

KU2DSCBBA105: RECENT TRENDS IN MARKETING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA105	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5 hrs

Course Description: The course aims to provide a sound understanding of the basic principles of marketing management and the recent trends in marketing and its application in modern day business and industry.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide basic knowledge of Marketing and its concepts	U
2	To assist students in understanding the role, relevance, elements, and principles of digital marketing and communications in the overall marketing context	A

3	To familiarise students with social media marketing , the various channels through which it operates, and its role in marketing strategy	U
4	To develop an understanding of other recent trends in marketing and applicable knowledge in various business field.	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Introduction to Marketing		15
	1	Marketing-Meaning, Definition-Features-Importance	
		Marketing Environment-Meaning-Types	
		Marketing Mix- Elements of Marketing Mix	
2	MODULE TITLE: Introduction to Digital Marketing		15
	1	Digital Marketing- Meaning and concept-Need for digital marketing	
	2	Advantages and Disadvantages of Digital Marketing- Difference between Traditional marketing and Digital Marketing	

	3	Process of Digital Marketing-Steps in Digital Marketing process	
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	MODULE TITLE: Social Media Marketing		15
3	1	Social Media Marketing –Meaning- Features-Advantages-Disadvantages	
		Social Media Platforms- Social networking sites(Facebook,Instagram,Twitter,LinkedIn,Content Marketing,Marketing) Blogging platform-Messaging platform-Video sharing platform-Social voting and commenting platform(Meaning only)	
		Process of Social Media Marketing-How to start Social Media Marketing	

	MODULE TITLE: Recent Trends in Marketing		10
4	1	Recent trends in Marketing- Email marketing(Meaning-Features and steps)	
		Kiosk Marketing(Meaning-Features)	
		Influencer Marketing(3 R's of Influencer marketing- Relevance, Reach Resonance-Benefits of Influencer Marketing)	
		Green Marketing (Meaning and benefits)–Chat bot marketing (Meaning Only)	

	Teacher Specific Module (Practicum)		20
5		<i>Directions:</i> For effective understanding of the concepts and to equip students with practical knowledge teachers can use case study, role play and other methods	

Essential Readings:

1. Philip Kotler- Marketing Management
2. P K Agarwal- Marketing Management
3. S A Sherlekar – Modern Marketing
4. Ian Chaston- New Marketing Strategies
5. Stanton, Etzel and Walker- Marketing Management

Suggested Readings:

1. S P Bansal – Marketing Management
2. Chhabra, T.N., Principles of Marketing
3. Rajan Nair and Varma M M – Marketing Management

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU2DSCBBA106: EMERGING APPLICATIONS IN MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA106	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5 hrs

Course Description: This course introduces the students to the emerging trends of management and wide variety of their applications for business and making them aware of issues involved in their management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To acknowledge the role of attitude, belief, behaviour and ethics on quality	U
2	To identify the obstacles to change along with the techniques that reduce change resistance	A
3	To learn analytical and practical foundations and anticipate potential crisis and develop methods of minimising damage	E

4	To improve content management process including automated content creation, personalisation and analysis	C
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***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Quality Management and Control		15
	1	TQM	
		a) Meaning - principles	
		b) Components of TQM	
		c) TQM tools : Benchmarking - control charts -Pareto Chart - Fishbone Diagram - Six Sigma – Kaizen	
	2	Quality control and management- Meaning of quality control- Consequences of poor quality management	

	3	Quality leadership- Meaning- Importance of leadership in quality management	
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	MODULE TITLE: Change Management		15
2	1	a) Concept of change and change management - Resistance to change – Benefits of change management	
		b) Factors contributing to change.	
		c) Types of change management	
		d) Strategies for change management	

	MODULE TITLE: Crisis management and Stress Management		15
3	1	a) Meaning and Types of Crisis	
		b) Crisis management –Meaning, Features, importance and Stages	
		c)Crisis management strategy	
		Stress –Meaning and Causes	
	2	Stress Management-Meaning- Techniques of managing Organisational stress	

	MODULE TITLE: Artificial Intelligence in Management		10
4	1	a) AI applications in Business management	
		b) Role and benefits of AI in business	
		c) Impact and challenges of AI in business	

	Teacher Specific Module (Practicum)		20
5	Directions: For achieving better results among students, the teachers can make use of case studies, role play and management games for improving the knowledge level and thereby acquire practical skills for realistic applications.		

Essential Readings:

1. Prof. S K Sarangi; Total Quality Management, Asian Books Pvt. Ltd.
2. Dr. Anupama Vinayak; Management of Crisis in Business, Sumit Enterprises.
3. Dr. T Sobha Rani, Mrs. L Prathiba; Stress Management, Himalaya Publishing House.

Suggested Readings:

1. V Nilakant, S Ramnarayan; Managing Organisational Change, Sage Publishing
2. Malay A Upadhyay; Artificial Intelligence for Managers, BPB publications.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU2MDCBBA100: E-COMMERCE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCBBA100	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This course introduces the students to the concept of E-Commerce and helps them to understand its significance in the present day digital society.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Familiarize the basic concepts and methods of e-commerce to students	U
2	Understand how e-commerce affects today's business world	An
3	Identify the precautionary measures to be followed while entering in online transactions	A
4	Analyse factors influencing the success of e-commerce.	An

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: INTRODUCTION TO E-COMMERCE		10
	1	Definition and scope of e-commerce	
	2	Historical evolution of e-commerce	
	3	Importance of e-commerce in business landscape	
	4	Types of e-commerce	
	5	E-commerce business models	
2	MODULE TITLE: E-COMMERCE MARKETING AND CUSTOMER		15