and research of mindfulness and how to apply that knowledge to individual practice
CO4	Analyse the key issues to skilfully work with thoughts, emotions, and sensations, while developing their capacity to enhance mind-body awareness of present-moment experience
CO5	Moderating skilfully and cultivating concentration to work with thoughts, emotions, and body sensations, including as it relates to stress, difficult emotions, and pain.
CO6	Outline the first-person experience with mindfulness practices, and how the practices helped personal well-being, if at all

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H					M					L	
	2		M	H								L	
	3	H	M									L	
	4		M	H								L	
	5		M	H								L	
	6	M	H									L	

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Mindfulness	Conscious and deliberate direction of our attention. Discipline and focus meditation practice (5-10 minutes/day), Emerging science of mindfulness Effort and concentration, Anchor/object of focus: breath, body, sound STOP technique: Stop; Take a Breath, Observe, and Proceed	6
Unit 2: Mind-body awareness and connection	Postures Working with body sensations: body scan. Standing meditation, walking, and mindful movement Mindful eating, Nature walk, Visualisation, Photo/Art appreciation, JOMO (Joy of missing out)	6
Unit 3: Seven key attitudes of mindfulness	Non Judging, Patience, Beginners Mind, Trust, Non Striving, Acceptance, Letting Go	6
Unit 4 Calmness and creativity	Mindfulness on Sleep, Cultivating positive emotions: equanimity and joy, Working with difficult emotions, Cognitive Function and Performance, Birding, Gratitude sharing (writing/letters), Balancing time and priorities	6
Unit 5 Forgiveness and Groundlessness	Forgiveness Meditation, Coping with change, loss, and impermanence, Groundlessness, mindfulness in decision-	6

	making, Deep listening of inner wisdom Forgiveness Meditation, Coping with change, loss, and impermanence, Groundlessness, mindfulness in decision-making, Deep listening of inner wisdom,	
Unit 6: Health and support	Mindfulness on Social Support and Loneliness”, Mindfulness on Depression and Anxiety, Working with thoughts Observation, Working with uncertainty	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction to Mindfulness	
	<ul style="list-style-type: none"> <li>Explain Conscious and deliberate direction of our attention. Discipline and focus meditation practice (5-10 minutes/day),</li> <li>Describe Emerging science of mindfulness Effort and concentration,</li> <li>Anchor/object of focus: breath, body, sound STOP technique: Stop; Take a Breath, Observe, and Proceed</li> </ul>	6
Unit 2	Mind-body awareness and connection	
	<ul style="list-style-type: none"> <li>Discuss the Postures Working with body sensations: body scan.</li> <li>Explain Standing meditation, walking, and mindful movement</li> <li>Discuss Mindful eating, Nature walk, Visualisation, Photo/Art appreciation, JOMO (Joy of missing out)</li> </ul>	6
Unit 3	Seven key attitudes of mindfulness	
	<ul style="list-style-type: none"> <li>Explain Non Judging, Patience,</li> <li>Discuss Beginners Mind,</li> <li>Elaborate Trust,</li> <li>Discuss Non Striving,</li> <li>Explain Acceptance, Letting Go</li> </ul>	6
Unit 4	Calmness and creativity	
	<ul style="list-style-type: none"> <li>Explain Mindfulness on Sleep,</li> <li>Describe Cultivating positive emotions: equanimity and joy,</li> <li>Illustrate Working with difficult emotions,</li> <li>Elaborate Cognitive Function and Performance, Birding, Gratitude sharing (writing/letters), Balancing time and priorities</li> </ul>	6
Unit 5	Forgiveness and Groundlessness	
	<ul style="list-style-type: none"> <li>Explain Forgiveness Meditation,</li> <li>Describe Coping with change, loss, and impermanence, Groundlessness, mindfulness in decision-making,</li> <li>Explain Deep listening of inner wisdom, Journaling,</li> <li>Elaborate Resilience and post-traumatic growth,</li> <li>Discuss Working with anxiety RAIN technique:</li> <li>Explain Recognize, Allow, Investigate, Nonidentification</li> </ul>	6
Unit 6	Health and support	
	<ul style="list-style-type: none"> <li>Explain Mindfulness on Social Support and Loneliness”,</li> <li>Describe Mindfulness on Depression and Anxiety,</li> <li>Discuss Working with thoughts Observation,</li> <li>Describe Working with uncertainty</li> </ul>	6

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	34	102
Seminar	1	3

Small Group Discussion	2	6
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	5	15
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			X	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Mark Williams and Danny Penman (2011), "Mindfulness: A practical guide to finding peace in a frantic world", Piatkus, ISBN-13-978-0749953089</li> <li>• Chantal Hofstee (2017), "Mindfulness on the Run: Quick, Effective Mindfulness Techniques for Busy People" Pan McMillan, ISBN-13-978-9382616931</li> <li>• Vinay Dabholkar (2019), "Mindfulness: Connecting with the Real You", HarperCollins India, ISBN-13-978-9353573454</li> </ul>

<b>Course Title</b>	Ethical Leadership
<b>Course Code</b>	PGOEC003
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course addresses the need for ethical leadership. It also addresses the shortfalls in today's leaders. It deals with identifying the characteristics that needs to be in today's leaders. The course also highlights the standards and strategies required for decision-making by ethical leadership. The module helps learners to handle ethical contexts observed in small and large groups. The course equips learners to handle crises. Finally, the course attempts to bring an Indian angle to the thought of ethical leadership and compare it with European ideology of ethical leadership.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Identify the problems in today's leadership and their causes
CO2	Outline the various inherent qualities required to be present in today's leaders
CO3	Apply the ethical strategies and standard required for ethical decision making by leaders
CO4	Examine the building of ethical contexts in small and large groups
CO5	Assess the need for crises leadership
CO6	Develop and propose Indian models of ethical leadership with spirituality.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1		H				M				L		
	2	M		H							L		
	3				H				M		L		
	4			H					M		L		
	5		H				M				L		
	6	M		H							L		

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Shadow side of Leadership	A Dramatic Difference/The Dark Side of Leadership; The Leader's Shadows; The Shadow of Power; The Shadow of Privilege; The Shadow of Mismanaged Information; The Shadow of Inconsistency; The Shadow of Misplaced and Broken Loyalties; The Shadow of Irresponsibility; Unhealthy Motivations: Internal Enemies or Monsters; Personality Disorders; Faulty Decision Making; Failure of Moral Imagination; Moral Disengagement; Lack of Ethical Expertise; Contextual Pressures; Stepping Out of the Shadows	6
Unit 2: Looking Inward	Elements of Character Courage; Temperance; Wisdom and Prudence (Practical Wisdom); Justice; Optimism; Integrity; Humility; Compassion (Kindness, Generosity, Love); Forming a Moral Identity; Character Building; Finding Role Models; Hearing Stories/Living Shared Stories; Learning from Hardship; Developing Habits; Developing Personal Mission Statements; Identifying Values; Combating Evil: The Faces of Evil; Evil as Dreadful Pleasure; Evil as Exclusion; Evil as Deception; Evil as Bureaucracy; Evil as a Choice; Evil as Ordinary.	6
Unit 3: Ethical Standards and Strategies	Utilitarianism: Do the Greatest Good for the Greatest Number of People; Kant's Categorical Imperative: Do What's Right No Matter the Cost; Applications and Cautions Justice as Fairness: Guaranteeing Equal Rights and; Pragmatism: Ethics as Inquiry; Applications and Cautions; Altruism: Love Your Neighbour; Ethical Decision Making and Behavior, Ethical Decision Making: A Dual Process Approach, Components of Moral	6

	Action 1: Moral Sensitivity (Recognition)Component 2: Moral Judgment, Component 3: Moral Focus (Motivation), Component 4: Moral Character Decision-Making Formats Compliance Gaining; Communication of Expectations; Argumentation; Negotiation; Resisting Influence: Reciprocation (Give and Take); Commitment and Consistency; Social Proof; Liking; Authority; Scarcity	
Unit 4 Shaping Ethical Contexts	Building an Ethical Small Group, What's Ahead, The Leader and the Small Group, Fostering Individual Ethical Accountability, Promoting Ethical Group Interaction, Comprehensive, Critical Listening, Defensive vs Supportive Communication, Emotional Intelligence, Productive Conflict, Minority Opinion, Avoiding Moral Pitfalls, Groupthink, False Agreement, The Leader as Ethics Officer, Ethical Climates, Signs of Healthy Ethical Climates, Recognition of Risk, Zero Tolerance for Individual and Collective Destructive Behaviours-Justice-Integrity, Trust, Codes of Ethics, Ethical Socialization Processes, Ethics Training	6
Unit 5 Ethical Crises Leadership	Crisis: An Overview, The Three Stages of a Crisis, Components of Ethical Crisis Management, Assume Broad Responsibility, Practice Transparency, demonstrate Care and Concern, Engage the Head as Well as the Heart, Improvise from a Strong Moral Foundation, Build Resilience, The Ethical Demands of Extreme Leadership	6
Unit 6: Indian Spiritual Traditions as Inspiration for Ethical Leadership	Indian Spiritual Traditions as Inspiration for Ethical Leadership, A Multidimensional View of Leadership from an Indian Perspective-Lessons for the Future for India and Europe	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Shadow side of Leadership</b>	
	<ul style="list-style-type: none"> <li>• Elaborate Dramatic Difference/The Dark Side of Leadership;</li> <li>• Discuss The Leader's Shadows; The Shadow of Power; The Shadow of Privilege; The Shadow of Mismanaged Information; The Shadow of Inconsistency; The Shadow of Misplaced and Broken Loyalties; The Shadow of Irresponsibility;</li> <li>• Explain Unhealthy Motivations: Internal Enemies or Monsters;</li> <li>• Illustrate Personality Disorders;</li> <li>• Explain Faulty Decision Making;</li> <li>• Elaborate Failure of Moral Imagination;</li> <li>• Describe Moral Disengagement; Lack of Ethical Expertise; Contextual Pressures;</li> <li>• Explain Stepping Out of the Shadows</li> </ul>	6
Unit 2	<b>Looking Inward</b>	
	<ul style="list-style-type: none"> <li>• Discuss the Elements of Character Courage;</li> <li>• Explain Temperance; Wisdom and Prudence (Practical Wisdom);</li> <li>• Elaborate Justice; Optimism; Integrity; Humility;</li> <li>• Explain Compassion (Kindness, Generosity, Love); Forming a Moral Identity;</li> <li>• Elaborate Character Building; Finding Role Models;</li> <li>• Describe Hearing Stories/Living Shared Stories; Learning from Hardship; Developing Habits;</li> <li>• Discuss Developing Personal Mission Statements; Identifying Values; Combating Evil: The Faces of Evil;</li> </ul>	6

	Evil as Dreadful Pleasure; Evil as Exclusion; Evil as Deception; Evil as Bureaucracy; Evil as a Choice; Evil as Ordinary.	
Unit 3	<b>Ethical Standards and Strategies</b>	
	<ul style="list-style-type: none"> <li>Describe Utilitarianism: Do the Greatest Good for the Greatest Number of People; Kant's Categorical</li> <li>Explain Imperative: Do What's Right No Matter the Cost; Applications and Cautions Justice as Fairness: Guaranteeing Equal Rights and; Pragmatism: Ethics as Inquiry; Applications and Cautions; Altruism: Love Your Neighbour;</li> <li>Discuss Ethical Decision Making and Behavior,</li> <li>Apply Ethical Decision Making: A Dual Process Approach,</li> <li>Elaborate Components of Moral Action 1: Moral Sensitivity (Recognition) Component 2: Moral Judgment, Component 3: Moral Focus (Motivation), Component 4: Moral Character</li> <li>Explain Decision-Making Formats Compliance Gaining; Communication of Expectations; Argumentation; Negotiation; Resisting Influence: Reciprocation (Give and Take); Commitment and Consistency; Social Proof; Liking; Authority; Scarcity</li> </ul>	7
Unit 4	<b>Shaping Ethical Contexts</b>	
	<ul style="list-style-type: none"> <li>Explain Building an Ethical Small Group,</li> <li>Discuss What's Ahead, The Leader and the Small Group, Fostering Individual Ethical Accountability,</li> <li>Describe Promoting Ethical Group Interaction, Comprehensive, Critical Listening, Defensive vs Supportive Communication,</li> <li>Explain Emotional Intelligence, Productive Conflict, Minority Opinion, Avoiding Moral Pitfalls, Groupthink, False Agreement,</li> <li>Describe The Leader as Ethics Officer, Ethical Climates, Signs of Healthy Ethical Climates, Recognition of Risk,</li> <li>Elaborate Zero Tolerance for Individual and Collective Destructive Behaviours-Justice-Integrity, Trust, Codes of Ethics, Ethical Socialization Processes, Ethics Training</li> </ul>	5
Unit 5	<b>Ethical Crises Leadership</b>	
	<ul style="list-style-type: none"> <li>Describe Crisis: An Overview, The Three Stages of a Crisis, Components of Ethical Crisis Management,</li> <li>Explain Assume Broad Responsibility, Practice Transparency,</li> <li>Discuss demonstrate Care and Concern, Engage the Head as Well as the Heart,</li> <li>Describe Improvise from a Strong Moral Foundation, Build Resilience, The Ethical Demands of Extreme Leadership</li> </ul>	6
Unit 6	<b>Indian Spiritual Traditions as Inspiration for Ethical Leadership</b>	
	<ul style="list-style-type: none"> <li>Explain Indian Spiritual Traditions as Inspiration for Ethical Leadership,</li> <li>Discuss Multidimensional View of Leadership from an Indian Perspective-Lessons for the Future for India and Europe</li> </ul>	6

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102

Seminar	1	3
Small Group Discussion	2	6
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	5	15
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Bellingham, R. (2003). Ethical leadership: Rebuilding trust in corporations. Human Resource Development.</li> <li>• Johnson, C. D. (2012). Meeting the ethical challenges of leadership: Casting light or shadow by Craig E. Johnson.</li> <li>• Millar, C., &amp; Poole, E. (2011). Ethical Leadership in a Global World-a roadmap to the book. In Ethical Leadership (pp. 1-14). Palgrave Macmillan, London.</li> <li>• Chatterji, M., &amp; Zsolnai, L. (Eds.). (2016). Ethical leadership: Indian and European spiritual approaches. Springer.</li> </ul>

<b>Course Title</b>	Creative and Critical Thinking
<b>Course Code</b>	PGOEC004
<b>Year/Semester</b>	First Year, Second Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	<p>Critical and creative thinking are two of the top, in-demand workplace skills. Critical and creative thinking skills are crucial to the process of decision-making, in both business settings and personal situations. One can improve decision-making by progressing through structured steps focused toward better understanding of the positions of arguments and ideas.</p> <p>In this course, students will learn the steps needed to break down an argument or idea. Students would learn to use and vary these steps in context. These methods would be helpful in minimizing the influence of bias in decision-making.</p>

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Discuss the relevance of creative and critical thinking in the decision-making and problem-solving process
CO2	Understand the process of decision making
CO3	Consider critical thinking from the perspective of multiple stakeholder/s.
CO4	Develop a habit of making unbiased and sound decisions lifelong
CO5	Develop right perception
CO6	Apply the method of creative and critical thinking within the decision-making and problem-solving process

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course CO</b>	1		M	H							L		
	2		H		M								L
	3		M				H						L
	4		H						M				L
	5	H	M										L
	6		M	H		L							

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to thinking	Thinking and reacting. Difference between 'Thinking' and 'reacting'. Right way of thinking and reacting. Shifting perception as the key to 'seeing' new opportunities, Describe ideas and concepts. Developing right perception.	6
Unit 2: Creative thinking	The process of creating new ideas , solving problems, developing Improvisation plans with existing resources, Understanding knowledge and ideas from unfamiliar territories Ideation, Apply ideas, Design new ideas.	5
Unit 3: Decision-making	The process of decision making, Identify habits that lead to cognitive biases which influence our decisions	6
Unit 4 Critical Thinking	Need of critical thinking, relevance of critical thinking in problem solving, methods of critical thinking, the resources required for critical thinking. Critical thinking to understand the "position" of the argument/s in front of us.	6
Unit 5 Application and solution	The perspectives of internal and external stakeholders (stakeholder analysis as part of critical thinking). The decision-making process, interest of the stakeholder	6
Unit 6: Application/ Project	Students will be assigned a community based/social project to apply the learnings from the course. And students will work on a community based project and provide solutions	6

<b>Competency mapping with the syllabus</b>
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Contents	Competencies	No. of Hours
Unit 1	<b>Introduction to thinking</b>	
	<ul style="list-style-type: none"> <li>Discuss Thinking and reacting.</li> <li>Explain Difference between 'Thinking' and 'reacting'.</li> <li>Describe Right way of thinking and reacting. Shifting perception as the key to 'seeing' new opportunities,</li> <li>Describe ideas and concepts. Developing right perception</li> </ul>	6
Unit 2	<b>Creative thinking</b>	
	<ul style="list-style-type: none"> <li>Explain the process of creating new ideas , solving problems, developing Improvisation plans with existing resources,</li> <li>Discuss Understanding knowledge and ideas from unfamiliar territories Ideation ,</li> <li>Explain and apply ideas,</li> <li>Design new ideas</li> </ul>	6
Unit 3	<b>Decision-making</b>	
	<ul style="list-style-type: none"> <li>Discuss The process of decision making,</li> <li>Describe habits that lead to cognitive biases which influence our decisions</li> </ul>	6
Unit 4	<b>Calmness and creativity</b>	
	<ul style="list-style-type: none"> <li>Describe Need of critical thinking,</li> <li>Explain relevance of critical thinking in problem solving, methods of critical thinking,</li> <li>Discuss the resources required for critical thinking.</li> <li>Illustrate Critical thinking to understand the "position" of the argument/s in front of us.</li> </ul>	6
Unit 5	<b>Application and solution</b>	
	<ul style="list-style-type: none"> <li>Describe The perspectives of internal and external stakeholders (stakeholder analysis as part of critical thinking).</li> <li>Explain The decision-making process,</li> <li>Discuss interest of the stakeholder</li> </ul>	6
Unit 6	<b>Application/ Project</b>	
	<ul style="list-style-type: none"> <li>Students will be assigned a community based/social project to apply the learnings from the course. And students will work on a community-based project and provide solutions.</li> </ul>	6

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	1	3
Small Group Discussion	2	6
Self-directed learning	1	3
Problem Based Learning	0	0
Case Based Learning	5	15
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

Mapping of assessment with Course Outcomes:						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Alfaro-Lefevre, R. (2017). Critical thinking and clinical judgment: A practical approach (7th ed.). Elsevier.</li> <li>• Schuster, P. M., &amp; Schuster, C. R. (2018). Concept mapping: A critical-thinking approach to care planning (4th ed.). F. A. Davis.</li> </ul>

<b>Course Title</b>	Social Media Marketing
<b>Course Code</b>	MDIG6301
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course covers various aspects of social media marketing, including platforms, career opportunities, planning cycles, and audience targeting. Students will learn to create effective social media strategies, engage with audiences ethically, and utilize tools for managing SMM efforts. Practical exercises will enable students to apply their knowledge in building brand advocates and managing corporate reputation in the digital age. The course culminates in developing and implementing a social media strategy for a chosen online community.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Identify various social media platforms and understand the different career opportunities available in social media marketing.
CO2	Explain the key concepts of social listening, the social media planning cycle, and the importance of goal setting in a social environment.
CO3	Analyse social media objectives and the 8 C's of Strategy Development, demonstrating an understanding of how to build brand advocates in the context of social media marketing.
CO4	Evaluate the importance of audience targeting in social media marketing, the role of big data in SMM market, and the process of SMM targeting.
CO5	Create a comprehensive social media marketing plan, including optimization strategies for the SMM media plan, usage of keywords, hashtags, and emojis in targeting branded posts.
CO6	Synthesise their knowledge by designing and implementing effective social media engagement practices, considering social media ethics, permission vs. interruption marketing, and entry strategies for successful SMM campaigns.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H					M				L		
	2	H	M								L		
	3	M		H									L
	4		H			M							L
	5			H		M							L
	6			H					M				L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction To Social Media Marketing	Introduction to social media marketing. Social media platforms, careers in social media marketing. Social listening, Social Media plan, social media marketing planning cycle. Goal setting in a social environment. Social media objectives, 8 C's of Strategy Development, Building brand advocates	6
Unit 2: Target Audience on Social media	Importance of audience targeting, SMM targeting process, role of big data in SMM market. SMM Media plan and its optimization. Usage of keywords, hashtags, and emoji's in targeting branded posts –best practices. Social media engagement practices, effective social media interaction. SMM ethics, Permission v/s interruption marketing, entry strategies.	6
Unit 3: Tools for Managing social Media	Tools for managing the social media marketing effort. Types of SMM tools-usability, tools v/s apps. Social networks: types of social networking platforms, social media and B2C- B2B marketers. White label social networking, social media-best practices.	6

Unit 4: Forms of Social Media Marketing	<p>Facebook Marketing:          Creating Facebook page, uploading contacts for invitation, exercise on fan page wall posting.          Increasing fans on fan page, fan page marketing, fan engagement, fan page marketing apps.          Facebook advertising, types, best practices, Edgerank algorithm, Advert scheduling and delivery, Facebook Insights.          Practical session 2: Creating Facebook advertising campaign, targeting in ad campaign, payment modes-CPC VS CPM VS CPA, setting up conversion tracking, using power editor tool for advertising, Advanced Facebook advertising tools like Qwaya.</p> <p>Linkedin Marketing :          Understanding linkedin Company profile VS individual profiles, Understanding linkedin groups marketing on linkedin groups, Linkedin advertising-best practices          Increasing ROI from Linkedin ads, Linkedin publishing, Company pages, Adv on Linkedin, Display VS text, LinkedIn Sales Navigator. Twitter marketing: Understanding twitter, Tools to listen and influence on twitter –TweetDeck, , PeerIndex, How to do marketing on Twitter, Black hat techniques of twitter marketing          Advertising on twitter, Creating campaigns, Types of ads, Tools for twitter marketing, Twitter advertising, Twitter cards, Instagram marketing: Getting Started - Establishing Your Instagram Account -Instagram Starter Mission!          Choosing the Perfect Instagram Handle / Username -Choosing the Right Instagram Name -Perfecting your Instagram Display Picture          Optimizing Your Instagram Bio -Creating your Instagram Account Call-to-Action (CTA) -Photo Licensing and Image Ownership          What to post on Instagram (Theme and Purpose)          The Best Times to Post on Instagram? -Increasing your Image and Video Exposure -Identifying and Locating your Target Audience on Instagram          Verify and Expand your Target Audience -Promotional Strategy Spectrum: Sprint Vs Marathon ,Successfully Promoting your Instagram Account Outside of Instagram          Connecting with your target Audience using Hashtags -Promoting your Instagram Business to Your Target Audience ,Live promotion demonstration          Birds Eye Overview of the Instagram Promotional Funnel          Split Testing your Promotional Funnels to Increase Followers- Growing your Instagram Account by Leveraging your followers          Instagram Mind-sets: Building Trustworthy Long Term Relationships ,Instagram Process for Converting Followers to Customers ,Converting Followers to Website Visitors , Converting Website Visitors to Email Addresses , Converting Emails, and Instagram Followers to Sales          Introduction to IGTV -IGTV Walk Through -Two examples of how brands are utilizing IGTV          Introduction to Instagram Ads -          Other Emerging Platforms: SnapChat, Pinterest, YouTube, TikTok, Reddit, BeReal.</p>	6
Unit 5: Corporate reputation in the digital age	<p>Corporate reputation in the digital age, types of reputational risks, Crisis v/s issue. Reputation and participatory culture-importance, audience involvement as story co-creators, Building participatory cultures. Managing reputation online: building reputation, conversation and coverage, Issue addressal. Protecting a Reputation: identify ways to embrace online negativity/criticism,</p>	6

	evaluating response. Best practice in reputation management - building a sustainable corporate brand online.	
Unit 6: Activity Based Learning	<p>Activity Based Learning will include development of an online brand/community of your choice (e.g. fashion, beauty, sports, music, SMM, etc.) and creation and implementation of a social media strategy for it. In the beginning of the semester, students will be assigned into groups of 4-5 members based on their interests. Weekly Group Activities (20%) These activities will guide you step-by-step through the most important stages of development and implementation of your social media strategy, from social media audit, to content creation, content marketing and evaluation.</p> <p>Social Media Strategy (first draft – 5%, final version – 15%; 20% in total) Generally speaking, the scope of the team project is to develop a social media strategy for your online community. The specifics will be discussed in the first class session. You should expect to do the following:</p> <p>Perform audit of the current situation for your community and its ‘competitors’, particularly with respect to their communications strategy.</p> <p>Develop clear communication objectives based on the situation analysis and the identified opportunities.</p> <p>Articulate (and subsequently evaluate) a social media strategy for your online community.</p>	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1: Introduction To Social Media Marketing	<ul style="list-style-type: none"> <li>• Explain why social media is important</li> <li>• Define social media marketing</li> <li>• Describe the careers in social media marketing</li> <li>• Importance of Social Listening</li> <li>• Define a social media plan</li> <li>• Explain the social media marketing planning cycle</li> <li>• Describe how to create social media objectives</li> <li>• List the 8 C’s of Strategy Development</li> <li>• Differentiate self-promotion versus building army of advocates on the social web</li> </ul>	6
Unit 2: Target Audience on Social media	<ul style="list-style-type: none"> <li>• Explain the importance of audience targeting</li> <li>• Describe the SMM targeting process</li> <li>• Define big data and describe its role in SMM target</li> <li>• Determine the contents of SMM media plan</li> <li>• Explain what optimization means in SMM</li> <li>• Discuss uses of keywords, hashtags, and emoji’s in targeting branded posts.</li> <li>• Determine the principles for success in social media engagement</li> <li>• Define the rules of engagement for SMM</li> <li>• Differentiate the initial entry strategy FOR Passive vs. Active</li> </ul>	6
Unit 3: Tools for Managing social Media	<ul style="list-style-type: none"> <li>• Describe SMM tools</li> <li>• Identify types of SMM tools</li> <li>• Discuss how to go about choosing SMM tools for different types of marketing activities</li> <li>• Review examples of different types of SMM tools and explain how their use can improve the marketing effort</li> <li>• Discuss the difference between tools and apps</li> </ul>	6

	<ul style="list-style-type: none"> <li>Describe types of social media platforms with emphasis on social networks</li> <li>Explain some ways both B2C and B2B marketers use social networks</li> <li>Define a white label social networking and understand how it is used in marketing and customer engagement.</li> </ul>	
Unit 4: Forms Of Social Media Marketing	<ul style="list-style-type: none"> <li>Create a Well-Positioned, Visually-Striking SMM profiles</li> <li>Identify and Express Your Brand's Voice</li> <li>Identify creative Ways to Use Hashtags Correctly</li> <li>Determine their Target Market with their Target SMM Audience</li> <li>Discuss how to Build a Marketing Persona Lesson</li> <li>Discuss types of Feeds and Their Outcomes</li> <li>Explain how to connect Business Goals to SMM platforms</li> <li>Execute and build a SMM Schedule Lesson</li> <li>Identify best practices for marketing with social media platforms- Facebook, LinkedIn, Twitter and Instagram</li> <li>Explain the benefits of marketing with microblogs</li> <li>Develop a personal branding plan using microblogging</li> <li>Determine how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value.</li> <li>Appreciate the importance of the emerging platforms</li> </ul>	6
Unit 5: Corporate reputation in the digital age	<ul style="list-style-type: none"> <li>Identify what a corporate reputation is and why it is important</li> <li>Critically evaluate how the digital age has affected reputation management</li> <li>Identify the types of reputational risk that exist online and the difference between an issue and a crisis</li> <li>Explain what participatory culture is and why it is important</li> <li>Determine how to utilise the audience as co-creator of the story and brand</li> <li>Discuss recommended ways in which to build a strong participatory culture</li> <li>Explain how to build a reputation – conversation and coverage</li> <li>Determine how to protect a reputation in times of adversity</li> <li>Determine the art of embracing negative criticism.</li> <li>Explain how ethics relates to corporate reputation</li> <li>Differentiate between the best practices in building a sustainable corporate brand online.</li> </ul>	6
Unit 6: Activity Based Learning	<ul style="list-style-type: none"> <li>Create social media marketing campaigns with targeted objectives &amp; outcome measurements.</li> </ul>	6

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	34	102
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	6	18
Practical	0	0
Revision	2	6
Assessment	5	0

<b>TOTAL</b>	<b>50</b>	<b>135</b>
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<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Barker, M., Barker, D. I., Bormann, N. F., &amp; Zahay, D. (2017). Social Media Marketing: A Strategic Approach. South-Western, Cengage Learning. ISBN-13: 978-1305502758.</li> <li>• Hanson, W. (2000). Principles of Internet Marketing (1st ed.). South Western Publishing. ISBN-13: 978-0538875738.</li> </ul>

<b>Course Title</b>	Search Engine Optimisation
<b>Course Code</b>	MDIG6302
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course is designed to provide fundamental knowledge about search engines, it provides a detailed knowledge about Search Engine Optimization and its utility to a business organisation. It throws light on the changing landscape of Search engine optimization and future of Search engine optimization. The course provides knowledge about SEO strategies and tactics applied to drive more organic search results to a specific website or a set of websites.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the anatomy and characteristics of search engines and classify them based on their types.
CO2	Analyse the significance of keywords, differentiate between natural language and Boolean search, and optimize keyword density while avoiding keyword stuffing.
CO3	Examine the impact of PPC on SEO, implement PPC strategies for various categories, conduct keyword research, create effective ad descriptions, and monitor and analyze PPC results to assess keyword traffic versus conversion.
CO4	Develop SEO targeting strategies for various directories, employing social media optimization and mobile search engine optimization techniques, and utilising plug-ins to enhance SEO.
CO5	Evaluate web analytics, keywords, links, and content towards identifying SEO problems and applying solutions, interpretation of web statistics, and performing competitive analysis using server logs and conversion analysis.
CO6	Plan behavioural and placement targeting in online campaigns, allocate budgets for keywords, manage bids, track keywords and conversations, calculate PPC costs and click-through rates, and evaluate the ROI of PPC campaigns while avoiding search engine spam using content management systems.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H				M					L		
	2	H				M							L
	3			H		M							L
	4			H		M							L
	5		H			M							L
	6			H								M	L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: SEO Basics	Anatomy & Characteristics of Search Engine, Search Engines Classifications, SEO Goal Setting, Organic SEO Plan, Website Optimization, SEO friendly page	6
Unit 2: Key Word Planning	Keywords & its importance, Heuristics, Natural Language Vs Boolean Search, Keyword Destiny, Keyword Stuffing & Optimization	6
Unit 3: Optimizing Search Strategies	Types of Directories, SEO Targeting Strategies, Pay for Inclusion, Spider/Robots/Crawlers, SEO Spam, Social Media Optimization & Strategy, Mobile Search Engine Optimization, Plug Ins in SEO	6
Unit 4: Maintaining SEO	Web Analytics, Keywords, Links, Content, SEO Problems & Solutions, SEO Success, Web Statistics, Competitive Analysis, Server Logs, Conversion Analysis	6
Unit 5: Pay Per Click and SEO	Effect of PPC on SEO, PPC- Working, PPC- Category, Keyword Research, Writing Ad Descriptions, Monitoring & Analysing Results, Keyword Traffic Vs Conversation, Landing Page	6



Unit 6: Online Campaign Targeting and Management	Behavioural Targeting, Placement Targeting, Keyword Budgeting, Bid Management, Tracking Keywords & Conversations, PPC Cost, Click Through Rates, ROI of PPC, Search Engine Spam, Content Management System.	6
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Competency mapping with the syllabus		
Contents	Competencies	No. of Hours
Unit 1	SEO Basics	
	<ul style="list-style-type: none"> <li>Describe the Characteristics of Search Engine</li> <li>Classify Search Engines</li> <li>Recognize Long Tail Search</li> <li>Discuss SEO Goal Setting &amp; Plan Creation</li> <li>Illustrate &amp; design Organic SEO Plan</li> <li>Appraise Website Optimization</li> <li>Identify Components of SEO friendly page</li> </ul>	6
Unit 2	Key Word Planning	
	<ul style="list-style-type: none"> <li>Describe Importance of Keywords</li> <li>Appraise Picking right Keyword</li> <li>Analyse Keyword Density</li> <li>Predict on leveraging Organic Keyword</li> <li>Interpret Keyword Stuffing &amp; Optimization</li> </ul>	6
Unit 3	Optimizing Search Strategies	
	<ul style="list-style-type: none"> <li>Classify Types of Directories</li> <li>Construct SEO Targeting Strategies</li> <li>Devise Pay for Inclusion Service</li> <li>Appraise Mobile Search Engine Optimization</li> <li>Analyse Monetizing Traffic as SEO Strategy</li> <li>Recognize Plugins in SEO</li> </ul>	6
Unit 4	Maintaining SEO	
	<ul style="list-style-type: none"> <li>Evaluate Web Analytics, Keywords, Links, Content</li> <li>Examining SEO Problems &amp; Solutions</li> <li>Assess SEO Success</li> <li>Analysing Web Statistics, Competitive Analysis</li> <li>Devise Conversion Analysis</li> </ul>	6
Unit 5	Pay Per Click and SEO	
	<ul style="list-style-type: none"> <li>Indicate Effect of PPC on SEO</li> <li>Illustrate PPC- Working, PPC- Category</li> <li>Analyse Keyword Competitive Research</li> <li>Devise Effective Keywords</li> <li>Formulate Writing Ad Descriptions</li> <li>Demonstrate Monitoring &amp; Analysing Results</li> <li>Appraise Key Word Placement</li> <li>Examine Keyword Traffic Vs Conversation</li> <li>Interpret PPC Advertisement Text</li> <li>Recognize Landing Page</li> </ul>	
Unit 6	Online Campaign Targeting and Management	
	<ul style="list-style-type: none"> <li>Outline Behavioural Targeting : Benefits &amp; Advantage</li> <li>Construct Placement Targeting, Keyword Budgeting</li> <li>Illustrate Bid Management</li> <li>Devise Tracking Keywords &amp; Conversations</li> <li>Assess Reducing PPC Cost, Improving Click Through Rates, ROI of PPC</li> <li>Identify Search Engine Spam, Content Management System</li> </ul>	

	<ul style="list-style-type: none"> <li>• Categorize Communities to improve SEO</li> <li>• Explain how Links &amp; Linking Works</li> </ul>	
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<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	34	102
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	6	18
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Ledford, J. L. (2019). Search engine optimization (2nd ed.). Wiley Publication Inc.</li> <li>• Wall, A. M. (2016). Search engine optimization: The definitive guide (2nd ed.). New Riders.</li> </ul>

<b>Course Title</b>	Online Advertising
<b>Course Code</b>	MDIG6303
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course is designed to equip the students with the skills needed to execute online campaign. The students are introduced to different components of Internet advertising like media planning and buying, remarketing, affiliate marketing, and more, which will help them to online strategies and run online campaigns.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe online advertising, how it works, and its benefits, approaches, and execution processes.
CO2	Analyse media planning techniques for reaching the right audience and media buying strategies using metrics like CPI, CPO, CPA, and CTR.
CO3	Implement remarketing strategies to assess their impact on ROI and create remarketing lists on Google Ads.
CO4	Apply fundamental design principles, elements, and techniques to create attractive creatives and use appropriate colours, themes, and typography to ensure effective design.
CO5	Demonstrate an understanding of e-commerce concepts and work on product keyword research, inventory management, supply chain management, packaging and shipping, and selling on online platforms.
CO6	Evaluate the significance of Adsense, blogging, and affiliate marketing in the new age and utilize relevant tools like Google Adsense and Youtube Adsense.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H		M							L		
	2		M			H							L
	3		M		H								L
	4	M		H									L
	5	H	M										L
	6	H				M							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Online Advertising	Understanding Online advertising, the functioning of the same, its benefits, approaches and execution part, steps involved in developing Online advertising. The communication process, understanding advertising in the new age.	7
Unit 2: Digital Media Planning and Buying	Media Planning - determining when, where, and how often to advertise to maximize conversions and ROI; Reaching the right audience at the right time and right context; Media buying and its types; Cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc.; Platform-based Ad space, and media planning and budgeting; Building an effective media planning and buying strategy.	7
Unit 3: Web Remarketing	Remarketing; Understanding the impact of remarketing on ROI; Creating a remarketing list; Creating remarketing lists on Google Ad.	4
Unit 4: Design Essentials	To become a successful digital marketer, one needs to understand the importance of the role played by design. It includes fundamental principles, elements, and techniques that form the foundation of effective design across various disciplines, such as graphic design, web design, or industrial design; Characteristics of an ad; How to create attractive creatives; Colour theory; Designing tools; Understanding	8

	aesthetics; Understanding design essentials – typography, colours and themes	
Unit 5: E commerce management	Understand the concepts of e-commerce; Product keyword research, Inventory management, Supply chain management, Packaging & shipping, Selling on online platforms, Uploading products to an online marketplace, Business processes.	4
Unit 6: Adsense, Blogging, and Affiliate Marketing	Understanding Adsense , Blogging and affiliate marketing and the importance attached to them in the new age. Work on the intricacies to ensure the new learning is well made aware of. Learning relevant tools like Google Adsense and Youtube Adsense	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Introduction to Online Advertising</b>	
	<ul style="list-style-type: none"> <li>Describe the Role of Internet advertising in marketing process</li> <li>Discuss the New age advertising (Online) planning model, Marketing and process model</li> <li>Explain the Communication process and steps involved in developing Internet programme</li> <li>Assess effectiveness of marketing</li> <li>Communications through the method of Online advertising</li> </ul>	7
Unit 2	<b>Digital Media Planning and Buying</b>	
	<ul style="list-style-type: none"> <li>Understand client's ROI goals</li> <li>Prepare Media plans</li> <li>Execute cost-effective media buying</li> <li>Formulating media planning and buying strategy</li> <li>Summarise CPI, CPO, CPA, CTR</li> </ul>	7
Unit 3	<b>Web Remarketing</b>	
	<ul style="list-style-type: none"> <li>Understand the role of remarketing in digital marketing</li> <li>Summarise the impact of remarketing on ROI</li> <li>Illustrate how to create a remarketing list</li> <li>Create remarketing list using Google ads</li> </ul>	4
Unit 4	<b>Design Essentials</b>	
	<ul style="list-style-type: none"> <li>Describe different characteristics of an advertisement</li> <li>Interpret How to create attractive creatives</li> <li>Executing colouring theories</li> <li>Using tools</li> <li>Develop an overall sense of designing</li> </ul>	8
Unit 5	<b>E commerce management</b>	
	<ul style="list-style-type: none"> <li>Describe the basics of e-commerce marketing</li> <li>Associate with the fundamentals of Keyword research</li> <li>Infer the role of Inventory management in e-commerce</li> <li>Comprehend online marketplace</li> <li>Relate with e-commerce Business processes</li> </ul>	4
Unit 6	<b>Adsense, Blogging, and Affiliate Marketing</b>	
	<ul style="list-style-type: none"> <li>Apply Adsense and affiliate marketing techniques</li> <li>Illustrate how to monetize blogs and web content</li> <li>Use Google Adsense and Youtube Adsense</li> <li>Deduce creative content which is SEO-friendly</li> </ul>	6

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>

Lecture	34	102
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	6	18
Practical	0	0
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments				x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Wiktor, J. W., &amp; Sanak-Kosmowska, K. L. (2023). Information Asymmetry in Online Advertising (Routledge studies in Marketing).</li> <li>• Geskey Sr, R. D. (2016). Media Planning and Buying in the 21st century.</li> <li>• Chaffey, D. (2007). E-business and E-commerce Management: Strategy.</li> </ul>

<b>Course Title</b>	Marketing Analytics
<b>Course Code</b>	MDIG6304
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	4
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course in Marketing Analytics explores the growing role of data in marketing. Taking a two-fold approach, the course looks in-depth at the two primary kinds of data available to marketers: internal, or what is called marketing analytics, and external, or big data. In this course the students will learn various tools for generating marketing insights from empirical data in such areas as segmentation, targeting and positioning, perceptual mapping, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis, neural networks, logistics regression etc. This will be a hands-on course based on the statistical software approach, and on actual business situations.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe marketing analytics, the analytics process, challenges, and capabilities in marketing.
CO2	Describe ROI, top-down revenue, and the evolution of digital analytics disciplines.
CO3	Explain owned and earned social metrics, demystify web data, and align digital and traditional analytics.
CO4	Describe social media listening tools, understand search analytics, and perform content audits and engagement analysis.
CO5	Apply segmentation, targeting, and positioning approaches, conduct segmentation analysis, and use perceptual maps for positioning.
CO6	Utilize forecasting techniques and models to predict sales of new products during different lifecycle phases.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	M								L		
	2	H									L	M	
	3	H		M							L		
	4	H			M						L		
	5		H	M									L
	6	H				M							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Marketing Analytics	Define marketing analytics, Analytics Process: Flying Blind, The State of Marketing Analytics, Attitude Toward Marketing Analytics, Marketing Analytics Challenges, Marketing Analytics Capabilities, Using Excel to find (slicing and dicing marketing data with pivot tables, summarize marketing data through charts and functions)	5
Unit 2: Understanding Digital Analytics Concepts	Determining Your Owned and Earned Social Metrics, Demystifying Web Data, Searching for the Right Metrics, Aligning Digital and Traditional Analytics, Bringing It All Together (Reporting Time Line-reporting template), Using Excel to find Pricing (Estimating Demand Curves and Using Solver to Optimize Price- Price Bundling- Price Skimming and Sales- Simple Linear Regression and Correlation- Using Multiple Regression to Forecast Sales-Forecasting in the Presence of Special Events- Modelling Trend and Seasonality- Using Neural Networks to Forecast Sales)	7

Unit 3: Getting Started with Analytics and picking the tools of the trade	Identifying a Social Media Listening Tool, Understanding Social Media Engagement Software, Purchasing Social Media Engagement Tools, Social Media Listening in the Present Day, Understanding the Basics of Search, Search Analytics Use Cases, Free Tools for Collecting Insights through (Search data, Google trends, YouTube trends, Google Adworks key tool, Yahoo clues), Paid Tools for Collecting Insights Through Search Data (The Bright Edge SEO Platform, Wrapping up Search Analytics), Content Audits, Engagement Analysis, Using Excel to find (Conjoint Analysis- Logistic Regression- Discrete Choice Analysis)	7
Unit 4: Market segmentation, targeting and positioning	Segmentation, targeting & positioning approach, segmentation analysis, traditional segmentation, targeting individual customers, positioning through brand linkage, positioning using perceptual maps, combining perceptual and preference mapping, reverse mapping, uses and limitation of perceptual and preference mapping, Using Excel to find (Cluster Analysis- Collaborative Filtering- Using Classification Trees for Segmentation).	6
Unit 5: Forecasting and launching new product	General Overview of the Product Lifecycle, The Product Lifecycle Introduction Phase, The Product Lifecycle Growth Phase, The Product Lifecycle Maturity Phase, New product service design, Using Excel to find (Using S Curves to Forecast Sales of a New Product, The Bass Diffusion Model, Using the Copernican Principle to Predict Duration of Future Sales)	6
Unit 6: Return on Investment and The Future of Digital Data Business Intelligence	Defining ROI, Return on Engagement (ROE), Return on Influence, Return on Experience, Properly Tracking ROI, Understanding the Top-Down Revenue, Utilizing Bottom-Up Measurement Models, Watching How the Digital Analytics Disciplines Evolve, Understanding Where Digital Analytics Goes, Using Excel to find (ROI & Dashboard); Sales Force and Channel Management, Advertising Metrics, Mobile Metrics, SEM Metrics and Customer Profitability	5

Competency mapping with the syllabus		
Contents	Competencies	No. of Hours
Unit 1	Introduction to Marketing Analytics	
	<ul style="list-style-type: none"> <li>Explain marketing analytics</li> <li>Discuss the state of marketing analytics process</li> <li>Discuss the trends or attitude toward marketing Analytics</li> <li>Determine marketing analytics challenges</li> <li>Examine the marketing analytics capabilities</li> <li>Critically evaluate using excel how will you slice and dice marketing data using pivot tables</li> </ul>	5
Unit 2	Understanding Digital Analytics Concepts	
	<ul style="list-style-type: none"> <li>Describe what demystifying Web Data</li> <li>Distinguish between your owned social metrics and earned social metrics</li> <li>Apply the concept of how search right metrics will function</li> <li>Evaluate how aligning digital and traditional analytics works</li> <li>Critically show how a reporting time and line-reporting template works</li> <li>Critically evaluate using excel how will you find the pricing for estimating demand curves by using solver to optimize price/ price bundling/ price skimming and sales/ simple linear regression and correlation/ using multiple regression to forecast sales/ forecasting in the presence of special events/ modelling trend and seasonality/ using neural networks to forecast sales</li> </ul>	7
Unit 3	Getting Started with Analytics and picking the tools of the trade	

	<ul style="list-style-type: none"> <li>Understand the need of social media listening</li> <li>Analyse social media engagement data using tools</li> <li>Discuss the different purchasing social media engagement tools</li> <li>Apply the concept of social media listening how it is relevant in present day</li> <li>Appraise the basic understanding of search, search analytics using free tools and paid tools Paid</li> <li>Apply excel conjoint analysis- logistic regression/ discrete choice analysis</li> </ul>	7
Unit 4	Market segmentation, targeting and positioning	
	<ul style="list-style-type: none"> <li>Explain the concept of segmentation, targeting &amp; positioning approach</li> <li>Identify how segmentation analysis is carried out</li> <li>Discuss about traditional segmentation and how individual customers can be targeted</li> <li>Determine how brand linkage can be positioned</li> <li>Determine the positioning using perceptual maps</li> <li>Evaluate how perceptual and preference mapping/ reverse mapping are used</li> <li>Explain the use and limitation of perceptual and preference mapping</li> <li>Critically evaluate using excel to following roles using cluster analysis/ collaborative filtering/ classification trees for segmentation</li> </ul>	6
Unit 5	Forecasting and launching new product	
	<ul style="list-style-type: none"> <li>Explain the overview of the product lifecycle</li> <li>State how the product lifecycle works in the introductory phase</li> <li>Discuss the product lifecycle growth phase</li> <li>Determine the different maturity phase of product lifecycle</li> <li>Evaluate a new product service design</li> <li>Critically evaluate using excel to do the following using s curves to forecast sales of a new product/ using bass diffusion model/ using Copernican principle to predict duration of future sales</li> </ul>	6
Unit 6	Return on Investment and the Future of Digital Data Business Intelligence	
	<ul style="list-style-type: none"> <li>Defining ROI, Return on Engagement (ROE), Return on Influence, Return on Experience</li> <li>Explain return on investment</li> <li>Discuss return on Experience</li> <li>Evaluate the top-down revenue approach</li> <li>Evaluate how bottom-up measurement models are used</li> <li>Critically evaluate how the digital analytics disciplines evolve</li> <li>Understanding Where Digital Analytics Goes,</li> <li>Use Excel to find ROI &amp; Dashboard</li> </ul>	5

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	24	72
Seminar	0	0
Small Group Discussion	2	6
Self-directed learning	3	9
Problem Based Learning	1	3
Case Based Learning	4	12
Practical	24	72
Revision	2	6



Assessment	5	0
<b>TOTAL</b>	<b>65</b>	<b>240</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	X	X	X			
Quizzes	X	X	x	X	X	X
Assignments			X	X	X	X
End Semester Examination	x	x	X	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Hemann, C., &amp; Burbary, K. (2013). Digital marketing analytics: Making sense of consumer data in a digital world. Pearson Education.</li> <li>• Winston, W. L. (2014). Marketing analytics: Data-driven techniques with Microsoft Excel. John Wiley &amp; Sons.</li> <li>• Rackley, J. (2015). Marketing analytics roadmap. New York City: Apress.</li> <li>• Lilien, G. L., Rangaswamy, A., &amp; De Bruyn, A. (2017). Principles of Marketing Engineering and Analytics. DecisionPro.</li> <li>• Bendle, N. T., Farris, P. W., Pfeifer, P. E., &amp; Reibstein, D. J. (2016). Marketing Metrics. Pearson.</li> </ul>

<b>Course Title</b>	Content Marketing
<b>Course Code</b>	MDIG6305
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	2
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course objective is to develop students' cognitive skills in creating content and marketing the content to a wider audience in gaining competitive messages. The key aspects covered in this course are the management of content, the strategies used to develop content, the target of the content developed effective reach and retention of the content among the viewers and the readers, and the emphasis on creating a brand by using different content management techniques. The course design includes creating original content by the students and developing a brand through content marketing.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO 1:	Explain the core concepts of content marketing and its relevance to business, along with developing and managing content effectively.
CO 2:	Analyse content marketing frameworks to develop captivating content to engage the audience ethically, utilizing storytelling techniques effectively.
CO 3:	Apply AIDA and DAGMAR concepts to position the content, build a long-term content plan, and collaborate with influencers to enhance the content strategy.
CO 4:	Utilize different types of content (blogs, whitepapers, case studies, infographics) to employ a process to generate ideas for content creation.
CO 5:	Implement best practices on different social media platforms, establish partnerships with influencers and guest bloggers by identifying factors affecting keyword research and Google searches.
CO 6:	Develop scripts for multimedia content to achieve maximum reach and mileage by proactively identifying republishing and repurposing opportunities through the analysis of content performance.

<b>Mapping of Course Outcomes to Program Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H		M									L
	2	H		M									L
	3		H	M									L
	4			H		M							L
	5				M	H							L
	6			H	M								L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Content Marketing	The basis of content marketing. Core Concepts of content marketing, Relevance of content marketing to business, developing content, managing the editing of content and the strategy involved in content development and managing.	4
Unit 2: The Power of Storytelling and Framework for creating content	Understanding the content marketing frameworks, Analysing the context and developing content, captivating the content to grab viewers eyeballs, editing and headline management techniques and involving the audience in keeping a keen eye on ethics. Why a business does need a story, and what do you need to tell a great story? Why does a business need a framework for creating content, and how does it build this? What resources will you need to create meaningful content?	4
Unit 3: Planning a Content Targeting Strategy	Introduction to AIDA and DAGMAR, Positioning the content. Concept of Marketing to the audience persona. Risk Management. Building a larger network, elevating empathy and experience maps.	4

	Why long-term content planning is important and how to build a long-term content plan How to work with influencers to improve your content strategy efforts	
Unit 4: Mastering Content Types and Generating Ideas for Meaningful Content Creation	Introduction to different types of content, developing blogs, whitepapers, case studies and infographics and developing course plans for the content to be reachable to the target with business opportunities. Why do you need a process to generate ideas for content creation, where do ideas come from, and how do you come up with them?	4
Unit 5: Virality - Create viral content	Factors affecting keyword research and Google searches, increasing the presence in social media and other platforms. Best practices in different social media platforms and partnering with celebs and famous guest bloggers. How to create, structure, and optimize a blog post. How do you write an effective blog post?	4
Unit 6: Measuring and Analysing Value out of Your Content Through Repurposing	Managing the contracts through various promotions and subscriptions. Increasing subscriptions and views. Managing the content performance, Analysing the new opportunities in various media platforms. Developing the scripting of audio and video multimedia contents for maximum reach and mileage. How can you proactively identify republishing and repurposing opportunities before a piece of content is created? How do you repurpose and republish a successful piece of content after it's been created? How do you repurpose content to support a product launch?	4

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Introduction to Content Marketing</b>	
	<ul style="list-style-type: none"> <li>Define content marketing and why it is important</li> <li>Describe the core components of content marketing</li> <li>Describe how content marketing is changing the marketing in today's world</li> <li>Describe the relevance of content marketing</li> <li>Explain how content is developed</li> <li>Describe how content is useful for organisations</li> <li>Identify the strategies involved in content development</li> </ul>	4
Unit 2	<b>The Power of Storytelling and Framework for creating content</b>	
	<ul style="list-style-type: none"> <li>Describe the content marketing frameworks</li> <li>Describe how organisations must analyse the context to set the content marketing strategy</li> <li>Explain how marketers create captivating content to get customers attention</li> <li>Identify the techniques involved in headline management</li> <li>Describe the importance of ethics in headline management</li> <li>Identify the importance of storytelling in content marketing</li> <li>Explain the importance of a framework for content management</li> <li>Identify the techniques of building a framework for creating content</li> <li>Describe the resources needed to create meaningful content</li> </ul>	4
Unit 3	<b>Planning a Content Targeting Strategy</b>	

	<ul style="list-style-type: none"> <li>• Describe the AIDA model and its importance</li> <li>• Describe DAGMAR model</li> <li>• Identify the importance of positioning the content</li> <li>• Explain how audience persona plays a role in the creation of content</li> <li>• Explain the importance of Risk management</li> <li>• Identify why the network is important in today's marketing world</li> <li>• Define the roles of empathy and experience maps</li> <li>• Describe the role played by long time content planning</li> <li>• Define the role played by influencers in improving content</li> </ul>	4
Unit 4	<b>Mastering Content Types and Generating Ideas for Meaningful Content Creation</b>	
	<ul style="list-style-type: none"> <li>• Describe the Strategic Types of Content</li> <li>• Explain Blog Posts, Whitepapers, Case Studies, Infographics</li> <li>• Describe Attraction Content</li> <li>• Define role played by Affinity Content</li> <li>• Define the Action Content</li> <li>• Explain Authority Content</li> <li>• Making Action Content Actionable</li> </ul>	4
Unit 5	<b>Virality - Create viral content</b>	
	<ul style="list-style-type: none"> <li>• Describe the importance of conducting keyword research to rank in Google searches</li> <li>• Identify the role played by online presence</li> <li>• Define best practices for social media posts on each platform</li> <li>• Identify the importance of promoting content with guest blogs</li> </ul>	4
Unit 6	<b>Measuring and Analysing Value out of Your Content Through Repurposing</b>	
	<ul style="list-style-type: none"> <li>• Identify the importance of promoting organic and paid channels</li> <li>• Describe the importance of understanding results, likes, subscriptions and shares.</li> <li>• Identify why setting goals and measuring content performance is important</li> <li>• Describe the metrics used to track the performance</li> <li>• Identify the importance of communicating the content's performance</li> <li>• Define the opportunities for new media and platforms</li> <li>• Describe the importance of audio and video qualities in scripting multimedia content.</li> </ul>	4

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	24	72
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	0	0
Problem Based Learning	0	0
Case Based Learning	3	9
Practical	0	0
Revision	2	6

Assessment	5	0
<b>TOTAL</b>	<b>35</b>	<b>90</b>

<b>Mapping of Assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x		
Assignments					x	
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Halvorson, K., &amp; Rach, M. (2012). Content strategy for the web. New Riders.</li> <li>• Hall, J. (2016). Top of mind: Use content to unleash your influence and engage those who matter to you. McGraw-Hill Education.</li> <li>• Busche, L. (2017). Powering content: Building a nonstop content marketing machine. Shroff/O'Reilly.</li> </ul>

<b>Course Title</b>	Research Project
<b>Course Code</b>	MDIG6306
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	3
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course "Research Project" is designed to equip marketing students with the necessary skills to conduct meaningful and impactful research in the field. Students will learn how to identify relevant research topics aligned with their interests and academic goals. They will analyse existing literature to identify gaps for investigation and design a comprehensive research plan using appropriate methods and data collection tools. Through critical evaluation and statistical analysis of collected data, students will draw meaningful insights and communicate their findings through written reports and presentations. Additionally, they will develop actionable recommendations, showcasing their ability to apply research insights to real-world marketing challenges and opportunities.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Identify a relevant research topic in marketing that aligns with their interests and academic objectives.
CO2	Analyse existing literature and research findings related to their chosen marketing research topic to identify gaps and areas for further investigation.
CO3	Design a comprehensive research plan, including selecting appropriate research methods, data collection tools, and sampling techniques, to address their research questions effectively.
CO4	Evaluate critically the collected data and apply appropriate statistical analysis methods to draw meaningful conclusions and insights from their research findings.
CO5	Communicate their research findings through written reports and oral presentations to demonstrate a comprehensive understanding of the marketing research project.
CO6	Develop actionable recommendations based on their research findings to address marketing challenges and opportunities, showcasing their ability to apply research insights to real-world marketing scenarios.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	H	M								L		
	2	H	M										L
	3			H		M							L
	4		H			M							L
	5		M	L							H		
	6		H		M								L

<b>Research Project Workflow</b>
<p><b>Stage 1: Identification of topic and problem statement</b></p> <p>Each student shall carryout a literature review and identify a suitable topic for research substantiated by a research gap and prepare the problem statement in consultation with the guide. A synopsis in this regard must be submitted to the guide and obtain approval of the guide. Approved topic will be communicated by the guide to the programme coordinator. Proposed title of the work can be identified at this stage. The title should be brief but informative and reflect the study's objectives. It should neither be too short nor too long. It must be written after the whole synopsis has been written so that it is a true representative of the study.</p> <p><b>Stage 2: Undertaking research work</b></p> <ul style="list-style-type: none"> <li>Literature review – Additional literature review, as required, must be carried out to emphasize the research gap, identify the methodology, hypotheses, and sources of data. The literature review chapter shall project the same. Faculty guide may review the same and approve.</li> <li>Data Collection – Student must collect the data required for the study, carryout data cleaning and present them to the guide.</li> <li>Application of Methodology – Student must apply the methods identified and carryout the calculations required. Test the hypotheses. The results obtained shall be presented to the guide along with the calculations for approval.</li> </ul>

- Analysis and Interpretation – Student must analyze the results obtained and develop the interpretations.

### **Stage 3: Report writing.**

A systematic report of the research work undertaken must be prepared by the student. The report must contain following contents.

- Abstract – An abstract of approximately 300 words may be presented to give an overview the study.
- Introduction – detailing the conceptual introduction to the research topic, relevance and need for the study, problem statement, research questions, objectives and scope of the study.
- Literature review – detailed literature review on the topic concluding with research gap and research questions.
- Conceptual framework – broad conceptual outline under which the research is carried out must be discussed in this chapter.
- Methodology – Specific methodology used in the study must be presented in this chapter along with sampling, sources of data, period of the study, variable definitions and measurements.
- Data analysis and interpretation – this chapter will be the core chapter of the dissertation thesis wherein the discussion of results obtained from the data with interpretations may be presented.
- Summary, Findings, suggestions, and conclusions may be presented in the last chapter including the limitations of the study and scope for further research.
- Bibliography – all cited references (books, research papers, websites, and reports) must be presented in APA style.
- Annexures – Any additional information, questionnaires, etc. can be presented at the end.

<b>Course Assessments</b>		
Internal/Continuous Assessment	Internal/continuous assessment shall be out of 50 Marks as per the following scheme:	
	Mid-term Viva Voce Examination (online/offline) based on progress report/synopsis.	30 Marks
	Continuous assessment by the guide	20 Marks
	Total	50 marks
End Semester Assessment	End-semester evaluation will be based on the report submitted by the students and their performance in the viva-voce examination conducted by a panel of two examiners appointed by MAHE.	

<b>Course Title</b>	Data Visualization for marketers
<b>Course Code</b>	MDIG6307.1
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	2
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The aim of the course is to provide theoretical and practical basis of data visualization knowledge and skills required for business analyst. This course will equip the students with the required hands-on skills for executing data-driven creative designing and visualisation for effective and efficient communication. Students will be able to identify key performance indicator of the business- and problem solving. Students will gain hands-on working experience in the most widely used data visualisation tools such as Tableau and MS Power BI.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the art and science of data visualization and the principles of communicating and presenting data effectively.
CO2	Classify different methods for data visualization, including various types of charts, diagrams, plots, matrices, tables, and maps by identifying the tools used for data visualization.
CO3	Articulate the art of storytelling with data with insights on how data serves its purpose in communication by applying International Business Communications Standards for data visualization and synthesize data reporting & presentation techniques.
CO4	Utilize Tableau for data visualization tasks, including data preparation, connecting and merging data from multiple sources, and creating various types of visualizations applying advanced features, such as date hierarchies, data connections, table calculations, and filters, to enhance data visualization.
CO5	Utilize Power BI for data visualization tasks, including data preparation, connecting and merging data from multiple sources, and creating various types of visualizations applying advanced features, such as date hierarchies, data connections, table calculations, and filters, to enhance data visualization.
CO6	Apply data visualization skills to design interactive dashboards.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1	L				H					M		
	2	M				H					L		
	3	M									H		L
	4			M		H							L
	5			M		H							L
	6			H		M							L

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Basics of Data Visualisation	Art and Science of data visualisation, Principles of Communicating Data, Principles of Presentation of Data	6
Unit 2: Taxonomy of Data Visualisation methods	Methods for data visualisation, Type of charts, diagrams, plots, matrix, tables, maps, Tools for Data Visualisation	6
Unit 3: Storytelling with Data	Art of storytelling, data and purpose of the data, communication with optimal use of visualisation, International Business Communications Standards for data visualisation, Synthesize data reporting & presentation.	7
Unit 4: Data Visualisation using Tableau	Installing Tableau Public – Navigating the workspace, types of data – Categorical, continuous, time series, type of data connections, Data preparation and extraction, connecting and merging of data from multiple sources, type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot,	5



	Highlight Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers, features available in Charts and Diagrams, Maps – single and dual layer, and geographic, and other plots, Guidelines for Tooltip and features, Date Hierarchies and calculated fields for dates and date conversions, Table calculations and customization, Filters options and parameters, interactive dashboards and interactive plots, Server, Data bases and online features of Tableau, Data Visualisation	
Unit 5: Data Visualisation using Power BI	Power BI – Navigating the workspace, types of data , type of data connections, Demonstrate the Data preparation and extraction, Illustrate connecting and merging of data from multiple sources, Explain the type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers. features available in Charts and Diagrams, and other plots. Table calculations and customization, Filters options and parameters, Design interactive dashboards and interactive plots	6
Unit 6: Case study analysis- Design interactive dashboards	Design interactive dashboards	6

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Basics of Data Visualisation</b>	
	<ul style="list-style-type: none"> <li>Explain Art and Science of data visualisation,</li> <li>Discuss Principles of Communicating Data</li> <li>Describe Principles of Presentation of Data</li> </ul>	6
Unit 2	<b>Taxonomy of Data Visualisation methods</b>	
	<ul style="list-style-type: none"> <li>Explain the Methods for data visualisation,</li> <li>Discuss Type of charts, diagrams, plots, matrix, tables, maps,</li> <li>Describe Tools for Data Visualisation</li> </ul>	6
Unit 3	<b>Storytelling with Data</b>	
	<ul style="list-style-type: none"> <li>Explain the Art of storytelling,</li> <li>Discuss data and purpose of the data, communication with optimal use of visualisation,</li> <li>Elaborate International Business Communications Standards for data visualisation,</li> <li>Explain Synthesize data reporting &amp; presentation.</li> </ul>	7
Unit 4	<b>Data Visualisation using Tableau</b>	
	<ul style="list-style-type: none"> <li>Discuss Installing Tableau Public – Navigating the workspace, types of data – Categorical, continuous, time series, type of data connections,</li> <li>Explain Data preparation and extraction, connecting and merging of data from multiple sources, type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers, features available in Charts and Diagrams, Maps – single and dual layer, and geographic, and other plots,</li> <li>Describe Guidelines for Tooltip and features, Date Hierarchies and calculated fields for dates and date conversions,</li> <li>Design Table calculations and customization, Filters options and parameters, interactive dashboards and interactive plots, Server, Data bases and online features of Tableau, Data Visualisation</li> </ul>	5
Unit 5	<b>Data Visualisation using Power BI</b>	

	<ul style="list-style-type: none"> <li>• Use Power BI – Navigating the workspace, types of data , type of data connections</li> <li>• Demonstrate the Data preparation and extraction</li> <li>• Illustrate connecting and merging of data from multiple sources, Explain the type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight Table, Bubble Charts,</li> <li>• Explain Heat Maps, Tree Maps, Gantt, Box and Whiskers. features available in Charts and Diagrams, and other plots.</li> <li>• Discuss Table calculations and customization, Filters options and parameters,</li> <li>• Design interactive dashboards and interactive plots</li> </ul>	6
Unit 6	Case study analysis- Design interactive dashboards	
	<ul style="list-style-type: none"> <li>• Design interactive dashboards</li> </ul>	6

**Learning strategies, contact hours and student learning time:**

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	12	36
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	4	12
Practical	24	72
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

**Mapping of assessment with Course Outcomes:**

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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**Reference Material**

<ul style="list-style-type: none"> <li>• Kirk, A. (2012). Data visualization: A successful design process. Birmingham, UK: Packt Publishing.</li> <li>• Murray, D., &amp; InterWorks BI Team. (2013). Tableau your data! Fast and easy visual analysis with Tableau software®. Indianapolis, Indiana: John Wiley &amp; Sons, Inc.</li> <li>• Power BI documentation. Retrieved July 26, 2023, from <a href="https://docs.microsoft.com/en-us/power-bi/fundamentals/desktop-getting-started">https://docs.microsoft.com/en-us/power-bi/fundamentals/desktop-getting-started</a></li> </ul>
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<b>Course Title</b>	Python for marketers
<b>Course Code</b>	MDIG6307.2
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	2
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	The course provides fundamental theoretical and practical basis of data analytics using programming tools Python. The course equips the students with the required hands-on skills for executing data analysis and reporting for business-decision making and problem solving. Students will gain hands-on working experience in the most widely used open source data analytics tools Python. This course introduces students to built-in data structures and class to handle various types of data.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe programming basics, including variables, expressions, and statements in Python, conditional executions and iterations to solve basic programming problems.
CO2	Install Python libraries/packages such as pandas, Numpy, Scipy, Scikit-learn, Stats Models via PIP for performing data analysis in business applications.
CO3	Utilize Jupyter Notebook and Jupyter Lab for data analysis demonstrating the proficiency in using Numpy functions for mathematical and statistical operations involving matrices, arrays, and classes.
CO4	Apply Pandas library functions for data import, manipulation, and other critical data analysis functionalities.
CO5	Apply the concepts of Object-Oriented Programming, including classes, self-variable, methods, constructor method, inheritance, overriding methods, data hiding, and exception handling.
CO6	Create visualizations of data using various libraries such as Matplotlib, Seaborn, Plotnine, etc.

<b>Mapping of Course Outcomes to Programme Outcomes</b>													
		<b>Programme Outcomes</b>											
		1	2	3	4	5	6	7	8	9	10	11	12
<b>Course Outcomes</b>	1		L	H		M							
	2		L	M		H							
	3			M		H					L		
	4		L	H		M							
	5		L	H		M							
	6			H		M					L		

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Introduction to Programming in Python	Programming basics, Variables, expressions and statements; Conditional executions and iterations Introduction to the basic of data analysis in Python, Operator Types - Integers, Strings, Booleans; Operators- Arithmetic Operators, Comparison (Relational) Operators, Assignment Operators, Logical Operators, Bitwise Operators, Membership Operators, Identity Operators, Expressions	4
Unit 2: Knowing the Jupyter Notebook and Jupyter Lab, Numpy	Installation and usage of Jupyter Notebook and Jupyter Lab for the use of data analysis, Use of Numpy functions in data analysis, matrices, arrays, classes, and other mathematical and statistical operation	4
Unit 3: Introduction to Pandas	Use of the functions of Pandas library (built on the top of Numpy) for data import, data manipulation, and other critical data analysis functionality and features	4
Unit 4 Data Visualisation in Python	Use of various libraries such as Matplotlib, Seaborn, Plotnine etc., for visualisation of data.	4
Unit 5 Analytics using Python	Installing Packages via PIP, Using Python Packages/libraries. Use of various libraries/packages such as pandas, Numpy, Scipy, Scikit-learn, Stats Models for doing different business data analysis in consistent with the content of the courses such	4

	as Statistical Methods, Applied Multivariate Data Analysis, Time Series Analysis, Machine Learning	
Unit 6: Introduction to Object Oriented Programming	Classes, Self-Variable, Methods, Constructor Method, Inheritance, Overriding Methods, Data Hiding, Difference between an Error and Exception, Handling Exception, Try Except Block, Raising Exceptions, and User Defined Exceptions.	4

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	Introduction to Programming in Python	
	<ul style="list-style-type: none"> <li>Discuss Programming basics, Variables, expressions and statements;</li> <li>Explain Conditional executions and iterations</li> <li>Introduction to the basic of data analysis in Python, Operator Types - Integers, Strings, Booleans;</li> <li>Describe Operators- Arithmetic Operators, Comparison (Relational) Operators, Assignment Operators, Logical Operators, Bitwise Operators,</li> <li>Discuss Membership Operators, Identity Operators, Expressions</li> </ul>	4
Unit 2	Knowing the Jupyter Notebook and Jupyter Lab, Numpy	
	<ul style="list-style-type: none"> <li>Explain Installation and usage of Jupyter Notebook and Jupyter Lab for the use of data analysis,</li> <li>Explain Use of Numpy functions in data analysis -, matrices, arrays, classes, and other mathematical and statistical operation</li> </ul>	4
Unit 3	Introduction to Pandas	
	<ul style="list-style-type: none"> <li>Discuss Use of the functions of Pandas library (built on the top of Numpy) for data import,</li> <li>Describe data manipulation, and other critical data analysis functionality and features</li> </ul>	4
Unit 4	<b>Data Visualisation in Python</b>	
	<ul style="list-style-type: none"> <li>Discuss Use of various libraries such as Matplotlib,</li> <li>Describe Seaborn, Plotnine etc., for visualisation of data.</li> </ul>	4
Unit 5	<b>Analytics using Python</b>	
	<ul style="list-style-type: none"> <li>Discuss Installing Packages via PIP,</li> <li>Describe Using Python Packages/libraries.</li> <li>Explain Use of various libraries/packages such as pandas,</li> <li>Describe Numpy, Scipy, Scikit-learn, Stats Models for doing different business data analysis in consistent with the content of the courses such as Statistical Methods,</li> <li>Discuss Applied Multivariate Data Analysis, Time Series Analysis, Machine Learning</li> </ul>	4
Unit 6	<b>Introduction to Object Oriented Programming</b>	
	<ul style="list-style-type: none"> <li>Describe Classes,</li> <li>Explain Self-Variable,</li> <li>Discuss Methods,</li> <li>Describe Constructor Method,</li> <li>Discuss Inheritance, Overriding Methods,</li> <li>Explain Data Hiding,</li> <li>Discuss Difference between an Error and Exception, Explain Handling Exception,</li> <li>Describe Try Except Block, Raising Exceptions, and User Defined Exceptions</li> </ul>	4

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	12	36
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	4	12
Practical	24	72
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination		x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>• Severance, C. (2017). Python for Everybody - Exploring Data in Python 3. Shroff Publishers; First edition.</li> <li>• Downey, A. B. (2015). Think Python: How to Think Like a Computer Scientist. Shroff/O'Reilly; Second edition.</li> <li>• Brown, M. C. (2001). Python: The Complete Reference. McGraw Hill Education; Fourth edition.</li> <li>• Python built-in manuals for required libraries.</li> </ul>

<b>Course Title</b>	Analytics using R
<b>Course Code</b>	MDIG6307.3
<b>Year/Semester</b>	Second Year, Third Semester
<b>Credits</b>	2
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	This course aims to provide students with the statistical skills necessary for them to carry out empirical research works. The purpose is to build the advanced inferential statistical foundation for the students which will help them in taking other courses like Econometrics. Also, this course helps them in carrying out their empirical research works. Over the semester, students will be able to engage themselves in learning topics such as inferential statistical data analysis techniques and result presentation using the standard format. Students are taught these techniques in the context of computer-based data analysis software.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Explain the fundamentals of programming in R, including rules, syntax, data types, global variables, symbols, and operators.
CO2	Demonstrate proficiency in data management in R, including working with vectors, data frames, matrices, arrays, lists, and using libraries and functions.
CO3	Create and customize various types of plots and graphs in R, utilizing functions like plot(), ggplot, and plotly, while specifying colors, fonts, sizes, and saving graphs to files.
CO4	Apply probability concepts and theoretical distributions in R to model random experiments, outcomes, events, and variables. Compute mean, variance, moments, and use transformation techniques for random variables.
CO5	Apply sampling techniques and estimation theory in R to draw inferences from data understanding sampling error, bias, sampling distribution, standard error, and perform point and interval estimation.
CO6	Perform hypothesis testing in R, including one-tailed and two-tailed tests, p-value, power, and significance levels. Interpret and report statistical results using R Markdown files and R Shiny apps for dashboard creation and publishing.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H	L	M									
	2		L	H		M							
	3			H		M					L		
	4	H	L	M									
	5		L	H		M							
	6			H		L					M		

<b>Syllabus</b>		
<b>Unit No. and Title</b>	<b>Contents</b>	<b>No. of Hours</b>
Unit 1: Programming in R and Data management in R	Fundamentals of Programming, Rules and Syntax in programming, Data Types, Global variables, Symbols and operators, Control statements and loops, Flow Charts, Conditional Statements and Iterative statements. Introduction, how to run R, Basic math- variables, data types, vectors, data frames, matrices, arrays, classes, -Lists and data frames - Creating the list, Common list operations, Using libraries and functions.	4
Unit 2: Graphics and Customised plotting	Creating graphs, The plot() function, Basic plots, Labeling and documenting plots, Specifying colors, fonts and sizes, Saving graphs to files, using ggplot, plotly and other packages.	4
Unit 3: Probability and Theoretical Distributions	Random experiment, outcome, random event: Probability – definition, theorems of probability, Bayes Theorem, Random Variable and its types, Properties of Random Variables: Expectation of Random Variables – Mean, Variance &	4

	Moments, Conditional Expectation, Moment Generating Functions and its Properties, Transformation of Random Variables, Binomial Distribution, Poisson Distribution, Negative Binomial Distribution, Multinomial Distribution, Uniform Distribution, Normal Distribution, Lognormal Distribution, Chi square, F and t Distribution, Central Limit Theorems and its applications, Practical Implications of the above topics in R.	
Unit 4: Sampling and Theory of Estimation	Sampling and complete enumeration, Sampling error and bias. Types of sampling, Sampling distribution, Standard error and probable error, Sample Size Determination. Introduction to the estimation theory, Point Estimation – Desirable Properties of Point Estimators – Unbiasedness, Sufficiency, Efficiency and Consistency, Interval Estimation	4
Unit 5: Testing of Hypothesis	Introduction to Hypothesis Testing: Types of Errors, Level of Significance, One & Two Tailed Tests, Power, p-value, Statistical Significance, Small Sample Tests, Large Sample Tests, Practical sessions using R.	4
Unit 6: Dashboards and documentation	Creating R Markdown files and reporting of statistical results, use of Mathjax for scientific documentation in rmarkdown file, R Shiny apps and Publishing, Quarto document – next generation markdown implementation in R.	4

<b>Competency mapping with the syllabus</b>		
<b>Contents</b>	<b>Competencies</b>	<b>No. of Hours</b>
Unit 1	<b>Programming in R and Data management in R</b>	
	<ul style="list-style-type: none"> <li>Describe the Fundamentals of Programming, Rules and Syntax in programming,</li> <li>Explain the Data Types, Global variables, Symbols and operators, Control statements and loops, Flow Charts, Conditional Statements and Iterative statements.</li> <li>Illustrate how to run R,</li> <li>Explain Basic math- variables, data types, vectors, data frames, matrices, arrays, classes, -Lists and data frames –</li> <li>Describe creating the list, Common list operations, Using libraries and functions.</li> </ul>	4
Unit 2	<b>Graphics and Customised plotting</b>	
	<ul style="list-style-type: none"> <li>Explain Creating graphs, The plot() function, Basic plots, Labeling and documenting plots,</li> <li>Illustrate Specifying colors, fonts and sizes,</li> <li>Describe Saving graphs to files, using ggplot, plotly and other packages.</li> </ul>	4
Unit 3	<b>Probability and Theoretical Distributions</b>	
	<ul style="list-style-type: none"> <li>Explain Random experiment, outcome, random event: Probability – definition,</li> <li>Illustrate theorems of probability, Bayes Theorem, Random Variable and its types, Properties of Random Variables:</li> <li>Explain Expectation of Random Variables – Mean, Variance &amp; Moments, Conditional Expectation, Moment Generating Functions and its Properties,</li> <li>Describe Transformation of Random Variables,</li> <li>Discuss Binomial Distribution, Poisson Distribution, Negative Binomial Distribution, Multinomial Distribution, Uniform Distribution, Normal Distribution, Lognormal Distribution, Chi square, F and t Distribution,</li> <li>Explain Central Limit Theorems and its applications, Practical Implications of the above topics in R.</li> </ul>	4
Unit 4	<b>Sampling and Theory of Estimation</b>	

	<ul style="list-style-type: none"> <li>Describe Sampling and complete enumeration,</li> <li>Explain Sampling error and bias.</li> <li>Describe Types of sampling, Sampling distribution, Standard error and probable error, Sample Size Determination.</li> <li>Illustrate estimation theory, Point Estimation – Desirable Properties of Point Estimators – Unbiasedness, Sufficiency, Efficiency and Consistency, Interval Estimation</li> </ul>	4
Unit 5	<b>Testing of Hypothesis</b>	
	<ul style="list-style-type: none"> <li>Discuss Hypothesis Testing: Types of Errors, Level of Significance,</li> <li>Explain One &amp; Two Tailed Tests,</li> <li>Discuss Power, p-value, Statistical Significance, Small Sample Tests,</li> <li>Explain Large Sample Tests,</li> <li>Practical sessions using R.</li> </ul>	4
Unit 6	<b>Dashboards and documentation</b>	
	<ul style="list-style-type: none"> <li>Discuss Creating R Markdown files and reporting of statistical results,</li> <li>Explain use of Mathjax for scientific documentation in rmarkdown file,</li> <li>Describe R Shiny apps and Publishing, Quarto document – next generation markdown implementation in R.</li> </ul>	4

<b>Learning strategies, contact hours and student learning time:</b>		
<b>Learning strategy</b>	<b>Contact Hours</b>	<b>Student learning time (Hours)</b>
Lecture	12	36
Seminar	0	0
Small Group Discussion	1	3
Self-directed learning	1	3
Problem Based Learning	1	3
Case Based Learning	4	12
Practical	24	72
Revision	2	6
Assessment	5	0
<b>TOTAL</b>	<b>50</b>	<b>135</b>

<b>Mapping of assessment with Course Outcomes:</b>						
<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
Mid Term Examination	x	x	x	x		
Quizzes	x	x	x	x	x	x
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>Mid-Semester feedback</li> <li>End-Semester Feedback</li> </ul>
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<b>Reference Material</b>
<ul style="list-style-type: none"> <li>Grolemund, G., &amp; Wickham, H. (2017). R for Data Science: Import, Tidy, Transform, Visualize, and Model Data. O'Reilly Media.</li> <li>Matloff, N. (2011). The Art of R Programming: A Tour of Statistical Software Design. No Starch Press.</li> <li>Murrell, P. (2011). R Graphics. CRC Press.</li> </ul>



- James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *An Introduction to Statistical Learning: With Applications in R*. Springer.
- Venables, W. N., & Ripley, B. D. (2002). *Modern Applied Statistics with S*. Springer.
- Faraway, J. J. (2004). *Linear Models with R*. CRC Press.
- Dobson, A. J. (2002). *An Introduction to Generalized Linear Models*. CRC Press.
- Petzoldt, T. (2016). Package 'deSolve': Solvers for Initial Value Problems of Differential Equations (ODEs). R package version 1.15.
- Wickham, H. (2016). *ggplot2: Elegant Graphics for Data Analysis*. Springer.
- Matloff, N. (2016). *The Art of R Programming: A Tour of Statistical Software Design*. No Starch Press.

<b>Course Title</b>	Internship (16 Weeks)
<b>Course Code</b>	MDIG6401.1
<b>Year/Semester</b>	Second Year, Fourth Semester
<b>Credits</b>	12
<b>Prerequisites</b>	Nil
<b>Synopsis</b>	An internship offers students an excellent opportunity to gain practical experience by applying the knowledge and skills they have learned in the classroom to real-world situations. As they work in a professional setting, they can develop and refine essential skills such as communication, teamwork, leadership, problem-solving, and time management. Interns also gain a deeper understanding of their industry, including the latest trends, challenges, and opportunities. In addition to these benefits, internship provide a platform for students to build professional relationships with mentors, colleagues, and potential employers, which can help improve their job readiness. Interns can also experience personal growth, as they are exposed to diverse perspectives and experiences, enhancing their self-awareness and self-confidence. Furthermore, an internship can help students develop an understanding of ethical behaviour and social responsibility in the workplace. Internship provides an opportunity for reflection, as students can assess their performance, identify areas for improvement, and apply the lessons learned to their future endeavours. Finally, interns can gain exposure to different cultures and perspectives, enhancing their understanding and appreciation of diversity, and can engage with their communities by applying their skills and knowledge to address social, environmental, or economic issues.

<b>Course Outcomes</b>	
On successful completion of this course, students will be able to	
CO1	Describe the processes and practices of an organisational setup, the expectations and demands of competitive organisations, and identify the areas for self-improvement to become career ready.
CO2	Show communication, teamwork, leadership, problem-solving, and time management skills.
CO3	Develop a deeper understanding of the industry and companies, including trends, challenges, and opportunities and develop professional relationships with mentors, colleagues, and potential employers.
CO4	Apply the knowledge and skills learned in the classroom to real-world situations and gain hands-on experience in a professional setting and to address social, environmental, or economic issues.
CO5	Value the importance of ethical behaviour and social responsibility in the workplace.
CO6	Develop self-awareness and self-confidence, practical skills that are relevant to digital marketing, including technical, communication, and organizational skills.

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	H	L				M						
	2				L					H	M		
	3	H					M			L			L
	4			H			L			M			L
	5						M		H	L			
	6					H				L	M		L

<b>Internship process:</b>
Students are expected to undertake the internship with a reputed organisation. During the internship students are expected to get an insight into the entire organisation and as per the requirements of the internship providing organisation, work in marketing department of the organisation in assigned projects. At the end of the 16 weeks internship tenure, students must produce a certificate from internship providing organisation certifying satisfactory completion of internship. In addition, students must prepare an internship report and submit to the Department of Commerce. The report must contain following details;
<ol style="list-style-type: none"> <li>1. Objectives of the Projects – Clearly defined objectives and tasks to be achieved.</li> <li>2. Company Analysis – About the company, financial and marketing analysis of the company, SWOT analysis of the company. Recent trends in the company and company forecasts.</li> </ol>

3. Discussion on conceptual knowledge applied during internship.
4. Best practices and experiential learning during internship.
5. Result attainment and contribution reports.
6. Key learning in the project.
7. Fortnightly progress reports validated by the reporting authority at the internship providing organisation.

<b>Course Assessments</b>		
Internal/Continuous Assessment	Internal/continuous assessment shall be out of 50 Marks as per the following scheme:	
	Mid-term Viva Voce Examination (online/offline) based on progress report/synopsis.	30 Marks
	Continuous assessment by the guide	20 Marks
	Total	50 marks
End Semester Assessment	End-semester evaluation of the course is based on the report submitted by the students and their performance in the viva-voce examination conducted by a panel of two examiners appointed by MAHE.	

## Mapping of Programme Outcomes and Course Learning Outcomes

Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
MDIG5101	✓	✓	✓	✓	✓	.	✓	✓	✓	✓	.	.
MDIG5102	✓	✓	✓	✓	✓	✓	✓	.	✓	✓	.	✓
MDIG5103	✓	✓	✓	✓	.	✓	✓	.	.	✓	.	✓
MDIG5104	✓	.	✓	✓	✓	.	.	.	.	✓	.	✓
MDIG5105	✓	✓	✓	✓	✓	✓	.	.	.	✓	.	✓
MDIG5106	✓	✓	✓	✓	✓	.	.	.	.	✓	✓	✓
MDIG5107	.	.	✓	✓	✓	.	.	.	.	.	.	✓
MDIG5108	✓	✓	✓	✓	.	.	.	.	.	✓	.	✓
MDIG5201	✓	✓	✓	✓	✓	✓	.	.	.	✓	.	✓
MDIG5202	✓	✓	✓	✓	✓	.	.	.	.	✓	.	✓
MDIG5203	✓	✓	✓	.	.	.	.	.	.	✓	✓	✓
MDIG5204	✓	✓	✓	✓	.	.	.	.	.	✓	✓	✓
MDIG5205	✓	✓	✓	✓	.	.	.	.	.	✓	.	✓
MDIG5206	✓	✓	✓	.	✓	✓	.	.	.	.	.	✓
MDIG5207	✓	✓	✓	.	✓	.	.	.	.	✓	.	✓
PGOEC002	✓	✓	✓	.	.	✓	.	.	.	✓	.	.
PGOEC003	✓	✓	✓	✓	.	✓	.	✓	.	✓	.	.
PGOEC004	✓	✓	✓	✓	✓	✓	.	✓	.	✓	.	✓
MDIG6301	✓	✓	✓	.	✓	.	.	.	.	✓	✓	✓
MDIG6302	✓	✓	✓	.	✓	.	.	.	.	✓	✓	✓
MDIG6303	✓	✓	✓	✓	✓	.	.	.	.	✓	.	✓
MDIG6304	✓	✓	✓	✓	✓	.	.	.	.	✓	✓	✓
MDIG6305	✓	✓	✓	✓	✓	.	.	.	.	.	.	✓
MDIG6306	✓	✓	✓	✓	✓	.	.	.	.	✓	.	✓
MDIG6307.1	✓	.	✓	.	✓	.	.	.	.	✓	.	✓
MDIG6307.2	.	✓	✓	.	✓	.	.	.	.	✓	.	.
MDIG6307.3	✓	✓	✓	.	✓	.	.	.	.	✓	.	.
MDIG6401.1	✓	✓	✓	✓	✓	✓	.	✓	✓	✓	.	✓