

# Executive MBA

NCrF Level -6.5

For Academic Session 2023-24 & onwards



Prepared by

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## **Scheme and Syllabus for Executive MBA**

### **About the Program**

The Executive MBA is a 2-year program divided into 4 semesters specifically designed for corporate executives and managers already in the workforce. The program focuses on various aspects of business and Management and provides a strong foundation in business principles and practices, equipping with skills for career progression and cross vertical movement.

- The Program will be run initially for employees of Satya Micro capital which will sponsor the candidates.

### **Programme Outcomes:**

The Program outcomes are as follows:

Student will be able to:

PO1: Demonstrate effective leadership qualities, including the ability to motivate and inspire teams, make strategic decisions, and manage organizational change.

PO2: Analyze complex business situations, formulating strategic plans, and identifying opportunities for growth and innovation.

PO3: Possess a broad knowledge base in business and management and apply it to make informed business decisions.

PO4: Understand the ethical implications of decisions and demonstrate a commitment to corporate social responsibility and sustainable business practices.

### **Programme Educational Objectives (PEOs):**

PEO 1: To train the students in contemporary skills and proactive thinking to ensure effective performance in the dynamic socioeconomic and business ecosystem.

PEO2: To groom the students to work effectively and efficiently in multicultural and multidisciplinary teams.

PEO3: To encourage and train the students to pursue entrepreneurship and be leaders of change with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society.

**Programme Specific Objectives (PSOs):**

PSO1: An ability to apply conceptual foundations of management to solve practical decision-making problems.

PSO2: An ability to adapt to dynamic changes in an environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.

PSO3: Excellent adaptability to function in multi-disciplinary work environment, good interpersonal skills as a leader in a team in appreciation of professional ethics and societal responsibilities.

**Scheme**

Semester 1: 22 Credits

Semester 2: 22 Credits

Semester 3: 22 Credits

Semester 4: 22 Credits

### Semester I

Course Code	Subject	C/ O	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			To
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
EMP-601	Human Resource & Talent Management	Core Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-602	Accounting & Finance for Managers	Skill Enhancement Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-603	Entrepreneurship	MOOC/ Interdisciplinary	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
EMP-604	Executive Communication	Ability Enhancement Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-605	Strategic Marketing Management	Skill Enhancement Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-606	Project-I	Skill Enhancement Course	0	0	4	4	0	0	120	0	120	-	-	-	70	30	100	100
<b>Total</b>			<b>14</b>	<b>4</b>	<b>4</b>	<b>22</b>	<b>210</b>	<b>60</b>	<b>120</b>	<b>270</b>	<b>660</b>	<b>150</b>	<b>350</b>	<b>500</b>	<b>70</b>	<b>30</b>	<b>100</b>	<b>600</b>

### Semester II

Course Code	Subject	C/ O	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			To
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
EMP--607	Marketing Research	Core Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-608	Marketing for Bottom of Pyramid	Elective-1	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-609	Digital Marketing	Interdisciplinary/ Skill Enhancement Course/MOOC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-610	Project-II	Project	0	0	10	10	0	0	300	0	300	-	-	-	175	75	250	250
<b>Total</b>			<b>9</b>	<b>3</b>	<b>10</b>	<b>22</b>	<b>135</b>	<b>45</b>	<b>300</b>	<b>180</b>	<b>660</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>175</b>	<b>75</b>	<b>250</b>	<b>550</b>

**Semester III(Tentative)**

Course Code	Subject	C/ O	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			To
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
EMP-701	Leadership & Change Management	Core Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-702	Strategic Management	Core Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-703	Analytics & Managerial Decision Making	Skill Enhancement Course	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-704	Elective II	Elective	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-705	Project III	Project	0	0	6	6	0	0	180	0	180	-	-	-	105	45	150	150
<b>Total</b>			<b>12</b>	<b>4</b>	<b>6</b>	<b>22</b>	<b>180</b>	<b>60</b>	<b>180</b>	<b>240</b>	<b>660</b>	<b>120</b>	<b>280</b>	<b>400</b>	<b>105</b>	<b>45</b>	<b>150</b>	<b>550</b>

**Semester IV((Tentative)**

Course Code	Subject	C/ O	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			To
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
EMP-706	Human Values & Professional Ethics	Generic	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
EMP-707	Case / Research Seminar	Ability Enhancement Course	0	0	6	6	0	0	180	0	180	-	-	-	105	45	150	150
EMP-708	Elective III	Elective	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
EMP-709	Project Dissertation	Project	0	0	10	10	0	0	300	0	300	-	-	-	175	75	250	250
<b>Total</b>			<b>5</b>	<b>1</b>	<b>16</b>	<b>22</b>	<b>75</b>	<b>15</b>	<b>480</b>	<b>90</b>	<b>660</b>	<b>60</b>	<b>140</b>	<b>200</b>	<b>280</b>	<b>120</b>	<b>400</b>	<b>600</b>

\* O/A- Other Learning Activities includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

**List of Electives:**

- Marketing for Bottom of Pyramid
- Advanced Digital Marketing
- Consumer Behavior & Relationship Management in Services
- Product and Brand Management
- Rural Marketing
- Sales Management
- Services Marketing

## SEMESTER-I

### Course Title: Human Resource & Talent Management

Course Credit: 4(3-1-0)

Course No. EMP-601

Max. Marks: 100(30I+70E)

#### Course Objective:

The purpose of the course is to introduce students to the fundamental concepts and theories of human resource and talent management.

#### Learning Outcomes:

Students will be able to:

CO1: Appraise roles of HR in changing business environment.

CO2: Develop talent acquisition plan and strategy.

CO3: Analyze training needs and their effectiveness.

CO4: Develop performance goals and employee's engagement strategies.

CO5: Identify effective talent retention strategies and practices.

#### Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Human Resource Management: Overview of human resource management; Role and responsibilities of HR professionals; Legal and ethical considerations in HRM.
Unit-II (CO2)	Talent Acquisition and Recruitment: Talent acquisition process; Job analysis and job design; Recruitment strategies and methods; Selection and assessment techniques.
Unit-III (CO3)	Training and Development: Training needs analysis; Learning and development methods, Evaluating training effectiveness.
Unit-IV (CO4)	Performance Management and Employee Engagement: Performance appraisal process; Setting performance goals and objectives; Feedback and coaching techniques; HR Accounting and Auditing; Employee engagement strategies.
Unit-V (CO5)	Talent Retention and Succession Planning: Retention strategies and practices; Employee motivation and reward systems; Career and Succession planning.

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

#### Suggested Readings:

1. Dessler, G. (2017). Human resource management. Pearson Education.
2. Gatewood, R. D., Feild, H. S., & Barrick, M. R. (2010). Human resource selection. Cengage Learning.
3. Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2020). Fundamentals of human resource management. McGraw-Hill Education.
4. Armstrong, M., & Taylor, S. (2017). Armstrong's handbook of performance management. Kogan Page Publishers.

## Course Title: Accounting & Finance for Managers

Course Credit: 4(3-1-0)

Course No. EMP-602

Max. Marks: 100(30I+70E)

### Course Objective:

This course provides a comprehensive understanding of accounting and interpret financial statements. This will help managers to understand the role of managerial accounting in planning, controlling, and decision-making within organizations.

### Learning Outcomes:

Students will be able to:

CO1: Understand the financial accounting, accounting cycle and its components.

CO2: Determine and interpret financial ratios to assess a company's performance and financial health.

CO3: Understand the time value of money concepts and their significance in investment analysis.

CO4: Understand the budgeting process and develop budgets for planning and control.

CO5: Identify risk and uncertainty in investment decisions.

### Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Introduction to Accounting Principles: Introduction to financial accounting; Understanding the accounting cycle; Principles of accrual accounting; Financial statements and reporting standards.
Unit-II (CO2)	Financial Statement Analysis: Ratio analysis and interpretation; Cash flow statement analysis; Evaluating profitability and solvency; Assessing financial health and performance.
Unit-III (CO3)	Capital Budgeting and Investment Analysis: Time value of money concepts; Techniques for investment appraisal (e.g., NPV, IRR, payback period); Evaluating investment risk and return; Capital budgeting decision-making.
Unit-IV (CO4)	Cost Management and Budgeting: Cost concepts and classifications; Cost-volume-profit analysis; Budgeting process and techniques; Variance analysis and performance evaluation.
Unit-V (CO5)	Financial Strategy: Financial planning and forecasting; Working capital management; Capital structure and financing decisions.

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

### Suggested Readings:

1. Warren, C. S., Reeve, J. M., & Duchac, J. (2018). Financial and managerial accounting. Cengage Learning.
2. Gibson, C. H. (2020). Financial statement analysis and security valuation. Nelson Education.



3. Brigham, E. F., & Ehrhardt, M. C. (2019). Financial management: Theory and practice. Cengage Learning.
4. Horngren, C. T., Datar, S. M., & Rajan, M. V. (2018). Cost accounting:
5. Horngren, C. T., Sundem, G. L., & Elliott, J. A. (2017). Introduction to Financial Accounting (12th ed.). Pearson.
6. Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). Managerial Accounting (16th ed.). McGraw-Hill Education.

**Course Title: MOOC- Entrepreneurship**

**Course Credit: 02(2-0-0)**

**Course No. EMP-603**

**Max. Marks: 100 (30I+70E)**

**Course Objective:**

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

**Learning Outcomes:**

Students will be able to:

CO1: Understanding of Entrepreneurial Ecosystem.

CO2: Conduct feasibility studies

CO3: Develop a business plan

CO4: Appraise various initiatives and supporting startups

CO5: Understanding of registration process for launching startups.

**Course Content:**

<b>Unit / CO</b>	<b>Course Content</b>
Unit-I (CO1)	Concept of Entrepreneur and Entrepreneurship, Entrepreneur vs. Manager, Significance of Entrepreneurship in Economic Development; Characteristics/ Qualities of Entrepreneurs, Social Entrepreneurship, Entrepreneurial Ecosystem.
Unit-II (CO2)	Start-up Idea generations and evaluation, Criteria to select a product, Conducting feasibility study
Unit-III (CO3)	Minimum Viable Product, Business plan, Sources of Finance for Entrepreneurship: Angel Funding, Venture Funding, Bank loans, Government funding schemes, Micro Finance.
Unit-IV (CO4)	Government initiatives for start-up support, Role of support bodies like NIESBUD, SIDBI, Incubators.
Unit-V (CO5)	Introduction to various forms of business organization (sole proprietorship, partnership, corporations, Limited Liability company), Registration formalities for startups.

\* Other Learning Activities (for 30 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses

- Field visits/ Projects

### Suggested Readings:

1. Barringer, B. R., & Ireland, R. D. (2019). Entrepreneurship: Successfully Launching New Ventures. Pearson.
2. Burns, P. (2020). Entrepreneurship and Small Business: Start-Up, Growth and Maturity. Palgrave Macmillan.
3. Gupta, V. K., & Dutta, D. K. (2019). Entrepreneurship: Concepts, Theory, and Perspective. Springer.
4. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
5. Havinal, Veerbhadrappa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
6. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Ist Edition; Dorling Kindersley Ltd, 2006.

### Course Title: Executive Communication

**Course Credit: 04 (3-1-0)**

**Course No. EMP-604**

**Max. Marks: 100 (30I+70E)**

### Course Objective:

This course will make students conversant with the basic forms, formats and techniques of business writing so that they would be thoroughly prepared to communicate effectively in all contexts.

### Learning Outcomes:

Students will be able to:

CO1: Understanding the role of communication in the organizational and Global Context

CO2: Understanding the basics of effective written and verbal communication

CO3: Understanding the theoretical models of communication and development in communication research

CO4: Analyzing one's own communication style in different contexts and mediums

CO5: Exposure and training of technical writing, responsibilities of a communicator, Ethical Issues and Legal Issues

### Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Concepts of Communication in Business: Introduction to Business Communication, Components of Communication (7Cs), Listening Skills, Verbal and Non-Verbal Skills, Effective Presentation Skills.
Unit-II (CO2)	Formal Communication: Writing effective formal Emails, Reports and proposal writing,
Unit-III (CO3)	Interpersonal Communication Skills: Communicating in teams, Negotiation Skills, Communication skills during a conflict, Mentoring and Appraisals, Communication in Social Media and Digital Communication
Unit-IV (CO4)	Cross Cultural Communication: Theoretical Framework of Cross-Cultural Communication, Communication across cultures through different mediums, Business Etiquettes across cultures
Unit-V (CO5)	Communication for career: Resume writing and cover letters, Group Discussions and Interviews, Communication during Exit Interviews, Ethics and Communication

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

**Suggested Readings:**

1. Lehman, C. M., Dufrene D. D., &Sinha, M. BCOM: The South Asian Perspective on Business Communication (latest ed.). New Delhi: Cengage Learning.
2. Murphy, H. A., Hildebrandt, H.W.,& Thomas, J.P. Effective Business Communication (latest ed.). Boston: McGraw-Hill Companies.
3. Bovee, C., & Thill, J.V., & Raina, R.L. Business Communication Today (latest ed.). Pearson
4. Mukerjee, H. S. Business Communication (latest ed.). New-Delhi: Oxford University Press
5. Post Emily. The Etiquette Advantage in Business (latest ed.). New York: Collins.
6. Sandra, M. O. Handbook of Corporate Communication and Strategic Public Relations: Pure and Applied. Routledge.

**Course Title: Strategic Marketing Management**

**Course Credit: 04 (3-1-0)**

**Course No. EMP-605**

**Max. Marks: 100 (30I+70E)**

**Course Objective:**

The course aims to develop students' understanding of marketing concepts and their ability to analyze market opportunities, formulate marketing strategies, and make informed marketing decisions.

**Learning Outcomes:**

Students will be able to:

CO1: Apply market scanning tools and discuss strategic application of marketing mix.

CO2: Perform consumer and competitive analysis for developing positioning strategy.

CO3: Develop product and pricing strategies across Product Life Cycle.

CO4: Develop channel and promotional strategy.

CO5: Understand ethical considerations in marketing and develop Customer service strategies.

**Course Content:**

Unit/ CO	Course Content
Unit-I (CO1)	Marketing Mix and strategic applications, Marketing Environmental Scanning, Tools for Environment scanning, SWOT Analysis, PESTLE Analysis, BCG Matrix.

Unit-II (CO2)	Consumer Behaviour analysis; Market Segmentation, Targeting and Positioning strategy, Competitive analysis.
Unit-III (CO3)	Customer Life time Value and Product portfolio; Major Product Decisions; Branding strategies; Product Life, Cycle strategies; Pricing Strategies.
Unit-IV (CO4)	Channel Alternatives, Channel conflict and selection of members, Promotional mix and Digital strategy.
Unit-V (CO5)	Customer service strategies, Ethical and Social Responsibility in Marketing, sustainable marketing.

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

### **Suggested Readings:**

1. Kotler, P., & Keller, K. L. (2019). Marketing management. Pearson.
2. Aaker, D. A., & Keller, K. L. (2021). Strategic market management. John Wiley & Sons.
3. Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective. McGraw-Hill Education.
4. McDonald, M., & Wilson, H. (2020). Marketing plans: How to prepare them, how to profit from them. John Wiley & Sons.
5. Ferrell, O. C., & Hartline, M. D. (2019). Marketing strategy. Cengage Learning.

### **Course Title: Project-1**

**Course No. EMP-606**

**Course Credit: 04 (0-0-4)**  
**Max. Marks: 100 (70I+30E)**

### **Course Objective:**

This course attempts to expose students to real life learning through projects where they can apply conceptual learning in their own area of work.

All students will have to take industry projects in their own area related to their day-to-day operations. All the students will submit their Project Reports within a period of 10 days from the last date of completion of their Projects. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the period.

## SEMESTER-II

### Course Title: Marketing Research

Course Credit: 04 (3-1-0)

Course No. -EMP- 607

Max. Marks: 100 (30I+70E)

#### Course Objective:

The purpose of this course is to enable students to learn the process, tools and techniques of marketing research.

#### Learning Outcomes:

Students will be able to:

CO1: Understand the marketing research environment.

CO2: Differentiate among different research design.

CO3: Develop questionnaire and conduct survey

CO4: Develop a research report

CO5: Plan and conduct various types of marketing research

#### Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Marketing Research: Importance, Nature and Scope of Marketing Research, Types of Marketing Research; Marketing Research Process.
Unit-II (CO2)	Research Designs; Descriptive, Exploratory, Causal: Qualitative Research; Applications of Qualitative Research in Marketing.
Unit-III (CO3)	Survey and Observation; Data Collection: Primary and Secondary Data; Questionnaire Design. Sampling Plan and Sampling Techniques
Unit-IV (CO4)	Introduction to Data Analysis Tools, Data Analysis presentations, Data Analysis visualization using Excel/ Power BI; Report Writing.
Unit-V (CO5)	Market Research Applications: Product Research, Advertising Research, Sales and Market Research; Ethics in marketing research.

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

#### Suggested Readings:

1. Malhotra N., K. & Dash S., Marketing Research: An Applied Orientation, Pearson.
2. Churchill, Lacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage Learning.
3. Donald S. Tull & Del I. Hawkins, Marketing Research: Measurement and Method, Prentice Hall.
4. Chisnall, P. M., The Essence of Marketing Research, Prentice Hall, New Delhi.

5. Beri, G.,C., Marketing Research, Tata McGraw Hill, New Delhi.
6. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2021). Business research methods. Cengage Learning.
7. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). Multivariate data analysis. Pearson.

## Course Title: Marketing for Bottom of Pyramid

Course Credit: 04 (3-1-0)

Course No. EMP-608

Max. Marks: 100 (30I+70E)

### Course Objective:

This course seeks to understand the concept of the Bottom of the Pyramid (BOP) and its significance in the global market.

### Learning Outcomes:

Students will be able to:

CO1: Appreciate BOP market

CO2: Discuss BoP marketing models

CO3: Analyze BoP consumer's behaviour

CO4: Analyze BoP strategic innovation

CO5: Critical appreciate competitive strategies for BoP

### Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Market and marketing at BoP: Concept of BoP, Perils and problems of the Bottom of the Pyramid: The fortune at the BoP; Ethical concerns at the BoP.
Unit-II (CO2)	Marketing models at Bottom of the Pyramid: Social vs commercial marketing; creating shared value; Profitable business models and market creation at Bottom of the Pyramid.
Unit-III (CO3)	Consumer behavior at the bottom of the Pyramid Market: consumer culture and the culture of poverty; The psychology of consumption in poverty, marketing factors influencing the Bottom of the Pyramid.
Unit-IV (CO4)	Innovation at the BoP market: Strategic innovation at the BoP; Driving innovation from the BoP; Reverse innovation.
Unit-V (CO5)	Marketing strategy at the Bottom of the Pyramid Market: Competition at BoP; Marketing process in BoP markets; Competitive strategies at BoP.

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

### Suggested Readings:

1. Prahalad, C. K. (2006). The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits. Pearson Prentice Hall.
2. London, T., & Hart, S. L. (2004). Reinventing strategies for emerging markets: Beyond the transnational model. *Journal of International Business Studies*, 35(5), 350-370.
3. Hammond, A., Kramer, W. J., Katz, R. S., & Tran, J. (2007). The next 4 billion: Market size and business strategy at the base of the pyramid. World Resources Institute.
4. Viswanathan, M., Rosa, J. A., & Harris, J. E. (2010). Marketing to the Bottom of the Pyramid: Opportunities in Emerging Markets. *Journal of Business Research*, 63(6), 590-594.

5. Rangan, V. K., Quelch, J. A., Herrero, G., & Barton, B. (2007). *Business Solutions for the Global Poor: Creating Social and Economic Value*. Jossey-Bass.
6. Prahalad, C. K. (2005). *Fortune at The Bottom of The Pyramid-Eradicating Poverty Through Profits*. Pearson Education, Inc.
7. Singh, R. (2018). *Bottom of the pyramid marketing: making, shaping and developing BOP markets*. Emerald Publishing. <https://books.emeraldinsight.com/page/detail/Bottom-of-the-Pyramid-Marketing/?k=9781787145566>



## Course Title: Digital Marketing

Course Credit: 04 (3-1-0)

Course No. EMP-609

Max. Marks: 100 (30I+70E)

### Course Objective:

This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved.

### Learning Outcomes:

Students will be able to:

CO1: Assess the impact of digital technology in transforming the business environment.

CO2: Differentiate On page and off page optimization.

CO3: Critically analyze different social media strategies.

CO4: Develop Email and Content Marketing strategy

CO5: Prepare Digital Market Plan.

### Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Digital Marketing: Concept, Scope, and Importance of Digital Marketing. Traditional Marketing versus Digital Marketing, Digital Mix, Challenges and Opportunities for Digital Marketing.
Unit-II (CO2)	Search Engine Optimization: Identify the importance of Search Engines, Search Engines in Digital Marketing Ecosystem, Methods to do keyword research., Differentiate On-Page and Off-Page Optimization.
Unit-III (CO3)	Social Media Platforms, Social Media Marketing Strategy, Mobile Marketing.
Unit-IV (CO4)	Email Marketing Strategy, Content Marketing Strategy, Influencer Marketing Strategy.
Unit-V (CO5)	Digital Marketing Strategy, Digital Analytics & Measurement, Prepare Digital Marketing Plan, New Technologies & Advancement in Digital Marketing.

\* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

### Suggested Readings:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
2. Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
4. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India
5. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page

6. Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.
7. Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.
8. Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.
9. Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

**Course Title: Project-2**

**Course Credit: 10 (0-0-10)**

**Course No. EMP-610**

**Max. Marks: 100 (175I+75E)**

**Course Objective:**

This course attempts to expose students to societal problems in the form of social emersion project. Learning through projects will contribute to society at large.

All students will have to take Social Emersion Project to work for societal challenges and problems. All the students will submit their Project Reports within a period of 10 days from the last date of completion of their Projects. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the period.