

ACADEMIC CURRICULA

POSTGRADUATE DEGREE PROGRAM (REGULATIONS 2022)

MASTER OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)

Trimester Pattern

Two Year (Full-Time) Programme

Learning Outcome Based Curriculum Framework (LOCF)

Academic Year 2022 – 2023



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

College of Management

Kattankulathur, Chengalpattu District 603 203, Tamil Nadu, India

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Vision

To be a renowned Business School in Asia that impacts Business, Society and Environment.

Mission

Advancing knowledge and practice through research, innovation and collaboration for the progress of students and to positively impact the stakeholders, business, community and environment.

College of Management, Kattankulathur campus is committed to be a transformational leader in

- Advancing knowledge through Teaching, Research and Institutional Services
- Developing well-structured innovative programs and extraordinary experiences that help students succeed in attaining their career goals
- Creating value through collaborative minds that could ethically and positively impact the business, community and the environment
- Sustaining collegiate environment that employs Innovative and best practices that contributes to the institutional development and growth

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- Be critical thinkers and business thought leaders
- Collaborate to innovate and enterprise with diverse multi-cultural teams
- Make Responsible Decisions that positively impacts all Stakeholders
- Nurture personal growth and career success

PROGRAM SPECIFIC OUTCOMES (PSO)

- Ability to identify, assess and select digital marketing opportunities
- Investigate and evaluate issues and opportunities in global market environment in order to define strategies
- Ability to analyze cross-cultural and ethical issues in globalized digital markets and foster organizational efficiency

Program Outcomes (PO)

- PO1: Ability to articulate the domain knowledge to achieve organizational and individual goals
- PO2: Ability to foster Critical-thinking, analytical ability, and data driven decisions making skills
- PO3: Ability to collaborate for organisational development and growth
- PO4: Ability to recognize the organisational eco-system to formulate strategies, sustainable systems and structures
- PO5: Ability to integrate functional knowledge with leadership skill to solve business problems with agility
- PO6: Ability to demonstrate technological proficiency in globalized environment
- PO7: Identify and practice the ethical issues for management decisions
- PO8: Create Life-long learning environment for enhancing career and commitment towards stakeholders
- PO9: Conceptualize, evaluate and execute entrepreneurial opportunities and associated risks

Mapping of POs with the PEOs

PO #	Key Deliverables	Be critical Thinkers and Business thought leaders (PEO1)	Collaborate to innovate and enterprise with diverse multi-cultural teams(PEO2)	Make Responsible Decisions that positively impacts all Stakeholders(PEO3)	Nurture personal growth and career success(PEO4)
PO 1	Proficiency in Domain Knowledge & fluent Communication	Yes			
PO 2	Data-driven Decisions	Yes		Yes	
PO 3	Objective Collaboration		Yes		
PO 4	Strategic abilities			Yes	
PO 5	Professional Competency	Yes	Yes	Yes	Yes
PO 6	Technological agility		Yes		
PO 7	Ethically Sensitive & Stakeholder conscious			Yes	
PO 8	Learner Centeredness				Yes
PO 9	Entrepreneurial Skills	Yes	Yes		Yes

POs and Graduate Attributes

PO #	PO Statements	Graduate Attributes
PO 1	Ability to articulate the domain knowledge to achieve organizational and individual goals	<ul style="list-style-type: none"> • Knowledge of Business, Management and Emerging Technologies • Proficient Communication
PO 2	Ability to foster Critical-thinking, analytical ability, and data driven decisions making skills	<ul style="list-style-type: none"> • Research and Business Intelligence • Problem Solving and Decision Making
PO 3	Ability to Collaborate for organizational development and growth	<ul style="list-style-type: none"> • Understanding and respecting diversity, pluralistic societies and other cultures • Global perspective
PO 4	Ability to recognize the organizational ecosystem to formulate strategies, sustainable systems and structures	<ul style="list-style-type: none"> • Strategic abilities
PO 5	Ability to integrate functional knowledge with leadership skill to solve business problems with agility.	<ul style="list-style-type: none"> • Professional Competency
PO 6	Ability to demonstrate technological proficiency	<ul style="list-style-type: none"> • Technological agility • Information Literacy
PO 7	Identify and practice the ethical issues management decision	<ul style="list-style-type: none"> • Social and civic responsibilities relating to the environment and the society • Ethically Sensitive & Stakeholder conscious
PO 8	Create Life-long learning environment for enhancing career and commitment towards stakeholders	<ul style="list-style-type: none"> • Self-reflection and lifelong learning • Skills in variety of fields of employment
PO 9	Conceptualize, evaluate and execute entrepreneurial opportunities and associated Risks	<ul style="list-style-type: none"> • Skills in Entrepreneurial Development. • Risk Management

PG Program Structure : MBA in Digital Marketing Trimester (Total Credits : 102)												
1. Professional Core Courses (PCC) 23 Courses					2. Analytical Skills Enhancement Courses (ASEC) 7 courses							
Course Code	Course Title	L	T	P	C	Course Code	Course Title	L	T	P	C	
MBD22101T	Economics for Marketers	3	0	0	3	MBD22304T	Marketing Analytics	2	2	0	3	
MBD22102T	Marketing Management	3	0	0	3	MBD22103T	Data analysis for Business Decision	2	2	0	3	
MBD22104T	Financial statement Analysis & Reporting	2	2	0	3	MBD22307L	Data Mining for Business intelligence(practical)	0	0	4	2	
MBD22105T	Digital Marketing & Story Telling Across Channels	3	0	0	3	MBD22308L	Interactive Web Campaign designing(Practical)	0	0	4	2	
MBD22106T	Human Behavior at Workplace	3	0	0	3	MBD22402L	Social Media Analytics(Practical)	0	0	4	2	
MBD22107T	Digital Consumer search and Marketing	3	0	0	3	MBD22407T	Consumer Analytics	2	2	0	3	
MBD22201T	Consumer Cognition and Behaviour	3	0	0	3	MBD22404L	Design Thinking for Digital Marketing(Practical)	0	0	4	2	
MBD22202T	Market Research and Reports	3	0	0	3	Total Learning Credits					18	
MBD22203T	Consumer Value Creation and Analysis	3	0	0	3	3.Soft Skills Enhancement Course(SSEC) 1 Course						
MBD22204T	Social Media Marketing	3	0	0	3							
MBD22205T	Retailing and E-Tailing	3	0	0	3	Course Code	Course Title		L	T	P	C
MBD22206T	E-Commerce and Digital payments	3	0	0	3	MBD22208L	Personal Effectiveness and Relation Leadership(Practical)	0	0	2	1	
MBD22207T	Project Management for Digital marketing firms	3	0	0	3	Total Learning Credit					1	
MBD22301T	Product Management and Digital branding	3	0	0	3							
MBD22302T	Professional Ethics and Cyber laws	3	0	0	3	4. Discipline Specific Courses (DSEC) 6 Courses						
MBD22303T	Customer Engagement	3	0	0	3	Course Code	Course Title		L	T	P	C
MBD22305T	Influencers Marketing	3	0	0	3	MBD22501L	Text Analytics(Practical)	0	0	6	3	
MBD22306T	Search Engine Optimization	3	0	0	3	MBD22502T	Digital Leadership	3	0	0	3	
MBD22410T	Global Marketing & Consumer Culture	3	0	0	3	MBD22503T	Price and Revenue Management	2	2	0	3	
MBD22406T	Neuro Marketing	3	0	0	3	MBD22504T	Sales Negotiation	3	0	0	3	
MBD22403T	Strategic Management and Brand Sustainability	2	0	0	2	MBD22505T	Online Reputation Management	2	2	0	3	
MBD22408T	E-Mail Marketing	3	0	0	3	MBD22506L	Content Marketing	0	0	6	3	
MBD22409T	Mobile Marketing	3	0	0	3	Total Learning Credits					12	
					67	5. Entrepreneurial Skills Enhancement Core Course (ESECC) 1 Course						
						Course Code	Course Title		L	T	P	C
						MBD22405T	Digital Startup and New Venture Management	3	0	0	3	
Total Learning Credits					65	Total Learning Credits					3	
6.. Ability Enhancement Courses (AEC) 1 Courses						7.Industry Collaborative Courses (ICC) 2 Courses						
Course Code	Course Title	L	T	P	C	Course Code	Course Title	L	T	P	C	
MBD22108L	Participative Learning	0	0	2	1	MBD22401L	Industry Immersion (Internship)	0	0	4	2	
						MBD22601L	Capstone Project	0	0	8	4	
Total Learning Credit					1	Total Learning Credits					6	

Implementation Plan

SL. NO	COURSE CODE	COURSE NAME	L	T	P	C
TRIMESTER I						
01	MBD22101T	Economics for Marketers	3	0	0	3
02	MBD22102T	Marketing Management	3	0	0	3
03	MBD22103T	Data Analysis for Business Decision	2	2	0	3
04	MBD22104T	Financial Statement Analysis and Reporting	2	2	0	3
05	MBD22105T	Digital Marketing and Storytelling Across Channels	3	0	0	3
06	MBD22106T	Human Behavior at Workplace	3	0	0	3
07	MBD22107T	Digital Consumer Search and Marketing	3	0	0	3
08	MBD22108L	Participative Learning	0	0	2	1
		Total credits				22
TRIMESTER II						
09	MBD22201T	Consumer Cognition and Behaviour	3	0	0	3
10	MBD22202T	Market Research and Reports	3	0	0	3
11	MBD22203T	Consumer Value Creation and Analysis	3	0	0	3
12	MBD22204T	Social Media Marketing	3	0	0	3
13	MBD22205T	Retailing and E-Tailing	3	0	0	3
14	MBD22206T	E-Commerce and Digital Payments	3	0	0	3
15	MBD22207T	Project Management for Digital Marketing Firms	3	0	0	3
16	MBD22208L	Personal Effectiveness and Relation Leadership	0	0	2	1
		Total credits				22
TRIMESTER III						
17	MBD22301T	Product Management and Digital Branding	3	0	0	3
18	MBD22302T	Professional Ethics and Cyber laws	3	0	0	3
19	MBD22303T	Customer Engagement	3	0	0	3
20	MBD22304T	Marketing Analytics	2	2	0	3
21	MBD22305T	Influencers Marketing	3	0	0	3
22	MBD22306T	Search Engine Optimization	3	0	0	3
23	MBD22307L	Data mining for Business Intelligence	0	0	4	2
24	MBD22308L	Interactive Web Campaign Designing	0	0	4	2
		Total credits				22
TRIMESTER IV						
Any four Electives to be offered						
25	MBD22401L	Industry Immersion	0	0	4	2
26	MBD22402L	Social Media Analytics	0	0	4	2
27	MBD22403T	Strategic Management and Brand Sustainability	2	0	0	2
28	MBD22404L	Design Thinking for Digital Marketing	0	0	4	2
29	MBD22405T	Elective 1	Digital Startup and New Venture Management		0	3
30	MBD22406T	Elective 2	Neuro Marketing		0	3
31	MBD22407T	Elective 3	Consumer Analytics		0	3
32	MBD22408T	Elective 4	E-Mail Marketing		0	3
33	MBD22409T	Elective 5	Mobile Marketing		0	3
34	MBD22410T	Elective 6	Global Marketing and Consumer Culture		0	3
		Total credits				20

		TRIMESTER V					
		Any four Electives to be offered					
35	MBD22501L	Elective 7	Text Analytics	0	0	6	3
36	MBD22502T	Elective 8	Digital Leadership	3	0	0	3
37	MBD22503T	Elective 9	Price and Revenue Management	2	2	0	3
38	MBD22504T	Elective 10	Sales Negotiation	3	0	0	3
39	MBD22505T	Elective 11	Online Reputation Management	2	2	0	3
40	MBD22506L	Elective 12	Content Marketing	0	0	6	3
		Total credits					12
		TRIMESTER VI					
41	MBD22601L	Capstone Project		0	0	8	4
		Total credits					4
		Grand Total Credits					102

Course Code	MBD22101T	Course Name	ECONOMICS FOR MARKETERS	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is :
CLR-1 :	To understand the micro decisions in the business firms
CLR-2 :	To understand the production and cost aspects
CLR-3 :	To explore the pricing decisions among the firm under different market structures
CLR-4 :	To understand macro aspects of Indian economy
CLR-5 :	To analyze the macroeconomic policies and role of world organizations

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	80	70
2	70	65
1	80	75
4	80	75
2	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market	Investigate and evaluate issues in adapting to globalized markets that are	Analyze cross-cultural and ethical issues in globalized
3	3	3	3					3			
2			2					2		2	
2			3		2		3		2		2
2					2		3			3	
	3		3				3		1		

Course Outcomes (CO):	At the end of this course, learners will be able to:
CO-1 :	Understand the micro decisions made by firms
CO-2 :	Illustrate the disconnect that exists between platforms and corporate governance
CO-3 :	Identify the core strategies that the successful platform of the future needs to adopt
CO-4 :	Analyze the specific regulatory mechanisms that can best incentivize firms to engage.
CO-5 :	Understand the different phases of strategies.

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Meaning of Managerial Economics	Introduction to of Production and Production Function	Types of Market Structure	Indian Economy Introduction	Foreign Trade
	SLO-2	Nature of Managerial Economics	Meaning of Production and Production Function	Perfect competition and Imperfect competition	Indian Economic growth and Development	Balance of Payments
S-2	SLO-1	Scope and Importance of Managerial Economics	Law of variable proportions	Price and output determination (short run and long run)	Silent features of underdeveloped economy	Agriculture & Land reform policy
	SLO-2	Meaning of demand	Cost of production	Perfect competition	Economic factors	Policies towards Agriculture
S-3	SLO-1	Theory of Demand	Various types of cost of production (Internal cost & External cost)	Imperfect competition	Non-economic factors	Green revolution
	SLO-2	Law of demand, Elasticity of demand	Type I Cost of production	Monopoly	Poverty and inequality	Green revolution and its impact on economy and environment
S-4	SLO-1	Shifting and expansion of demand	Short run cost of production analysis	Private monopoly and public monopoly-dead weight loss	Latest trend in Indian economic planning	Agriculture pricing policy
	SLO-2	Exceptions to law of demand	Type II cost of production	Monopolistic competition	Macro-economic Overview	Procurement pricing and Minimum support pricing

S-5	SLO-1	Demand forecasting	Long run cost of production analysis	Oligopoly competition	Fiscal policy	Subsidies and food securities
	SLO-2	Methods of Demand forecasting	Externality	Price and output determination	Monetary policy	Industrial policy
S-6	SLO-1	Meaning of supply: Theory of supply	Positive Externality	Pricing	cial sector Performance	World Bank
	SLO-2	Market Equilibrium	Negative Externality	Pricing Policies	Impending reforms	IMF

Learning Resources	1. Mark Hirschey and Bentzen, Managerial Economics. Cengage Learning, 2020.
	2. Uma Kapila, "Indian Economy, Performance and Policies", Academic Foundation, 17th Edition: 2019.
	3. Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, 9th Ed., 2018.
	4. Chetan Ghate, Kenneth M. Kletzer, "Monetary policy in India: A modern macro-economic perspective ", springer, 2016.
	5. Nilanjan Banik, "The Indian Economy: A macro-economic Perspective", SAGE publishing India, 2015.

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term Examination CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation. / Seminars / board room discussions / event management etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr. Nisha Ashokan, Associate Professor,SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. P.S. Rajeswari, Associate Professor,SRMIST

Course Code	MBD22102T	Course Name	MARKETING MANAGEMENT	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	College of management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is :	Learning	Program Outcomes (PO)
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CLR-1 :	To understand the motivations of the customer is crucial for anyone in business.
CLR-2 :	To introduce you to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns
CLR-3 :	To examine the evolution of marketing theory and the environment in which it operates
CLR-4 :	To constitute a market and how a marketer identifies, segments and target markets..
CLR-5 :	To enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	50	45
4	70	65
3	80	70
1	60	50
5	70	65

1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalised markets that	Analyze cross-cultural and ethical issues in globalised digital markets.
	3				1		3				3
	3			1				2		2	
2				1		1			1		
							3			3	
3		2					3				1

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	<i>Understand the concept of marketing</i>
CO-2 :	<i>Analyze the external and internal marketing environment</i>
CO-3 :	<i>Outline the market and identify target markets</i>
CO-4 :	<i>Identify the key factors in the consumer decision making process</i>
CO-5 :	<i>Measure marketing proposal with confidence and authority</i>

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	<i>Introduction to marketing,</i>	Components of a Modern Marketing Information System	Marketing Segmentation	<i>Pricing concepts, Importance</i>	Integrated Marketing Communications-
	SLO-2	<i>Scope of Marketing</i>	Marketing Intelligence System	Bases for consumer markets and business markets	<i>Pricing objectives</i>	Role- Environment
S-2	SLO-1	<i>Marketing Concepts</i>	Analyzing the marketing environment	Targeting	<i>Significance of price in marketing decisions</i>	Promotion Mix
	SLO-2	<i>Philosophies in marketing</i>	Macro & micro environment-	selection of strategies	<i>Determinants' of price</i>	Communication Process Models
S-3	SLO-1	<i>Marketing for the 21st century</i>	Demand Forecasting	Positioning for competitive advantage	<i>Pricing Types</i>	Channels-Advertising
	SLO-2	<i>Role of Marketing in Organization</i>	Conducting Marketing Research	Competitive Strategies for Market	<i>Pricing strategies & Tactics</i>	Sales Promotions
S-4	SLO-1	<i>Orientation towards Market</i>	The Marketing Research Process-	Leaders- Market-Challenger Strategies	Marketing Channels-Importance	Events and Experiences
	SLO-2	<i>The Marketing Mix</i>	Marketing Metrics, Building Customer Value,	Market-Follower Strategies- Market-Nicher Strategies, Product Life-Cycle stages-	Value Networks	Public Relations, Word of Mouth-Direct and Database Marketing and Personal Selling
S-5	SLO-1	Strategic perspective of organizations	Satisfaction, Motivation	Strategies for different stages- , Product Characteristics and Classifications	Role- Functions, Levels-Channel-	Catalog Marketing- Telemarketing
	SLO-2	Value delivery process	Loyalty- Maximizing Customer Lifetime Value	Differentiation- Product and Brand Relationships-	Design Decisions- Channel-	Designing the Sales Force, objectives and Strategy- Structure Size-Compensation
		Customer Relationship Management	Customer Relationship Management	Packaging, Labeling, Warranties,	Management Decisions-Conflict,	Relationship Marketing-Internal

				and Guarantees	Cooperation, and Competition	Marketing
S-6	SLO-1	Value Chain	Consumer Behavior- influencing Factors, Institutional and Government Markets.	Challenges in New-Product Development process	Managing Retailing-Types	Cause-Related Marketing-Social Marketing
	SLO-2	Marketing Plan	The Buying Decision Process, Business Markets- Differentiating factors	The Consumer-Adoption Process	Wholesaling-Market Logistics.	Online and Social Media Marketing, Mobile marketing, The Future of Marketing

Learning Resources	1. Philip Kotler, Kevin Lane Keller, "Marketing Management", 15th Edition, Pearson Publications Limited, 2019.	3. Ramasamy and Namakumari, "Marketing Management-Global Perspective- Indian Context", 5th Edition, Macmillan Publishers India Ltd., 2017.
	2. RajanSaxena, "Marketing Management", 5th Edition, Tata McGraw Hill Publishing Co. Ltd., 2020.	4. Arun Kumar and Meenakshi, "Marketing Management",Vikas Publishing House, 2020.

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	30		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	40		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		20		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term Exam CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment
 can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions / event management etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr Alok ,Head Marketing & Business development, Kaveri group of Hospitals ,TN	Dr .Bushan D.Sudhakar ,HOD , International Marketing, School of Management , Pondicherry University. Pondi .	Dr.S.Senthil kumar, Professor , SRMIST
Dr V S Venkataraman, Sr.Vice President and HR , Business development , DELPHI TVS, Chennai	Dr R.Sundar , Associate Professor , VIT, Vellore.	Dr A R Krishnan,Professor , SRMIST

CourseCode	MBD22103T	Course Name	DATA ANALYSIS FOR BUSINESS DECISION	CourseCategory	PCC	Professional Core Course	L	T	P	C
							2	2	0	3

Pre-requisiteCourses		Co-requisiteCourses		ProgressiveCourses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		The purpose of learning this course is to:		Learning			Program Outcomes (PO)											
CLR-1:	To provide an understanding of the perspective and definition of data analysis to bring out its relevance to work and business environment.			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2:	To facilitate the calculation of probabilities in business and managerial situations.			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Identifying, assessing and selecting digital market opportunities.	Analyze cross-cultural and ethical issues in globalized digital markets.
CLR-3:	To understand the role of sampling that provides reliable information in lesser time at a lesser cost.																	
CLR-4:	To understand the two aspects of statistical inference viz estimation and hypothesis testing based on a sample of observations from a population.																	
CLR-5:	To understand the relevance and applications of the relationship between two variables.																	

Course Outcomes (CO):		<i>At the end of this course, learners will be able to:</i>																	
CO-1:	Analyze statistical data graphically using frequency distributions and cumulative frequency distributions			1	65	60	3				3			3		3			
CO-2:	Use the basic probability rules, including additive and multiplicative laws, using independent and mutually exclusive events.			2	70	65		3		2		2			2		3		
CO-3:	Perform a Test of Hypothesis and calculate the confidence interval for a population parameter for a single sample and two sample cases. Understand the concept of p-values.			3	80	70	2		2				3						2
CO-4:	Recognize situations requiring the comparison of more than two means or proportions			5	75	70		2			3				2	1			
CO-5:	Analyze how many business decisions depend on knowing the specific relationship between two or more variables.			6	85	80	3		3						2				2

Duration (hour)		6	6	6	6	6
S-1	SLO-1	APPLICATIONS IN BUSINESS AND ECONOMICS	Random experiments, counting rules, and assigning probabilities	SELECTING A SAMPLE Sampling from a Finite Population Sampling from an Infinite Population	Concepts fundamental to the hypothesis testing procedure; developing null and alternative hypothesis	Significance and Introduction Correlation
	SLO-2	DATA Elements, Variables, And Observations, Scale Of Measurement, Categorical And Quantitative Data	Events and their probabilities	POINT ESTIMATION	Type I and Type II error	Correlation Analysis

S-2	SLO-1	Summarizing Data Categorical Variable frequency distribution	Complement of an event addition law	INTRODUCTION TO SAMPLING DISTRIBUTIONS	Parametric Test: chi-square and analysis of variance	A measure of linear Correlation
		Relative frequency and Percent, frequency distributions Bar Charts and Pie Charts				
	SLO-2	Summarizing Data For A Quantitative Variable Frequency Distribution Relative frequency and Percent frequency distributions, dot Plot Histogram, Cumulative distributions	Conditional probability	SAMPLING DISTRIBUTION OF x	Chi-square as a test of Independence, Chi-square a test of goodness of fit	Spearman's rank correlation
S-3	SLO-1	Measures OF Location Mean, Weighted Mean Median	Bayes' theorem tabular approach	SAMPLING DISTRIBUTION OF p	Analysis variance: inference about a population variance	Regression Model and Regression Equation Estimated Regression Equation
	SLO-2	geometric Mean Mode, Percentiles Quartiles	Random variables	PROPERTIES OF POINT ESTIMATORS	Inference about two population variances	Least-squares method
S-4	SLO-1	Measures Of Variability Range, interquartile Range Variance, Standard Deviation Coefficient of variation	Developing discrete probability distributions	OTHER SAMPLING METHODS	Non-Parametric test: The sign test for paired data	coefficient of determination correlation coefficient
	SLO-2	Standard Deviation Coefficient of variation	binomial probability distribution	Inferences About the Difference Between Two Population Means' 1 And σ 2 known	Rank sum tests: The Mann Whitney U test and Kruskal Wallis test	regression analysis with excel
S-5	SLO-1	Quartile Deviation	Poisson probability distribution	The margin of Error and the Interval Estimate	The Kolmogorov Smirnov test	Time series- Significance and introduction
	SLO-2	Mean Deviation	Normal probability distribution	Inferences About the Difference Between Two Population Means' 1 And σ 2 Unknown	Tests for the difference between means: large samples	Time series patterns
S-6	SLO-1	Summarizing Data For Two Variables Using Graphical Displays Scatter diagram and Trendline Side-by-Side and Stacked bar Charts	Normal curve standard normal probability distribution	DETERMINING THE SAMPLE SIZE	Tests for the difference between means: small samples	Moving averages
	SLO-2	Data Visualization: Best Practices In Creating Effective Graphical Displays Creating Effective Graphical displays Choosing the Type of Graphical Display, data dashboards	Computing probabilities for any normal probability distribution Gear tire company problem	POPULATION PROPORTION Determining the Sample Size	Hypothesis testing for mean when the population standard deviation is not known	forecasting with excel

Learning Resources	1. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, Statistics for Business & Economics, Revised 13th Edition, 2018	3. T N Srivastava, Shailaja Rego, Statistics for Management Paperback, 2019
	2. Richard I. Levin, and David S. Rubin, the University of North Carolina at Chapel Hill Statistics for Management, 7th Edition 2020	4. Anand Sharma, Statistics for Management, Himalaya Publishing House, Second Revised Edition, 2018. 5. Albright S and Winston.L., Business Analytics: Data Analysis and Decision Making 5th Edition, Cengage Learning, 2019

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		20		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		10		10		10		10	
Level 6	Create	10		10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term Exam CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions in event management

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr Gurusamy Dean, Chennai	Ms.K. Kavitha- Assistant Professor, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr Ravanan Associate Director, Chennai	Dr.A.Anbu –Assistant Professor , SRMIST

Course Code	MBD22104T	Course Name	FINANCIAL STATEMENT ANALYSIS AND REPORTING	Course Category	Core Course	L	T	P	C
						2	2	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes / Standards

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Leaning			Program Outcomes (PO)											
CLR-1:	Have a good grasp of the tools and techniques of basic accounting like Journal, Ledger, and Final Accounts and to interpret them.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2:	Understand of the financial statements is common to all functional areas of Management.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
CLR-3:	Improve your understanding of financial results and trends over time, and provide key indicators of organizational performance.															
CLR-4:	Know various types of budgets and its uses. Designed to include the fundamentals of financial management such as budgeting.															
CLR-5:	Design to impart knowledge on analysis and interpretation of annual reports and to understand the position of the company.															

Course Outcomes (CO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12
CO-1:	Identify the good grasp of the basic tools and techniques of financial accounting and to study the final accounts.	1	65	60			3	3			2			3		
CO-2:	Understand the financial statements and learn how to compare and interpret the same.	2	70	65		2			3			1			2	
CO-3:	Outline knowledge on ratio analysis and cash flow analysis which helps in decision making process	3	80	70			2								2	1
CO-4:	Appraise importance of budget analysis in the business decision making process.	5	75	70		3				2				3		
CO-5:	Build knowledge of Annual Reports and the ways of interpreting the annual reports.	6	85	80		3			2			2				2

Duration (hour)	6	6	6	6	6	
S-1	SLO-1 SLO-2	Accounting Concepts and Conventions	Analysis of Financial Statements -	Ratio Analysis	Budget – Importance Zero Based Budgeting Case study	Key Components of Annual Report in
S-2	SLO-1 SLO-2	Accounting Cycle	Vertical and Horizontal	Liquidity Ratios	Characteristics Classification	Schedules in Annual Report
S-3	SLO-1 SLO-2	Accounting Standards	Analysis Comparative,	Solvency Ratios	Functional Budget	Interpreting Notes Segment
S-4	SLO-1 SLO-2	(Journal - Ledger - Trial Balance)	Trend Projections Cash Flow	Profitability Ratios	Flexible Budget	Reporting Mandatory Disclosures
S-5	SLO-1 SLO-2	Preparation of Financial Statements (Trading, Profit and Loss	Statements Expert Talk	Market Ratios	Cash Budget	Annual Report ESG reporting

S-6	SLO-1	Account, Balance Sheet)	Analysis of Financial Statements	Case study	Roll on Budgets	Expert Talk Preparation of Case let from secondary data
	SLO-2					

Learning Resources	<ol style="list-style-type: none"> 1. S P Gupta, K L.Gupta, "Management Accounting", Revised Edition, Sahitya Bhawan Publications 2021, 2. M.Y.Khan, P.K.Jain, "Management Accounting Text, problems and cases, 8th Edition, Tata Mcgraw Hill publishing company ltd., New Delhi, September 2021. 3. T.S.Grewal, S.C.Gupta, "Introduction to Accountancy", S.Chand& company Ltd.,New Delhi.8th revised Edition, January 2016,
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		20		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		10		10		10		10	
Level 6	Create	10		10		10		10		10	
	Total	100 %		100 %		100 %		100 %		100%	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ./ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. T.N. Sekhar, CA, CIMA	Dr. Narasimhan, IIM, Bangalore	Dr. T.Ramachandran , Professor , SRMIST
Dr. R. Maheswaran, ICWA, MBA, Ph.D	Dr. Thenmozhi, IIT Madras	Dr. Kavitha Shanmugam . Associate Professor , SRMIST

Course Code	MBD22105T	Course Name	DIGITAL MARKETING AND STORY TELLING ACROSS CHANNELS	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		College of Management		Data Book / Codes/Standards	

Course Learning Rationale (CLR):	The purpose of learning this course is to:
CLR-1:	To understand and examine the new tenets of storytelling in the digital age through thoughtful analysis of trends, topics, consumption and digital tools used.
CLR-2:	To analyze the changing roles of storytellers for news, businesses and nonprofit organizations.
CLR-3:	To use a broad set of digital tools (Adobe Creative Cloud) to engage in the construction and dissemination of knowledge
CLR-4:	To upload and handle in online a mixture of images, text, sound, audio narration, video and/or music to tell a story.
CLR-5:	To upload and handle in online a mixture of images, text, sound, audio narration, video and/or music to tell a story.

Leaning		
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	50	48
2	60	50
1	55	40
6	65	60
5	70	55

Program Outcomes (PO)											
Effective communication skills	Effective communication skills	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.
3				3			3		1		
	3		2		2			2		2	
		2				3					3
	2			3				2	2		
		3						2		3	

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1:	Dramatize the Visuals and photos to tell a story
CO-2:	Represent the Creativity in Story Telling
CO-3:	Recall the History of Podcasting & Production of Audios and Its Importance.
CO-4:	Create the Social Media for Promoting Story
CO-5:	Convince the audience with Story.

Duration (hour)	6		6		6		6		
S-1	SLO-1	Visual	Visuals and photos to tell a story	to explore contextual angles	Importance	Impact of Digital Marketing			
	SLO-2	Definition and Need of Visual	Style and Tone	Meaning, Concept	Importance of Visuals	Characteristics			
S-2	SLO-1	Creativity in Story Telling	Learning- process, types	Find and Tell Stories.	How story telling helps in working	garnering goodwill within your audience			
	SLO-2	scope of Story Telling	Use of Story Telling in Marketing	Decision Making to create story	Purpose of Story				
S-3	SLO-1	How to tell story	Types of Social Media Channels	Facebook tool for story	Instagram tool for story	LinkedIn tool for story.			
	SLO-2	Discussion	Creating Story Content	Analysis of Story Content	How importance story will be to the customer	Selection of strategy and design			
S-4	SLO-1	Production of audio	Importance and Advantages	Audio Scripting	History of podcasting	Recording Audio			
	SLO-2	Presentation on story telling		Digital Marketing Strategies	Market Analysis	Market Penetration			
S-5	SLO-1	Story telling through Email	Email Marketing	Importance	Content Writing and Storytelling linkage	Outcome of Email Marketing			
	SLO-2	Advantages of Digital Marketing	Digital Marketing Vs offline Marketing	Digital Sales	Power of Social Media Marketing	Content Marketing & Importance			
S-6	SLO-1	Challenges in Digital	Customer Relationship	Search Engine Optimization	Facebook Ads Campaign	Instagram Ads Campaign			

	Marketing	Management		
SLO-2	Influencer Marketing	Affiliate Marketing		Importance of SEO PPC Advertising

Learning Resources	1. Dave Chaffey and Fiona Ellis- Chadwick, Digital Marketing: Strategy, implementation and practice, Sixth Edition, Pearson, 2020 2. Vandana Ahuja, Digital Marketing Paperback Oxford University Press, 2019	3. Alan Charlesworth, Digital Marketing: A Practical approach, Third Edition, Routledge: Taylor & Francis Group –London and New York, 2019 4. Puneet Singh Bhatia, Fundamentals of Digital Marketing, 2 nd Edition, Pearson, 2019
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 –Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions / event management etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. B.Captain Prasath –Managing Director- Open mind Innovations Pvt.Ltd	Dr. Raguram- Associate Professor- VIT, Chennai	Dr.B.Shyamaladevi– Assistant Professor , SRMIST
Mr. Surjadeep Dutta – Managing Director –Brandocube Solutions	Dr. Usha – Associate Professor – University of Ma	Dr.A.R.Krishnan –Professor , SRMIST

S-6	SLO-1	Creating a positive work environment	Impact of satisfied and dissatisfied employees on the workplace.	Case Study	transformational leaders	Creating effective teams
	SLO-2	Improving ethical behavior.			Leading for the future Mentoring.	

Learning Resources	1) Aquinas, P. G. Organizational Behavior Concepts Realities Application and Challenges. (3rd ed.) New Delhi: Excel Books ,2020	3) Baltus, R. Personal psychology for work and life. Tata McGraw Hill,2018
	2) Ashliegh, A. M. The psychology of people in organizations. Pearson Education, 2019	4) Dash, C. Organizational behavior. New Delhi: International Book House,2019 5) Gibson, J. L., Ivancevich, J. M., & Konopaske, R. Organizations: Behavior, Structure, Processes. Tata McGraw Hill,2019

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term

CLA-2- Quiz

CLA-3 - Assignment

CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video

presentation. / Seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr. Sujatha. S, Associate Professor, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. N. Santhosh Kumar, Associate Professor, SRMIST

Course Code	MBD22107T	Course Name	DIGITAL CONSUMER SEARCH AND MARKETING	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	of Management	Data Book / Codes/Standards

Course Learning Rationale (CLR):		The purpose of learning this course is :			Learning			Program Outcomes (PO)														
CLR-1 :	CLR-2 :	CLR-3 :	CLR-4 :	CLR-5 :	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12			
To provide knowledge on behavior aspects in digital consumer search and marketing	To learn the theories and practices associated with digital consumer search.	To know about digital consumer search	To understand the influencing factors of digital consumer search		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Identifying, assessing and selecting digital market opportunities.	Identifying, assessing and selecting digital market opportunities.			
								2	50	48	3			3			3		2			
								3	60	50		3		2		2			2		3	
								6	55	40	2		2			3			3			
								2	65	60		2			3				2		3	1
								5	70	55	3		3						2		2	

Course Outcomes (CO): *At the end of this course, learners will be able to:*

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Foundations of digital marketing – definition -	Introduction to digital consumer search	Introduction to the external environment	Fundamentals of digital consumer	Introduction to digital consumer experience management
	SLO-2	Scope of Digital marketing	Scope of digital consumer search	Forces of the external environment.	Digital consumer – definition	Digital consumer experience management – definition and meaning
S-2	SLO-1	Methods of digital marketing	Characteristics of digital consumer search	The role of technology in consumer digital search	Concepts of Digital consumer	Concept of digital consumer experience management - competitor Methods of digital consumer experience management
	SLO-2	Digital Marketing landscape – characteristics	Basics of digital consumer search and marketing -	theories of adoption	Understanding of the digital consumer	
S-3	SLO-1	concepts relevant documents	Introduction to digital marketing communications -	diffusion of innovations - role of competition	Essentials of digital consumer in Digital Marketing	Essentials of digital consumer experience management
	SLO-2	Importance of Digital Marketing landscape	Definition and methods of digital marketing communications -	Influences of the economic environment. -	Scope of Digital consumer	Significance of digital consumer experience management

S-4	SLO-1	Digital consumer engagement - definition	Methods of digital marketing channels, -	Porter's 5 Forces Model	Basics of demand analysis	Fundamentals of Benchmarking
	SLO-2	Significance of Digital consumer engagement	Fundamentals of Digital marketing approaches	the influences of the social cultural environment	Demand analysis - Definition	Concepts of Benchmarking
S-5	SLO-1	Scope of Digital consumer engagement	Significance of Digital marketing approaches	The influences of the legal environment.	Characteristics of Demand analysis	Methods of Benchmarking
	SLO-2	Consumer Journey Mapping (CJM) - definition	Implementation of Digital marketing approaches	The influences of the political environment,	Conversion analysis – concepts	Digital consumer journey maps – definition
S-6	SLO-1	Methods of Consumer Journey Mapping (CJM)	-Business to Consumer (B2C)	Introduction to PESTLE analysis	situation analysis – definition and concepts	Essentials of digital consumer journey maps
	SLO-2	Introduction to Competitor benchmarking.	Consumer to Consumer (C2C)	Scope of PESTLE analysis	Methods of situation analysis	Implementation of digital consumer journey maps
	SLO-2	Scope of Competitor benchmarking.	Business to Business (B2B) and Consumer to Business (C2B).	how PESTLE analysis is applied in digital marketing strategy	Digital consumer profiles.	case studies

Learning Resources	<ol style="list-style-type: none"> Richard Gay, Alan Charlesworth, Rita Esen, Online Marketing- A customer led approach –Oxford Publication, 2019 reprint Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import, Kogan Page 2019 	<ol style="list-style-type: none"> Vandana Ahuja , Digital Marketing Paper back , Oxford University Press 2020.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term

CLA-2- Quiz

CLA-3 - Assignment

CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation. / Seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Subathra ,Assistant Professor, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Senthil kumar , Professor, SRMIST

Course Code	MBD22108L	Course Name	PARTICIPATIVE LEARNING(Practical)	Course Category(AEC)	Ability Enhancement Courses	L	T	P	C
						0	0	2	1

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes / Standards

Course Learning Rationale (CLR):		Leaning			Program Outcomes (PO)											
CLR-1: To understand the significance of Team Awareness and Self Awareness		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2: To learn the importance of Goal Setting		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
CLR-3: To be acquainted with the benefits of Participative Learning																
CLR-4: To apprehend the benefits of team productivity																
CLR-5: To understand the importance of managing stress in work life																
Course Outcomes (CO):																
CO-1:	Understand the importance of Team Awareness and Self Awareness in work life	2	65	60		1		2							3	
CO-2:	Analyze the importance of Goal Setting in workplace	4	70	65	3						1			2		
CO-3:	Apply the concept of Participative Leadership in workplace	3	80	70		2				3					1	
CO-4:	Understand the benefits of team productivity	2	75	70				3			1					2
CO-5:	Apply the concept of stress management in workplace	3	85	80		3			1		2			2		

Duration (hour)	4	4	4	4	4	
S-1	SLO-1	Team awareness and Self awareness	Goal Setting - Basics of setting SMART goals	Training Participative Leadership - Team vision	Team Productivity - Building mental and physical energy	Creating your brand of happiness
	SLO-2	Executive Action Skills – Protagonist Training				
S-2	SLO-1	Learning Goals – Conflict Resolution	Goal setting techniques	Renovating the self-leadership from inside out	Adopting technology for advantage	Removing the work life balance obstacles
	SLO-2	Following the Squad fellow - Maximizing Team effectiveness				
S-3	SLO-1	Active listening, inquiring and performance management skills	Exercises for changing the attitude on failing	Setting vision	Gaining clarity & classifying professional vs. personal priorities	Creating strategic leadership toolkit
	SLO-2	Building leadership strengths Self-assessment of student strengths		Managing team directions		

S-4	SLO-1	Understanding the life wheel & its significance for work life balance	Expert Talk	Managing team directions	Activity	Expert Talk
	SLO-2	Exercises for building trust within & with others Team growth		Team coaching		

Learning Resources	<ol style="list-style-type: none"> 1. Joel Schwartzberg, "The Language of Leadership How to Engage and Inspire Your Team", Berrett-Koehler Publishers, 2021. 2. Christopher D. Connors, "Emotional Intelligence for the Modern Leader", Callisto Media Incorporated, 2021 3. Brian Murray, Dianna L. Stone, James H. Dulebohn, "Leadership Leaders, Followers, and Context", Information Age Publishing Inc., 2021. 4. Brigid Carroll, Jackie Ford, Scott Taylor, "Leadership Contemporary Critical Perspectives", SAGE Publications, 2019. 5. Peter G. Northouse, "Introduction to Leadership Concepts and Practice", SAGE Publications, 2019.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember										
Level 2	Understand		30		30		30		30		30
Level 3	Apply		40		40		40		40		40
Level 4	Analyze		30		30		30		30		30
Level 5	Evaluate										
Level 6	Create										
	Total		100%		100%		100%		100%		100%

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. B.Captain Prasath –Managing Director- Open mind Innovations Pvt.Ltd	Dr. Raguram- Associate Professor- VIT, Chennai	Dr S Arunkumar Associate Professor , SRMIST
Mr. Surjadeep Dutta – Managing Director –Brandocube Solutions	Dr. Usha – Associate Professor – Madras University	Dr Santhosh kumar Associate Professor , SRMIST

Course Code	MBD22201T	Course Name	CONSUMER COGNITION AND BEHAVIOR	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is :</i>
CLR-1 :	To understand the conceptual foundations of consumer buying behavior
CLR-2 :	To create awareness of the theories of motivation and perception as applied in consumer behavior
CLR-3 :	To acquaint with the communication and consumer decision making
CLR-4 :	To familiarize the students with the behavioral aspects of consumers
CLR-5 :	To understand the influence on consumer behavior

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	80	70
2	70	65
2	80	75
5	80	75
5	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
	3	-	3					3	2		
			2					2		2	
			3		2		3			1	
					2		3		3		2
	3		3				3			3	

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Identify the dynamics of human behavior and the basic factors that influence the consumers decision process
CO-2 :	Explain how concepts may be applied to marketing strategy
CO-3 :	Compare the core theories of consumer behavior in both consumer and organizational markets.
CO-4 :	Review the theories to real world marketing situations by profiling and identifying marketing segments Cognitive, Psychomotor & Affective Understand, Remembering & Apply
CO-5 :	Evaluate and appraise the models of Consumer Behavior and determine their relevance to particular marketing situations

Duration (hour)	6		6		6		6	
S-1	SLO-1	Nature of Consumer Behavior	Meaning of Personality	Customer Perception Meaning	Social Class Meaning	Innovation Meaning		
	SLO-2	Scope of Consumer Behavior	Importance of personality	Learning & Consumer Involvement	Determinants of Social class	Product Characteristics		
S-2	SLO-1	Application of Consumer Behavior	Theories of personality - Freudian Theory,	Learning Theory – I – Classical Conditioning	Determinants of Social class	Influencing diffusion		
	SLO-2	Characteristics of consumer Behavior	Jungian theory	Learning Theory – I – Key principles of Classical Conditioning	Measuring of Social Class	Resistance to innovation, Adoption process		
S-3	SLO-1	Importance of Consumer	Neo-Freudian theory	Learning Theory – I – Instrumental Conditioning	Types of Social Class	Meaning of Consumer Decision making process		
	SLO-2	Role of consumer research, Consumer behavior	Advantages and Disadvantages of Neo-Freudian theory	Learning Theory – I – Advantages and Disadvantages Instrumental Conditioning	Characteristics of Social Class	Consumer Decision making process		

S-4	SLO-1	Interdisciplinary Approach	Trait theory	Theory – II - Cognitive learning	Theories of Social class	Models of Consumer Decision making – I
	SLO-2	Industrial Buying	Theory of self-images	Learning Theory – II – Types of Cognitive learning	Culture & Consumer Behavior	Models of Consumer Decision making –II
S-5	SLO-1	Target and Positioning	Role of self-consciousness	Learning Theory – II - Involvement theory	Cultural factors affecting Consumer behavior	Levels of Consumer decision
	SLO-2	Market Segmentation	Traits Approach to Personality	Learning Theory – II - Involvement theory	Opinion Leadership Meaning	Types of Consumer decision
S-6	SLO-1	Types of Market Segmentation	Types Approach to Personality	Customer Attitude	Characteristics of Opinion Leadership	Factors of Consumer Decision
	SLO-2	Targeting and positioning	Types Approach to Personality	Communication and Consumer Behavior	Opinion Leadership Process	Stages involved in Consumer Decision

Learning Resources	1. Schiffman, L G and Kanuk, L Consumer Behavior New Delhi, Prentice Hall of India, 2019	4. Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh, Consumer Behavior Twelfth Edition By Pearson, 2018
	2. Assael, H. Consumer Behavior and marketing Action, Ohio, South Western, 2018	5. Schiffman/ Kumar, Consumer Behaviour 11/e (4-Colour), 2017
	3. Engle, J F etc. Consumer Behavior, Chicago, Dryden Press, 2013	

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation. / Seminars / Board room discussions / event management etc

Course Designers														
Experts from Industry				Experts from Higher Technical Institutions				Internal Experts						
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD				Dr. Reeves Wesley- Professor- VIT, Chennai				Dr.S. Senthil Kumar , Professor, SRMIST						
Mr. Claudios –Managing Director -WOORY AUTO LTD				Dr. Upam Pushpak, IIM Tiruchirapalli				Dr. P.S. Rajeswari , Associate Prof, SRMIST						
Course Code	MBD22202T	Course Name	MARKET RESEARCH & REPORTS			Course Category	PC	Professional Core Course			L	T	P	C
						C					3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
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Course Offering Department	College of Management	Data Book / Codes/Standards
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Course Learning Rationale (CLR):	<i>The purpose of learning this course is :</i>
CLR-1 :	To define the probable market for a particular product.
CLR-2 :	To find out general market conditions and tendencies.
CLR-3 :	To be able to assess the competitive strengths and weaknesses of the companies.
CLR-4 :	To indicate the distribution methods best suited to the product and market.
CLR-5 :	To study consumer behavior and get feedback using surveys.

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	50	48
2	60	50
6	55	40
2	65	60
4	70	55

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
3				3			3		2		
	3		2		2			2		3	
		2				3			1		
	2			3				2		2	
		3						2			2

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Outline the introduction of Marketing Research and Marketing Research Industry.
CO-2 :	Explain the Marketing Research Design
CO-3 :	Create insight on the Collection of Data for Marketing Research.
CO-4 :	Understand the Data Analysis and Interpretation for Marketing Research.
CO-5 :	Analyze and present a report of the Marketing Research.

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Importance and Role of research in Marketing	Research design-I	Introduction to Data collection	Analyzing qualitative data collected through interviews and open-ended questions salient features of different methods	Ethical Issues in Marketing Research
	SLO-2	Marketing Research Industry	Research design-II	Primary and secondary data	On-parametric tests: One Sample tests(Kolmogorov-Smirnov One	Preparing Marketing research reports and presentation
S-2	SLO-1	Approaches to marketing intelligence-I	Pre-test	Questionnaire Design and issues	Sample Test- Runs test for Randomness	Written report
	SLO-2	Approaches to marketing intelligence-II	Post-test.	Interviews Comparative	One Sample Sign Test- chi-square test	Format of the report
S-3	SLO-1	Types of Market research	Control group	Non-comparative attitude measurement scaling techniques-I	Two Sample tests Sign test; Median test	common problems in preparing reports
	SLO-2	Research Approaches	Solomon four-group design-I	Non-comparative attitude measurement scaling techniques-II	Mann-Whitney U test	common problems in preparing reports
S-4	SLO-1	Significance of Market Research	Solomon four-group design-II	Sampling design: Sampling procedure-I	Wilcoxon Matched-Pairs Signed Rank test	Graphical presentation of reports
	SLO-2	Market research process	Causal Research	Sampling design: Sampling procedure-II	K Sample tests (Median test; Kruskal-Wallis Test)	Ethical Issues: Ethical issues related to clients respondents
S-5	SLO-1	Criteria of good Marketing Research	observation techniques	s of sampling	Multidimensional Scaling-Discriminant analysis-I	Sampling, questionnaire design, reporting-I
	SLO-2	Problems encountered by	Experiments and test	Sample size determination	Multidimensional Scaling-	Sampling, questionnaire design,

	marketing research in India.	markets		Discriminant analysis-II	reporting-II
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Learning Resources	1.Naresh K Malhotra, Satyabhushan Dash, Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi.2020	4.Hair, Bush, Ortinau, Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, New Delhi.2016
	2.Donald S. Tull, Del I. Hawkins, Marketing research –Measurement & Method, PHI Private Limited, New Delhi.2019	5.Nigel Bradley, Marketing research –Tools and Techniques. Oxford University Press, New Delhi.2017
	3. Donald R. Cooper, Pamela S Schindler, Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, New Delhi.2017	

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. B.Captain Prasath –Managing Director- Open mind Innovations Pvt.Ltd	Dr. Raguram- Associate Professor- VIT, Chennai	Dr. Yaaseen Maswood –Associate Professor , SRMIST
Mr. Surjadeep Dutta – Managing Director –Brandocube Solutions	Dr. Usha – Associate Professor – Madras University	Dr A R Krishnan , Professor, SRMIST

Course Code	MBD22203T	Course Name	CONSUMER VALUE CREATION AND ANALYSIS	Course Category	PCC	Professional Core Course		L	3	T	0	P	0	C	3
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Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is :	Learning	1 2 3	Program Outcomes (PO)	1 2 3 4 5 6 7 8 9 10 11 12
CLR-1 :	To articulate a worldview for defining societal value creation, and the role and corresponding challenges of business for participating in this work				

CLR-2 :	To understand how to systematically assess market opportunity, and learn the corresponding strategies and Tactics for organizationally creating and capturing this value	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	<i>Effective communication skills</i>	<i>Initiate critical thinking</i>	<i>Resources analysis for organizations</i>	<i>Familiarize organizations and its stakeholders</i>	<i>Integrate functional knowledge with strategic skills</i>	<i>Comprehend effectively in globalized environment</i>	<i>Practice business ethics with integrity</i>	<i>Enhance careers and commitment</i>	<i>Instigate entrepreneurial drive</i>	<i>Identifying, assessing and selecting digital market opportunities.</i>	<i>Investigate and evaluate issues in adapting to globalized markets that are constantly changing.</i>	<i>Analyze cross-cultural and ethical issues in globalized digital markets.</i>
CLR-3 :	To apply these tools and theories to a specific market of interest – the American Healthcare System															
CLR-4 :	To reflect upon one’s own entry into the workforce with an eye toward how you might best create value both tactically and philosophically															
CLR-5 :	To understand the concept of Entrepreneurial Entry Strategic Theory															
Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>															
CO-1 :	Recall the concepts of Economy	1	80	70	3	3	3	3	3	3	3	3	3	3	3	3
CO-2 :	Categorize and get the knowledge about Landscape	2	70	65	2		2						2		2	
CO-3 :	Carryout the knowledge about Strategic Opportunity	3	80	75	2		3		2		3					1
CO-4 :	Apply and demonstrate Strategic theory and Competitive advantage	4	80	75	2				2		3		2			
CO-5 :	Create and gain knowledge in Entrepreneurial Strategic activities.	6	80	70	3		3				3				2	

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Meaning of Economy	Meaning of Assessing the Landscape	Meaning of Strategic Opportunities	Meaning of Strategic theory	Entrepreneurial Entry Strategic Theory Meaning
	SLO-2	Characteristics of Economy	Framework of Assessing the Landscape	Four types of Strategic Opportunities	Importance of Strategic theory	Examples of Entrepreneurial entry strategic
S-2	SLO-1	Types of Economy	Application of Assessing the Landscape	Five steps in Strategic Opportunities	Meaning of Competitive Advantage	Entrepreneurial strategies
	SLO-2	Factors affecting economy	Landscape process	Strategic Opportunities Matrix	Types of Competitive Advantage	Importance
S-3	SLO-1	Uses of Economy	Landscape Strategies	Analysis of Strategic Opportunities	Models of Competitive Advantage	Stages
	SLO-2	Nature of Economy	Objectives of Landscape	Hidden Strategic Opportunities	Factors of Competitive Advantage	Purpose
S-4	SLO-1	Features of Economy	Meaning of Stakeholder Analysis	Strategic Opportunities Areas	Theory of Competitive Advantage	Advantages
	SLO-2	Meaning of Value creation	Process of Stakeholder Analysis	Finding Strategic Opportunities	Importance of Competitive Advantage	Disadvantages
S-5	SLO-1	How value creation affect business	Tools and Techniques of Stakeholder Analysis	Finding and Creating (Framework)	Value creation Meaning	Types
	SLO-2	Six challenges in value creation	Theory of Change	framework of strategic opportunities	Principles of Value Creation	Factors affecting Entrepreneurial
S-6	SLO-1	Importance of Value Creation	Theory of Change	Elements of Strategic framework	is of Value Creation	Entrepreneurial entry strategies cases

	SLO-2	Potential Value Creation	theory of change advantages and disadvantages	framework of strategic opportunities advantages and disadvantages	Importance of Value Creation	Entrepreneurial entry strategies cases
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Learning Resources	5. Morris Holbrook, Consumer Value: A Framework for Analysis and Research, 2018
	6. Gautam Mahajan, Value Creation: The Definitive Guide for Business Leaders Sage Publications India, 2016
	7. Bradley Gale Managing Customer Value: Creating Quality and Service That Customers Can, Bradley Gale Free Press, 2019
	8. Prasanna Chandra, Corporate Valuation and Value Creation, McGraw Hill Education, 2018
	9. Soman Dilip and N - Marandi Sara, Managing Customer Value: One Stage at a Time, World Scientific Publishing Company, 2019

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation. / Seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr. Yaaseen Maswood –Associate Professor, SRMIST.
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. P.S. Rajeswari , Associate Professor , SRMIST.

Course Code	MBD22204T	Course Name	SOCIAL MEDIA MARKETING	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is :</i>
CLR-1 :	To understand the conceptual foundations of Digital Marketing
CLR-2 :	To understand the search engine and internet Marketing
CLR-3 :	To understand the customer engagement, Segmentation and email Marketing
CLR-4 :	To understand the concept of Electronic customer relationship
CLR-5 :	To understand the concept of Mobile, viral and Inbound Marketing

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	80	70
2	70	65
4	80	75
3	80	75
5	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
	3	-	3					3		3	
2			2					2		2	
2			3		2		3		1		
2					2		3			2	
3			3				3				3

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Identify the dynamics of Social Media Marketing.
CO-2 :	Summarize the concepts may be applied to Mobile Marketing strategy.
CO-3 :	Explain and explore the customer engagement
CO-4 :	Apply and demonstrate theories of electronic customer relationship
CO-5 :	Evaluate the Social Media Analytics

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Digital Marketing Meaning	Search Engine Marketing Meaning	Customer Engagement Meaning	CRM & CX in digital marketing	Mobile Marketing Meaning and types
	SLO-2	Types of Digital Marketing	Importance of Search Engine Marketing	Benefits of customer engagement	Types of CRM	Benefits and importance of Mobile Marketing
S-2	SLO-1	Digital Marketing Strategies	Characteristics of Search Engine Marketing	Strategies to increase customer engagements	Importance of CRM	Strategy of Mobile Marketing
	SLO-2	Elements of Digital Marketing	Scope of Search Engine Marketing	Importance of Customer Engagement	Strategies in CRM	Advantages and disadvantages of Mobile Marketing
S-3	SLO-1	Evolution of Digital Marketing	Benefits of Search Engine Marketing	Affiliate marketing & strategic partnerships	Importance and scope of CX in digital Marketing	Integrating Digital and Social
	SLO-2	Importance of Digital Marketing	PPC and Online Advertising	Email marketing Meaning	Digital marketing, data, and analytics	Media Strategies
S-4	SLO-1	Advantages and Disadvantages of digital Marketing	Social Media Marketing Meaning	Types of Email marketing	Social listening	Social Media Analytics
	SLO-2	The digital consumer & communities' online	Types of Social Media Marketing	Benefits of Email marketing	Web analytics	Viral Marketing
S-5	SLO-1	Digital marketing landscape	Importance of Social Media Marketing	Content strategies	Social media analytics	Types of Viral marketing

	SLO-2	Scope of Digital Marketing	Social Media Strategy	Consumer segmentation	Electronic relationship customer	Advantages and disadvantages of Viral Marketing
S-6	SLO-1	Nature of Digital Marketing	Site optimization– Key word advertising	Types of Consumer segmentation	Key CRM applications	Inbound Marketing meaning and its strategy
	SLO-2	Generation Y expectation and influence	Internet marketing metrics	Targeting and positioning by online tools	generation CRM.	Types and importance of Inbound Marketing

Learning Resources	1. Jan Zimmerman, Social Media Marketing All-in-One For Dummies, Deborah Ng, 2018
	2. Puneet Singh Bhatia, Social Media & Mobile Marketing Wiley, 2019
	3. Kailash Chandra Upadhyay, Digital Marketing: Complete Digital Marketing Tutorial, Notion Press; 1st edition, 2021
	4. Gail Z. Martin, The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility, 2018
	5. Jeremy Kagan, Digital Marketing: Strategy & Tactics, Wiley, 2020

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	60		20		20		20		20	
Level 2	Understand	40		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr. Dinesh Kumar, Asst Prof, SRMIST.
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. Suresh , Asst Prof , SRMIST.

Course Code	MBD22205T	Course Name	RETAILING & E TAILING	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is :</i>
CLR-1 :	To understand the basic concept of E Retailing
CLR-2 :	To underly used technologies with emphasis on Internet Technologies
CLR-3 :	To know the application of tools and services to the development of small scale e-Commerce applications
CLR-4 :	To know the principles of e-retailing, e-Commerce and the role of Management
CLR-5 :	To understand the concept of Inventory Management and Loyalty

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (0/1)	Expected Attainment (0/1)
1	80	70
2	70	65
3	80	75
4	80	75
5	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial ideas	Identifying, assessing and selecting digital market opportunities	Investigate and evaluate issues in adapting to globalized markets that are	Analyze cross-cultural and ethical issues in globalized digital markets.
	3	-	3					3	2		
2			2					2		3	
2			3		2		3				1
2					2		3		2		
	3		3				3			3	

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Describe the basic concept of E-Retailing
CO-2 :	Discuss the e-commerce Application
CO-3 :	Apply the principles of E commerce and E-retailing
CO-4 :	Analyze the customer Loyalty concept
CO-5 :	Select the basic concept of consumer Behavior

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	The world of e-retailing Meaning	E-retailing as a format	Inventory management for e-retailing	Loyalty in E commerce	Consumer behavior and e-retailing
	SLO-2	Benefits and features of e-retailing	Challenges in E retailing	inventory management methods for ecommerce	Why loyalty is important in E commerce	Nature of Consumer Behavior
S-2	SLO-1	Types of Electronic Retailing	Integration of Brick and Mortar with E-retailing	Inventory management is important for E retailing	Factors influencing Customer loyalty towards online shopping	Scope of Consumer Behavior
	SLO-2	Advantages and disadvantages of E retailing	Assortment Planning Meaning	Challenges with inventory management in ecommerce	Types of Customer loyalty	Application of Consumer Behavior
S-3	SLO-1	Essentials of E Retailing	Importance of Assortment Planning	Process of inventory management in ecommerce	Importance of Customer loyalty	Characteristics of consumer Behavior
	SLO-2	e-retailing in practice	Factors of Assortment Planning	The importance of inventory management	Steps in Customer Loyalty	Importance of Consumer
S-4	SLO-1	Integration of e-retailing in to organization	Merchandising meaning and 5 R's of Merchandising	Advantages and disadvantages of inventory management	E-store design Meaning	Branding on the web – e-malls
	SLO-2	E -retailing strategies	Types of Merchandising	Features of inventory management	Navigability, interactivity and Web atmospherics	Types of E malls
S-5	SLO-1	Understanding and communicating with the e-consumer	Category Management	Objectives of Inventory Management	Objective of E Store design	Factors that make E-Mall
	SLO-2	Ways to communicate with E commerce Buyers	Eight step cycle of Category Management	Nature of Inventory Management	Importance of E store design	e-retailing models
S-6	SLO-1	E-commerce communication	Evolution of Category Management	Scope of Inventory Management	vice Concept and its importance	Multi-channel success

	strategy				
SLO-2	Importance of communication with online customers	Importance of Category Management	Retail Strategies in the context of e-retailing running an e-retail organization	Advantages and disadvantages of e-service	future of e-retailing

Learning Resources	<ol style="list-style-type: none"> 1. Charles Dennis, TinoFenech and Bill Merrilees, "E-Retailing" E-Book.2020 2. Dunne Lusch carver, Retailing, 8th edition, Cengage publishers, 2018. 3. Nayak Dash, Retail management, 1st edition, Cengage publishers, 2017. 4. Cullen, Retailing: environment and operations, Cengage publishers, 1st edition, 2019. 5. Doug Stephens The Retail Revival: Reimagining Business for the New Age of Consumerism, WILEY, 2018
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Shymala devi , Asst Prof , SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. Krishnaraj , Professor, SRMIST

Course Code	MBD22206T	Course Name	E-COMMERCE AND DIGITAL PAYMENTS	Course Category	PCC	Professional Core Course	L	3	T	0	P	0	C	3
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Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR): <i>The purpose of learning this course is :</i>	Learning	Program Outcomes (PO)
CLR-1 : am about foundations of E-Commerce.	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12

CLR-2 :	To make E–Business plan and address E– Commerce related issues
CLR-3 :	To gain insights on Business incubators.
CLR-4 :	To learn the E–marketing strategies and digital payment systems.
CLR-5 :	To learn E–marketing tools and E–Business entrepreneurship

Course Outcomes (CO):		<i>At the end of this course, learners will be able to:</i>	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>
CO-1 :	Define the concept of E Commerce.		1	80	70
CO-2 :	Interpret, explore and compare the E-business and E-commerce.		2	70	65
CO-3 :	Execute the digital marketing activities.		3	80	75
CO-4 :	Analyze and gain a knowledge about E marketing strategies		4	80	75
CO-5 :	Standardize and gain a concept of IPR and Privacy		5	80	70

Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
3		3					3	2			
2		2					2		3		
2		3			2		3	1			
2					2		3				3
3		3					3	2			

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	E-commerce - Difference Between E-commerce and E-business	Internet and its Infrastructure	E-commerce Security Environment	Foundation of Digital Marketing	Ethical, Social and Political Issues in E-commerce
	SLO-2	Importance and Features of Ecommerce	Components of Ecommerce Infrastructure	Security Threats in the Ecommerce Environment	Types of Digital Marketing	Privacy and Information Rights
S-2	SLO-1	Nature of Ecommerce	Objectives of Ecommerce Infrastructure	Types of Threats in Ecommerce	Strategies of Digital Marketing	Importance of Privacy in E commerce
	SLO-2	Advantages and Disadvantages of Ecommerce	Web - Features and Services	Management Policies, Business Procedures, and Public Laws	Components of Digital Marketing	How to protect customer privacy
S-3	SLO-1	Technological Building blocks	Mobile Apps	E-commerce Payment Systems Meaning	Understanding the Customer Journey	Key Issues in Online Privacy of Consumers
	SLO-2	Trends in E-commerce	Importance of Mobile Apps	Types of E-commerce Payment Systems	Choosing the Right Marketing Campaign	Consumer Privacy Regulations and Enforcement
S-4	SLO-1	Features of E-commerce Technology-Types of E-commerce	Imagine Your E-commerce Presence	Difference between E-payment and Traditional Payment	Crafting Winning Offers	Actual Property Rights
	SLO-2	Assessing E Commerce	Building an Ecommerce Presence: A Systematic Approach	Electronic Billing Presentment and Payment	Pursuing Content Marketing Perfection	Types of Intellectual Property Rights
S-5	SLO-1	Academic Disciplines Concerned with E-commerce	Choosing Software -Choosing Hardware	Types of Electronic Bill Payment and Presentment	Blogging for Business	Features of IPR
	SLO-2	Careers in E-commerce	Other E-commerce Site Tools	Pros and Cons of EBPP	Generating Website Traffic: Building High-Converting Landing Pages	Importance of IPR
S-6	SLO-1	E-Commerce Business Models	Essentials of Ecommerce tools	Features of EBPP	Capturing Traffic with Search Marketing	Advantages and disadvantages of IPR

SLO-2	How Ecommerce Changes Business	Developing a Mobile Website and Building Mobile Applications	Benefits of EBPP	Tapping into Paid Traffic	Governance- Public Safety and Welfare
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Learning Resources	1. Kenneth C.Laudon Carol GuercioTraver , “E– Commerce”, 15th Edition, Pearson Publication.2020 2. S.J.P.T.JOSEPH “E–Commerce: An Indian Perspective”, 6th Edition, PHI Publication.2019 3. Ryan Deiss, Russ Henneberry “Digital Marketing for Dummies”, 1st Edition, John Wiley& Sons, Inc.2017 4. Gary P.Schneider “Electronic Commerce” Course Technology Inc. 12th Edition, Cengage Learning.2018 5. Vandana Ahuja “Digital Marketing”, 3rd Edition, Oxford University Press.2017 6. Shivani Arora “E–Commerce”, 1st Edition, Taxmann Publication.2019
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers														
Experts from Industry				Experts from Higher Technical Institutions				Internal Experts						
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD				Dr. Reeves Wesley- Professor- VIT, Chennai				Dr Saravanan, Associate Prof, SRMIST.						
Mr. Claudios –Managing Director -WOORY AUTO LTD				Dr. Upam Pushpak, IIM Tiruchirapalli				Dr. Suganya, Asst Prof, SRMIST.						
Course Code	MBD22207T	Course Name	PROJECT MANAGEMENT FOR DIGITAL MARKETING FIRMS			Course Category	PCC	Professional Core Course			L	T	P	C
											3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes/Standards

Course Learning Rationale (CLR):	<i>The purpose of learning this course is :</i>

Learning			Program Outcomes (PO)											
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
Level of Thinking Expected	Level of Thinking Expected	Level of Thinking Expected	Effective	Initiate	Resource analysis	Familiarize	Integrate functional knowleg	Comprehd	Practice business	Enhance careers	Instigate	Identifying, assessing and	Investigate and evaluate	Analyze cross-cultural and

CLR-1:	To provide an understanding of the perspective and definition of data analysis to bring out its relevance to work and business environment.
CLR-2:	To facilitate the calculation of probabilities in business and managerial situations.
CLR-3:	To understand the role of sampling that provides reliable information in lesser time at a lesser cost.
CLR-4:	To understand the two aspects of statistical inference viz estimation and hypothesis testing based on a sample of observations from a population.
CLR-5:	To understand the relevance and applications of the relationship between two variables.

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
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CO-1 :	Analyze statistical data graphically using frequency distributions and cumulative frequency distributions	1	50	48
CO-2 :	Use the basic probability rules, including additive and multiplicative laws, using independent and mutually exclusive events.	1	60	50
CO-3 :	Perform a Test of Hypothesis and calculate the confidence interval for a population parameter for a single sample and two sample cases. Understand the concept of p-values.	2	55	40
CO-4 :	Recognize situations requiring the comparison of more than two means or proportions	2	65	60
CO-5 :	Analyze how many business decisions depend on knowing the specific relationship between two or more variables.	4	70	55

3			3			3		3				
	3		2		2			2		2		
2		2				3				3		1
	2			3					2		2	
3		3							2			3

Duration(hour)	6	6	6	6	6	
S-1	SLO-1	Digital Projects	Project Management Plan	Traditional Project Execution Models- introduction	Quality Strategy: Elements of a quality strategy	Challenges Due to Digital Technologies and Evolving Requirements
	SLO-2	The Key Tenets of Digital Projects	Key Points of the Plan	The Waterfall Model	Quality Framework	Challenges in Project Management
S-2	SLO-1	Regular Software Projects vs. Digital Projects	Addressing Scope Creep in Digital Projects	The Prototype Model	Quality in Various Digital Project Lifecycle Phases	Managing Expectations from End Users and Stakeholders
	SLO-2	Mapping Digital Capabilities	Work Breakdown structure	The Iterative Execution Model	Quality in Project Initiation	Challenges in Team Management
S-3	SLO-1	Digital Project Phases	Codes in WBS	Digital Maturity Model-phases	Quality in Project Execution	Common Best Practices to Address Challenges in Digital Programs
	SLO-2	Project Governance	Scheduling of events Estimation of durations	Quantitative Risk Management Model	Comprehensive Code Reviews	Common Pitfalls/Anti-Patterns in Digital Programs
S-4	SLO-1	Sample governance model for digital content projects	M job 2 machines - numerical	Resource Smoothing Problem and the Resource Limitation problem	Checklists and Best Practices	Migration Challenges in Digital Programs
	SLO-2	The Agile Model: Ideal Scenarios for the Agile Model	M job 2 machines- numerical	Critical Chain Project Management	Process Improvement: Usage of Tools	Failure Analysis
S-5	SLO-1	The Scrum Methodology	Process Improvement Plan	The Program Evaluation and Review Technique (PERT)	Quality in Project Maintenance	Digital Project Management Best Practices
	SLO-2	the role of project manager	Drivers of the Process Improvement Plan	Simulation approach Audit	Configuration Management	Typical Challenges with Digital Projects
S-6	SLO-1	digital project framework	Key Success Factors	Closure of projects Synthesis	Metrics and Reporting	Trends in the Digital Solution Space
	SLO-2	Agile Case Study: B2B CMS Portal Execution	Case Study: Lessons from a Large Digital Project	Digital Transformation: A Project Management Case Study	Case Study: Achieving CMMI Level 5 in Digital Projects	Digital Bank Digital Transformation Case Study Details

Learning Resources	<ul style="list-style-type: none"> Shailesh Kumar Sivakumar Complete Guide to Digital Project Management: From Pre-Sales to Post-Production 2018 Harold Kerzner, Project Management, A Systems Approach to Planning, Scheduling and Controlling, 10th edition, Wiley India, 2019 	<ul style="list-style-type: none"> John Nicholas, Herman Steyn, Project Management for Business, Engineering & Technology, 4th edition, Routledge or CRC India, 2019 Samuel Mantel, Jack Meredith, Scott Shafer, Margret Sutton and M.R.Gopalan, Project Management, Core Textbook, 1st Indian edition, Wiley India, 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment
 can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Ms Kavitha – Asst Professor, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr.K. Sankaramoorthy –Assistant Professor, SRMIST

Course Code	MBD22208L	Course Name	PERSONAL EFFECTIVENESS AND RELATION LEADERSHIP(PRACTICAL)	Course Category	SSEC	Soft Skills Enhancement Course	L	T	P	C
							0	0	2	1

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		Learning			Program Outcomes (PO)												
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CLR-1 :	To develop self-esteem and self-image	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.	
CLR-2 :	To appreciate the basic theory of communication																
CLR-3 :	To Identify strategies/techniques for improving communication skills																
CLR-4 :	To understand, and be able to modify, their communication practice according to the situation																
CLR-5 :	To understand individual performance in group situations, and practice how to change communication behavior in order to achieve desired outcomes																
Course Outcomes (CO):		<i>At the end of this course, learners will be able to:</i>															
CO-1 :	Identify and learn the foundation of Self-esteem and Self image	1	80	70		3	-	3					3	2			
CO-2 :	Understand and explore the basic theories of communication	2	70	65	2			2					2			3	
CO-3 :	Demonstrate and gain a knowledge about disabilities	3	80	75	2			3		2		3					1
CO-4 :	Review the concept of Stress	5	80	75	2					2		3	2				
CO-5 :	Manage and gain a knowledge about goal setting	6	80	70		3		3				3				3	

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Self-Concept Meaning	Communication Meaning	Recognition of differences in others	Definition stress, Meaning	Goal Setting Meaning
	SLO-2	Self-Esteem Meaning -Factors influencing self-esteem	Types of communication: - verbal, non-verbal	Values, beliefs, behaviors, feelings, appearances, religions	Sources of stress - physical - environmental - vocational- emotional - social	Types of goals - long term and short term goals
S-2	SLO-1	Types of Self Esteem	Mass Media- Intentional and Unintentional communication	Backgrounds, environments, abilities	life crises - abuse - Assessing levels of stress - signs and symptoms of stress	Personal and externally imposed goals
	SLO-2	Importance of Self Esteem	Importance of effective Communication	levels of health, gender stereotypes	Positive aspects of stress - negative aspects of stress	Individual vs. group goals-Important life goals
S-3	SLO-1	Features of Self esteem	Getting Message understood-Implementation of ideas and plans	Attitudes and reactions to various individuals and groups in society	Coping mechanisms	Goals related to family, marriage and parenting
	SLO-2	Advantages and Disadvantages of Self-Esteem	Barriers to effective communication	Empathy – tolerance – sensitivity	Fight or flight response Stress management techniques	Career choices
S-4	SLO-1	Body image and self-image	Assuming clarity of message and correct interpretation of message	Respect- Prejudice	Time management	Relationships steps in goal setting - define the goal
	SLO-2	level of maturity	cultural differences	Discrimination - hate-based	Relaxation - assertiveness	Identify strategies - consider possible

S-5	SLO-1	Environmental and Social factors	Distance- Passive listening- lack of clarity and feedback	violence Disabilities - Types of disabilities	training – meditation Resolving conflict - enhancing self-esteem	blocks and ways to deal with them Outline the steps
	SLO-2	Developing self-esteem	Improving the effectiveness of communication	Adjusting to disabilities -	Self-expression and creativity through movement	Set deadlines Priorities in goal setting
S-6	SLO-1	Strategies for building self-esteem	Increasing sensitivity to feelings and body language	Community attitudes towards people with disabilities	aining fitness	Failure and success in goal setting
	SLO-2	Strategies for supporting the self-esteem of others	Practicing communication skills - avoiding barriers	Reasons for forming particular attitudes	Hobbies, recreation and leisure activities	Contributing factors - responses to personal failures and successes.

Learning Resources	<ul style="list-style-type: none"> Johnson, D, Reaching Out: Interpersonal Effectiveness and Self-Actualization, Pearson; 11th edition, 2019 Shiv Khera You can Win, 2018 BACK, K., Assertiveness at Work: a Practical Guide to Handling Awkward Situations, McGraw Hill Education, 2019 	<ul style="list-style-type: none"> ZELAZNY, Gene, Say it With Presentations: How to Design and Deliver, McGraw Hill; 2nd edition 2016 Stephen R. Covey The 7 Habits of Highly Effective People, Simon & Schuster, 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		40		20		20		20		20
Level 2	Understand		60		20		20		30		20
Level 3	Apply				20		20		20		20
Level 4	Analyze				20		20		20		20
Level 5	Evaluate				20		20		10		20
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Dinesh, Asst Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Srinivasan, Asst Prof, SRMIST

Course Code	MBD22301T	Course Name	PRODUCT MANAGEMENT AND DIGITAL BRANDING	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	To introduce the students to the field of product management
CLR-2 :	To know more about brands, packaging & positioning
CLR-3 :	To strategize on product, pricing, channel & Integrated Marketing communications
CLR-4 :	To understand brand equity, brand personality, brand architecture, brand hierarchy, & online branding
CLR-5 :	To devise branding strategies and develop new products

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	80	70
3	70	65
2	80	75
4	80	75
5	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to	Analyze cross-cultural and
	3	-	3					3	3		
2			2					2		3	
2			3		2		3		2		
2					2		3			3	
	3		3				3				1

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Define and learn the concept of product management
CO-2 :	Illustrate the concepts of Packaging and positioning
CO-3 :	Summarize the strategies on Product and pricing
CO-4 :	Analyze the brand equity and online branding
CO-5 :	Evaluate the new product development

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Product management basics	Brands versus products	Designing marketing programs	Brand value chain	New product development
	SLO-2	levels of product	Branding challenges and opportunities	Product strategy	Brand equity management system	Process of New product development
S-2	SLO-1	Classification of Products	Strategic brand management process	Types and Importance of Product strategy	Measuring sources of brand equity	Brand extensions
	SLO-2	Industrial and consumer	Brand elements	Process of Product Strategy	Qualitative - projective techniques	Types
S-3	SLO-1	Product system	Brand names – logos – symbols	Pricing strategy	Brand personality	Advantages and disadvantages
	SLO-2	Product mix - product line	Slogans – packaging	Channel strategy – direct -indirect channels	Experiential techniques	Benefits of Brand Extension
S-4	SLO-1	Types of Product mix	Customer based brand equity	Web strategies	Quantitative techniques for measuring brand equity	Managing brands
	SLO-2	Factors affecting Product mix	Building a strong brand	Integrated marketing communications	Brand architecture	Over time - reinforcing brands
S-5	SLO-1	Importance of Product mix	Brand positioning	Advertising – promotion - event marketing	Brand product matrix	Revitalizing brands
	SLO-2	Dimensions of Product mix	Types of positioning	Public relations	Brand hierarchy	Rebranding retiring brands
S-6	SLO-1	Stretching - category attractiveness analysis	Levels of positioning	Personal selling	ning a brand strategy	Adjustments to brand portfolios
	SLO-2	Elements of product strategy over the life cycle.	Importance of Brand Positioning	Secondary brand associations	Online branding	l brandStrategy.

Learning Resources	<ol style="list-style-type: none"> Philip Kotler, Kevin Lane Keller, A Frame Work for Marketing Management - 4th Edition - Pearson, 2020 A.K. Chital, Ravi Gupta, 'Product Policy and Brand Management-Text and cases', 3rd edition, PHI, 2018 Kevin Lane Keller, 'Best Practice Cases in Branding: Lesson from the World's Strongest Brands', 3rd edition, Pearson, 2019 David Asker, 'Building Strong Brands' Simon & Schuster, 2020 Tapan K. Panda Product and Brand Management, , Oxford University Press; First edition, 2018
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total										

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation. / Seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Subathra , Asst Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. Suganthi, Asst Prof, SRMIST

Course Code	MBD22302T	Course Name	PROFESSIONAL ETHICS AND CYBER LAWS	Course Category	PCC	Professional Core Course	L	3	T	0	P	0	C	3
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Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is:
CLR-1 :	To describe Professional & Philosophical Ethics
CLR-2 :	To describe the process of Securing Intellectual Property
CLR-3 :	To enable students on how to recover the Evidence and Investigation
CLR-4 :	To demonstrate on how to secure own presence online

Learning		
1	2	3
Level of Thinking	Expected Profician	Expected Attainme

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication	Initiate	Resources	Familiarize	Integrate functional	Comprehend	Practice business	Enhance	Instigate	Identifyin	Investigate and evaluate	Analyze cross-cultural

CLR-5 :	To describe Cyber Law provision related to all type cyber crimes													
Course Outcomes (CO):		At the end of this course, learners will be able to:												
CO-1 :	Demonstrate the basic concepts of Philosophical ethics	3	80	70										
CO-2 :	Illustrate and gain a knowledge in Intellectual property	2	70	65										
CO-3 :	Retrieve the concepts of cyberspace attacks	1	80	75										
CO-4 :	Connect and learn IT ACT 2020	4	80	75										
O-5 :	Assess the Cyber law and legal activities.	5	80	70										

Duration (hour)	6		6		6		6		6	
S-1	SLO-1	Moral v/s Ethics	Patents- .	Netiquette Intellectual property issues in cyberspace	Security Standards- Assessing Threat Levels	information technology act 2000 - Introduction				
	SLO-2	Why Computer Ethics	Contracting to protect intellectual property Protection options –	Introduction to Deleted File Recovery	Types of incidents	Purpose of IT ACT 2000				
S-2	SLO-1	Philosophical Ethics	Encryption / PGP	Formatted Partition Recovery	Stages of incident response	Features of IT ACT 2000				
		Distinguishing	Copyright on web-content	Data Recovery Tools- Data Recovery Procedures and Ethics	Threats in cyberspace- Blended attacks	drawbacks				
S-3	SLO-2	Descriptive and Normative Claims	Software-	Preserve and safely handle original media	Incident prevention and	Sections of IT ACT 2000				
	SLO-1	Ethical Relativism	digital contracts	File modification and file access	detection-	Objectives of IT ACT 2000				
S-4	SLO-2	Utilitarianism	Digital signatures	Recover Internet Usage Data	Forming an Incident Response Team	Limitations of IT ACT 2000				
	SLO-1	Deontological Theories	Internet Ethics –	Recover Swap Files/Temporary Files/Cache Files	Reporting Cybercrime	Nature and Scope of IT ACT 2000				
S-5	SLO-2	Rights	Characteristics-Hacking &	Cyber Security Introduction	Operating System Attacks	Advantages and Disadvantages of IT ACT 2000				
	SLO-1	Virtue Ethics	Hacker Ethics	Implementing Hardware	Application Attacks	Jurisdiction of - jurisdiction				
S-6	SLO-2	Introduction to	Importance of Internet Ethics	Based Security	Reverse Engineering &	Offense and contraventions				
	SLO-1	intellectual property Protections Trademarks-	Issues of Internet Ethics	Security classification	ing Techniques and	rs of police				
	SLO-2	Trade Secrets	Commandment of Internet Ethics	Software Based Firewalls	Financial Frauds.	Adjudication				

Learning Resources	1. Johnson and Nissenbaum , Computers, Ethics, And Social Values, , Prentice Hall-2020.	4. Wade L. Robison Practical and Professional Ethics: Key Concepts, Bloomsbury Academic, 2021
	2. John Rittinghouse, Cyber security operations Handbook, William Hancock-2018.	5. R. Subramanian Professional Ethics, , Oxford, 2018
	3. Deborah G.Johnson , Computer ethics, , third edition, Pearson education-2019.	

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	60		20		20		20		20	
Level 2	Understand	40		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers	Experts from Higher Technical Institutions	Internal Experts
Experts from Industry		
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Sankaramoorthy, Asst Prof , SRMIST,
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. Anbu , Asst Prof , SRMIST,

Course Code	MBD22303T	Course Name	CUSTOMER ENGAGEMENT	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes/Standards

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning			Program Outcomes (PO)											
CLR-1 :	To provide knowledge on customer engagement	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2 :	To learn the theories and practices associated with customer engagement	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
CLR-3 :	To know about customer engagement factors															
CLR-4 :	To learn the design of organizations and strategy involved in it															
CLR-5 :	To understand the influencing factors.															

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>															
CO-1 :	Outline and Learn about how customer behave dealing with customer engagement	1	50	48	3				3			3		2		
CO-2 :	Summarize the practices followed to regulate customer engagement	2	60	50		3		2		2			2		2	
CO-3 :	create insight on ways in which customer behave and work within	6	55	40	2		2				3			1		
CO-4 :	Understand the behavior of customer and sources of power	2	65	60		2			3				2			3
O-5 :	Interpret and design web and what strategy to use to make it effective	5	70	55	3		3						2		2	

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Introduction to Customer engagement	Personality	Attitudes,	Organization structures	Definition- - care
	SLO-2	Definition, Need of CE	types,	Formation	Process of Management	calculation customer engagement
S-2	SLO-1	Importance of CE	factors	Values	Management philosophies	Purchase frequency (PF) -
	SLO-2	Nature and scope of CE	Theories in personality	Perception,	levels	
S-3	SLO-1	Framework of CE	Learning	Factors	Customer engagement Styles	Average order value (AOV) -
	SLO-2	Discussion	process	Process of Perception	Theories of Customer engagement	Repeat purchase rate (RPR) -
S-4	SLO-1	Models of CE	types	Impression Management	Theories of customer behavior	loyalty program help to increase customer engagement -
	SLO-2	Presentation on Models		Control Mechanisms	Power	Case discussion
S-5	SLO-1	Disciplines in CE	Theories in Learning	mal leaders and norms	Power , Meaning	Customer engagement metrics
	SLO-2	Contribution of disciplines	Emotions	Group decision making Techniques	Sources of power	CE cycles

S-6	SLO-1	Challenges in CE	Types	Communication Control, Organizational strategy	Concept of power	Tools
	SLO-2	Examples of challenges	Emotional Labor		Application on web designing	CE companies
						Discussion

Learning Resources	<ol style="list-style-type: none"> 1. Alan Trefler , Build for Change: Revolutionizing Customer Engagement through Continuous Digital Innovation, , Wiley; 1st edition, 2018 2. Kamaljeet Sandhu , Digital Innovations for Customer Engagement Management and Organizational Improvement, , Business Science Reference,2020 3. Calvin Jones The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement, Kogan Page; 1st edition, 2019 4. Ian Dodson , The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, , Wiley; 1st edition, 2018 5. Stephanie Diamond , Digital Marketing All - In - One For Dummies, Wiley, 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		20		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		10		10		10		10	
Level 6	Create	10		10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 –Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis / case development / market study / video presentation / seminars / board room discussions / event management etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Anbu – Assistant Professor,SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Subathra –Assistant Professor,SRMIST

Course Code	MBD22304T	Course Name	MARKETING ANALYTICS	Course Category	ASEC	Analytical Skills Enhancement Course	L	T	P	C
							2	2	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	To understand the fundamentals of marketing analytics
CLR-2 :	To differentiate different marketing metrics
CLR-3 :	To compute customer lifetime value
CLR-4 :	To perform marketing experiments
CLR-5 :	To use regression analysis to perform marketing analytics

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	80	70
2	70	65
3	80	75
4	80	75
6	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
2	3	-	3					3	2		
2			2					2		3	
2			3		2		3		1		2
2					2		3			2	
	3		3				3		3		

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Explain and learn marketing Analytics concepts
CO-2 :	Discuss and gain a knowledge about brand value and Brand personality
CO-3 :	Outline and learn the concept of customer lifetime value
CO-4 :	Connect and learn marketing experiments
O-5 :	Manage and learn the concept of regression

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Introduction to the Marketing Process	Introduction to Metrics for Measuring Brand Assets	Definition-Customer Lifetime Value	MARKETING EXPERIMENTS Introduction	REGRESSION BASICS
	SLO-2	Steps in Marketing Process	Snapple and Brand Value	Importance of Customer Lifetime Value	Pitfalls of marketing experiments	Assumption of Regression
S-2	SLO-1	Elements of marketing process	Brand value vs. brand equity	Components of Customer Lifetime Value	Importance of marketing experiments	Steps for Regression
	SLO-2	Importance of Marketing Process	Importance of Brand value	Measure customer lifetime value	5 Common mistakes in Marketing Experiments	Types of regression
S-3	SLO-1	Scope of marketing process	Developing Brand Personality	How to improve CLV	Advantages and disadvantages of marketing experiments	Uses of Regression
	SLO-2	Three key strategic Challenge	Developing Brand Architecture	Customer Lifetime Value Model	How to Conduct Marketing Experiments	Importance of Regression
S-4	SLO-1	Importance of Strategic Challenge	Importance of Brand Architecture	How to Increase Customer Lifetime Value	Determining Cause and Effect through Experiments	Advantages and disadvantages of Regression

	SLO-2	Strategic Challenge	Types of Brand Architecture	The Benefit of Customer Lifetime Value	Designing Basic Experiments	Using Regression Analysis
S-5	SLO-1	Marketing Strategy with Data	Brand Architecture Strategy	Understanding the CLV Formula	Designing Before - After Experiments	Regressions Reveal
	SLO-2	Using Text Analytics	Factors to Consider When Creating a Brand Architecture	Applying the CLV	Designing Full Factorial Web Experiments	Interpreting Regression Outputs
S-6	SLO-1	Utilizing Data to Improve Marketing Strategy	The Benefits of a Clear Brand Architecture	Calculating CLV	Designing an Experiment	Multivariable Regressions
	SLO-2	Improving the Marketing Process with Analytics.	Measuring Brand Value	Pros and cons of CLV	Analyzing an Experiment	Omitted Variable Bias

Learning Resources	<ol style="list-style-type: none"> 1. ThomasW.Miller Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python (FT Press Analytics) 1st Edition, 2019 2. Cesar Brea, Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders (FT Press Analytics) 1st Edition, Kindle Edition, 2020 3. Dave Jacobs, Marketing Analytics: Optimize Your Business with Data Science in R, Python, and SQL Kindle Edition, 2019 4. Mike Grigsby Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, , Kogan Page Publishers, 2019 5. Rajkumar Venkatesan Marketing Analytics: Essential Tools for Data-Driven Decisions , University of Virginia Press, 2021
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Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		30		30	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		20		20		10		10	
Level 6	Create	10									
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers

Experts from Industry			Experts from Higher Technical Institutions			Internal Experts						
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD			Dr. Reeves Wesley- Professor- VIT, Chennai			Dr Shenbagaraman, Professor, SRMIST						
Mr. Claudios –Managing Director -WOORY AUTO LTD			Dr. Upam Pushpak, IIM Tiruchirapalli			Dr. Rajalakshmi , Asst . Professor, SRMIST						
Course Code	MBD22305T	Course Name	INFLUENCERS MARKETING	Course Category	PCC	Professional Core Course			L	T	P	C
						3	0	0			3	

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	To understand new trend of online marketing
CLR-2 :	To create and monetize the marketing of influencers in social media and platforms
CLR-3 :	To understand the concept of Ego and influencers
CLR-4 :	To learn the concept of personal branding
CLR-5 :	To learn the concept of Evangelizers

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	80	70
2	70	65
3	80	75
2	80	75
4	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital
	3		3					3	2		1
2			2					2		2	
2			3		2		3			1	
2					2		3	1		3	2
	3		3				3		1		

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Describe and learn the online Marketing
CO-2 :	Explain the concepts of influencers
CO-3 :	Illustrate and gain a knowledge about personal branding
CO-4 :	Understand the concept of social media
CO-5 :	Analyze and learn the Evangelizers concept

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Influencers Introduction	The circles of influence	The eternal search for beauty and entertainment	Types of post	Evangelizers Introduction
	SLO-2	Types of influencer	Personal Branding	The niches of social networks	Photo & video for social media	Step by step to create a team of evangelizers
S-2	SLO-1	How to identify an influencer	Rules of Personal Branding	The power of haters	Influencer Hunters and Agencies	Importance of Evangelism Marketing
	SLO-2	Benefits of Influencer	Strategy of Personal branding	Teamwork exercises and presentation	Managing egos	10 WAYS TO EVANGELIZE
S-3	SLO-1	Importance of Influencer	Importance of Personal Branding	Use hashtags and Google	How to control ego	Characteristics of Evangelism Marketing
	SLO-2	Influencer Marketing Advantages and Disadvantages	Types of Personal Branding	loyalty actions	Types of Ego	Types of Evangelism Marketing
S-4	SLO-1	Micro influencer	Number of follower's vs sales number	Brand ambassadors	Teamwork exercises and presentation	Metrics in the influencer's campaigns
	SLO-2	Characteristics of an influencer	Teamwork exercises and presentation	Power of Brand ambassadors	How to create an influencer marketing strategy	Tools and agencies of specialized influencers
S-5	SLO-1	Teamwork exercises and presentation	Robot portrait of the ideal influencer	Types of Brand ambassadors	Ways to generate greater return on investment in influencer Marketing campaign	Teamwork exercises and presentation
	SLO-2	Teamwork and groups creation	Community-language	Social media channels -opportunities	Types of Influencers in India	Influencer Marketing Actions
S-6	SLO-1	Brainstorm about a product or	Country, lifestyle	Importance of Social media	How to attract influencers to	Influencer Marketing Metrics

		service			your brand	
SLO-2	Influencer Marketing techniques.	Personal/ expertise	professional skills,	Advantages and Disadvantages of Social Media	Budget development for the influencers marketing campaign	Influencer Marketing ROI and results

Learning Resources	<ol style="list-style-type: none"> 1. Gordon Glenister Influencer Marketing Strategy: How to Create Successful Influencer Marketing, , Kogan Page; 1st edition, 2021 2. Amanda Russell, The Influencer Code: How to Unlock the Power of Influencer Marketing, Hatherleigh Press, 2020 3. Brittany Hennessy, Influencer: Building Your Personal Brand in the Age of Social Media, Citadel, 2018. 4. Kristy Sammis, Influencer Marketing For Dummies Kindle Edition, For Dummies; 1st edition, 2015 5. Duncan Brown, Influencer Marketing 1st Edition, Kindle Edition, Routledge; 1st edition, 2018
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		20		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		20		20		20		20	
Level 6	Create	10									
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers													
Experts from Industry				Experts from Higher Technical Institutions				Internal Experts					
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD				Dr. Reeves Wesley- Professor- VIT, Chennai				Dr Suresh, Asst Prof, SRMIST.					
Mr. Claudios –Managing Director -WOORY AUTO LTD				Dr. Upam Pushpak, IIM Tiruchirapalli				Dr. Jayanthi, Asst Prof, SRMIST.					
Code	MBD22306T	Course Name	SEARCH ENGINE OPTIMIZATION			Course Category	PCC	Professional Core Course		L	T	P	C
								3	0	0	0	3	

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is:	Learning	Program Outcomes (PO)																											
CLR-1 :	To understand the Search Engine in Marketing field	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12														
CLR-2 :	To analyze the online marketplace considering SEO	Le	vel	EX	de	EX	s	Eff	ect	Initi	Re	so	Fa	mil	Int	eg	Co	mp	Pr	act	En	Ins	us	Ide	ntif	Inv	est	iga	An	aly

CLR-3 :	To know how digital marketing strategy is developed using various digital Technology													
CLR-4 :	To implement the SEM with various digital media channels													
CLR-5 :	To understand the web Analytics concepts													
Course Outcomes (CO):		<i>At the end of this course, learners will be able to:</i>												
CO-1 :	Outline and search engine in marketing	1	80	70									3	3
CO-2 :	Estimate the concept of SEO	2	70	65	2								2	2
CO-3 :	Generalize and gain a knowledge about various technologies	3	80	75	2				2				3	1
CO-4 :	Analyze and able to learn and implement SEM in various digital media channels	4	80	75	2				2				3	3
O-5 :	Combine and learn the concept of Web Analytics	5	80	70		3			3				3	1
														3

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Introduction to search engines	search engine basics	SEO basics	search engine marketing basics	web analytics basics
	SLO-2	Importance of Internet Marketing	Working of Search Engines	Need for SEO and success & Failure	Need for SEM	Site ranking websites
S-2	SLO-1	Types of Internet Marketing	Importance of Search engines	SEO Strategies	Success and failure of campaigns	Analysis of Keywords
	SLO-2	Components of Internet Marketing	Types of Web crawler	Domain Name,-Linking	Paid Inclusions	Social media analytics
S-3	SLO-1	Importance of Internet Marketing	Benefits of Crawler	Keywords and site content	Paid Placement Budgets for the campaigns	Tools of Social media analytics
	SLO-2	Benefits of Internet Marketing	Disadvantages to crawlers	Tags – Title, Meta, Alt Tag	PPC	Types of Social media analytics
S-4	SLO-1	Advantages and Disadvantages of Internet Marketing	Crawler & Spiders Indexer	Optimized website	CTR- CPC	Social media analytics importance
	SLO-2	Browser-Search Engines	Website Rankings	Content per page	Campaigns- Campaign Strategy	Types of Web Analytics
S-5	SLO-1	Major Search Engines & Directories	Methods of Ranking	Number of pages	Campaign and its limitation	Importance of Web Analytics
	SLO-2	Importance of Search Words	Organic and inorganic methods	Inclusion of picture	Integrated Campaigns	Importance of Google Analytics
S-6	SLO-1	Keywords Research & Analysis	Advantages and disadvantages of organic and inorganic	video, home page	its of Search Engine Marketing	Features of Google Analytics
	SLO-2	Understanding of consumers behavior	Importance of Website ranking	landing page	Advantages and Disadvantages of SEM	Google Analytics and its need

Learning Resources	1. Richard Gay, Alan Charlesworth, Rita Esen, Online Marketing- A customer led approach –Oxford Publication, 2019 reprint
	2. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import, Kogan Page 2018
	3. Vandana Ahuja , Digital Marketing Paperback Oxford University Press, 2019
	4. Jennifer Grappone, Search Engine Optimization (SEO): An Hour a Day, Sybex; 3rd edition, 2018
	5. Bruce Clay, Search Engine Optimization All-in-One For Dummies, For Dummies; 3rd edition, 2019

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		20		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		20		20		20		20	
Level 6	Create	10									
	Total	100 %		100 %		100 %		100 %		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ./ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Rajeswari , Associate Prof , SRMIST,
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. Anbu , Asst Prof, SRMIST.

Course Code	MBD22307L	Course Name	DATA MINING FOR BUSINESS INTELLIGENCE(Practical)	Course Category	ASEC	Analytical Skills Enhancement Course				L	T	P	C
						0	0	4	2				

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes / Standards			

Course Learning Rationale (CLR):		<i>The purpose of learning this course is:</i>			Learning			Program Outcomes (PO)												
					1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
CLR-1 :	To understand the significance of data mining concepts and the principles of business intelligence				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Advance basic knowledge on the banking and financial markets operations	Develop managerial skills required to manage modern banking and financial Industry	Impart Skills in the modern banking and financial services technology.	
CLR-2 :	To learn techniques of data pre-processing and data warehousing																			
CLR-3 :	To apply of exploratory analysis, association rule mining																			
CLR-4 :	To provide hands on experience classification and prediction																			
CLR-5 :	To perform web mining concepts to visualize the results and provide decision support.																			
Course Outcomes (CO):		<i>At the end of this course, learners will be able to:</i>																		
CO-1 :	Apply data mining and business intelligence concepts				3	65	60		1											
CO-2 :	Recall and Use data pre-processing and data warehousing				1	70	65		3					1			2			
CO-3 :	Apply exploratory analysis, association rule mining				3	80	70		2				3					1		
CO-4 :	Rephrase and Perform classification and prediction techniques				2	75	70				3				1					2
O-5 :	Analyze and Visualize web data for decision support				4	85	80		3			1		2						

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Data Mining Concepts	Data Objects and Attribute Types	Data explorations and Association Rule mining Introduction	Classification and Prediction overview	Web mining and Text mining
	SLO-2	Origin	Basic Statistical Descriptions of Data	Dimension reduction	Classification tree	Information retrieval
S-2	SLO-1	Kinds of Patterns	Data Preprocessing	Association rule mining support	Bayesian methods	text retrieval methods
	SLO-2	Stages	Data Cleaning	confidence	Regression	dimensionality reduction for text
S-3	SLO-1	Technologies	Data Integration	confidence	Logistic regression	Web Mining
	SLO-2	Supervised and unsupervised learning	Data Reduction	frequent item sets	Neural networks	web content
S-4	SLO-1	applications and issues	Data Transformation	market basket analysis theory	Support vector machines	web structure,
	SLO-2	Business Intelligence	and Data Discretization	market basket analysis application	Clustering	web usage

S-5	SLO1	classification of information, knowledge	Data warehousing	Apriori algorithm	Clustering methods	Sentimental analysis
	SLO-2	Data Warehouse role	Data Marts	Incremental	Partition methods	Word cloud
S-6	SLO-1	Four-Step Process of Business Intelligence	Cubes	ARM	Hierarchical methods	
	SLO-2	Business Applications of BI The core Benefits of BI	Applications	Rule Mining	Expert Talk	Expert Talk

Learning Resources	1. Max Bramer, Principles of Data Mining. Springer 4th edition ,2020	4. J. Han, M. Kamber.Data Mining Concepts and Technique. Morgan Kaufmann (an imprint of Elsevier) 3rd edition 2012
	2. Ullman, J. D., Rajaraman, A., Leskovec, J. Mining of Massive Datasets. United Kingdom: Cambridge University Press. 5th edition,2020	5. Galit Shmueli, Nitin R. Patel, and Peter C. Bruce Data Mining for Business Intelligence. Wiley,India, 2nd edition .2018
	3. Matthew A. Russell, Mikhail Klassen. O'Reilly Media, Inc. 3rd edition. 2019	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)		
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember		40		20		10		5			10
Level 2	Understand		60		20		20		25			40
Level 3	Apply				20		30		10			10
Level 4	Analyze				20		10		30			30
Level 5	Evaluate				20		30		30			10
Level 6	Create											
	Total		100%		100%		100%		100%			100%

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, / case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr.Million Kumar, CEO, Webco	Dr. Saji K Mathew , Professor, IIT - Madras	Dr Suganthi , Asst Prof , SRMIST
2. Mr. Venkatsh, IBM	Dr.Hansa Lysander Manohar, Professor , Anna University, Madras	Dr Sankara Moorthi , Asst Prof , SRMIST

Course Code	MBD22308L	Course Name	INTERACTIVE WEB CAMPAIGN DESIGNING (PRACTICAL)	Course Category	PCC	Professional Core Course	L	T	P	C
							0	0	4	2

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		College of Management		Data Book / Codes/Standards	

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning			Program Outcomes (PO)											
CLR-1 :	To provide knowledge on interactive web campaign designing	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2 :	To learn the theories and practices associated with interactive web campaign designing	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital
CLR-3 :	To learn How to design a website															
CLR-4 :	To learn the design of organizations and strategy involved in it & Learning about the tools and techniques using software applications															
CLR-5 :	To understand and Create themes for various layouts															
Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>															
CO-1 :	Identify and Learn about how customer behave dealing with interactive web campaign	3	65	60		1		2							3	
CO-2 :	Summarize and know the practices followed to regulate	1	70	65	3						1			2		
CO-3 :	create insight on ways in which customer behave and work within web	3	80	70		2			3						1	
CO-4 :	Understand the behavior of customer and sources of power	2	75	70				3			1					2
O-5 :	Analyze and Learn how to design web and what strategy to use to make it effective	4	85	80		3			1		2					

Duration (hour)	6		6		6		6		6	
S-1	SLO-1	web campaign designing	tools to create a lead magnet for your business site-	Digital Illustration		Responsive Web Development		interactive web campaign designing		
	SLO-2	Meaning, Concept	Using speed improvement tools for mapping websites.	Electronic Image Creation and Manipulation		Modern full-stack Web Development		Determinants, Types		
S-2	SLO-1	Informal leaders and norms	Mobile App UI	Image Scanning		APIs and Animation		Basic challenges of design Challenges of Design		
	SLO-2	Group decision making Techniques	Communication Development	Colour Model		Reactive/Multi-user Web Applications				
S-3	SLO-1	Customer Vs web designing	Operating Systems	Graphic Reduction Illustration		Collaborative multi-user experience		Strategic Direction in design		
	SLO-2	Application on web designing	Data Structures	Creating Graphic Realism		Advanced Search Engine Optimisation Strategies		Selection of strategy and design		
S-4	SLO-1	optimization of websites-	Programming Subject-oriented	Interface Animation		Find and Fix Errors		Differentiation		
	SLO-2	Publishing a basic website-	Programming	Fundamentals and Principles of Design		Heighten Visibility		Integration		

S-5	SLO-1	centered Design and Website Optimization-	UI Design	Visual Communication	Improve Site Architecture	Centralization
	SLO-2	Design Principles and Website Copy-	Graphics and Animations	Empathy & User	Develop engaging strategies for Web Marketing Campaign	Standardization
S-6	SLO-1	Website Metrics	Software Engineering	UI/UX Design Visual Elements UX Design Fundamentals Strategy and Information Architecture of Web Design Wireframes to Prototypes	Practices	Mutuel ajustement
	SLO-2	Developing Insight	Database Management		organic traffic using SEO	Mechanistic and Organic
	SLO-2	Developing a connection with website users-	practices		practices	practices

Learning Resources	<ol style="list-style-type: none"> 1. Alan Treffer , Build for Change: Revolutionizing Customer Engagement through Continuous Digital Innovation, , Wiley; 1st edition, 2018 2. Kamaljeet Sandhu, Digital Innovations for Customer Engagement Management and Organizational Improvement, Business Science Reference,2020 3. Calvin Jones, The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement, Kogan Page; 1st edition, 2019 4. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley; 1st edition, 2018 5. Stephanie Diamond, Digital Marketing All - In - One For Dummies, Wiley, 2020 	<ol style="list-style-type: none"> 6. Steve Krug Web Design Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability Steve Krug,2020 7. Jennifer Neiderst Robbins Web Design Learning Web Design: A Beginner's Guide ,2020 8. Jon Yablonski UX Design Laws of UX: Using Psychology to Design Better Products & Services Jon Yablonski, ,2020 9. Paul McFedries , HTML, CSS and Web Design Web Design Playground , 2020
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Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		20		20		20		20		20
Level 2	Understand		20		20		20		20		20
Level 3	Apply		20		20		20		20		20
Level 4	Analyze		20		20		20		20		20
Level 5	Evaluate		10		10		10		10		10
Level 6	Create		10		10		10		10		10
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 –Mid Term CLA-2- Quiz
 seminars / board room discussions / event management etc

CLA-3 - Assignment

CLA – 4 Innovative Assignment can be a case analysis / case development / market study / video presentation./

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr. Subathara– Assistant Professor , SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Rajeswari –Associate Professor, SRMIST

Course Code	MBD22401L	Course Name	INDUSTRY IMMERSION (INTERNSHIP)	Course Category	C	Core	L 0	T 0	P 4	C 2
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Pre requisite Courses	Nil	Co requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	College of Management		Data Book/ Codes/ Standards	Nil	

Course Learning Rationale (CLR): The purpose of learning this course is :	
CLR-1:	To have knowledge transfer beyond classroom.
CLR-2:	To learn the regular activities in a digital marketing institutions
CLR-3:	To able to identify, analyse and solve problems in various departments in day to day activities
CLR-4:	To acquire knowledge on improving profitability of the concerned digital institutions.
CLR-5:	To make suggestions on improving services to customers
CLR-6:	To learn the latest technology used in digital marketing institutions in real time basis.

Course Learning Outcomes: (CLO): At the end of the Course, the learners will be able to:	
CLO	Demonstrate critical and analytical thinking skills by evaluating and synthesizing information across all the areas of digital marketing business in both local and global contexts.

Assessment (100%) [100 marks]	Continuous Learning Assessment (50% weightage) [50 marks]	Final Examination (50% weightage) [50 marks]
Social relevance/converted research	10 marks	-
Review 1	10 marks	-
Review 2	10 marks	-
Review 3	10 marks	-
Innovation / Contribution	10 marks	-
Total marks awarded by Internal examiner	50 marks	-
Evaluation of Report and Viva by External experts	---	50 marks
TOTAL	100 marks	

MBA Internships provide a platform for knowledge transmission beyond the class room. The project work is assigned for 1 credit hours to demonstrate student's ability to apply learned skills, push boundaries and propose and explore much needed solutions across all disciplines and cultures grooming them with the skills digital marketing industry demands. The duration of the project is for six weeks.

Course Code	MBD22402L	Course Name	SOCIAL MEDIA ANALYTICS (PRACTICAL)	Course Category	ASEC	Analytical Skills Enhancement Course	L	T	P	C
							0	0	4	2

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		College of Management		Data Book / Codes / Standards	

Course Learning Rationale (CLR): *The purpose of learning this course is:*

CLR-1 : Understand data exploration using twitter api

CLR-2 : Techniques of google analytics for social media

CLR-3 : Insights of facebook social graph

CLR-4 : Applications of linkedin and youtube analytics

CLR-5 : Skills to apply social advertising and marketing campaigns

Learning			Program Outcomes (PO)												
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organisations	Familiarize organisations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Advance basic knowledge on the banking and financial markets operations	Develop managerial skills required to manage modern banking and financial industry	Impart Skills in the modern banking and financial services technology.	
			3	1		2							3		
			4	2				3					2	1	
			3			3			1						2
			3	3			1		2						

Course Outcomes (CO): *At the end of this course, learners will be able to:*

CO-1 : Execute and explore the data using twitter API

CO-2 : Analyze social data through Google analytics

CO-3 : Apply analytics techniques to Facebook data

CO-4 : Remember and perform LinkedIn and YouTube data analytics

CO-5 : Apply skills in social advertising and marketing campaigns

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Social media lands cape	Social Media Audience Analytics demographics	Facebook's social graph's API social graph connections-face book pages	Exploring LinkedIn API clustering data	Internet marketing Scope
	SLO-2	Need for SMA	interests-conversion	parameters	measuring similarity	viral marketing methods
S-2	SLO-1	SMA in Small organisations	Dashboards	demographics	Creating application	email marketing
	SLO-2	SMA in large organizations	tracking codes	analyzing page audience	Campaigns and Consumer	types
S-3	SLO-1	Application of SMA in different areas	social media goals-OAuth	Reach and Engagement analysis.	Reaction Analytics on YouTube	Customer relationship through email marketing
	SLO-2	Creating API connection,	Interpret social media data-	Post types in FB	Structured and Unstructured data	social advertising
S-4	SLO-1	exploring trending topics-	social report	Post-performance on FB	YouTube API key, Data pull, Data processing, Data analysis	Role of social advertising
	SLO-2	searching tweets, analysing characters, extracting	social traffic data	Social campaigns	Sentiment analysis in time - Sentiment by weekday	customer trends

	SLO-2	Sentiment Analysis and	Measuring social traffic data	Measuring and analyzing social campaigns	Comments in time	advertisement analytics
S-6	SLO-1	Entity Recognition	bench marking	defining goals and evaluating outcomes	Number of comments by weekday	Types of digital advertisement
	SLO-2	data visualization	Improving performance through bench marking in social media analytics	Network Analysis.	Expert Talk	Expert Talk

Learning Resources	<ol style="list-style-type: none"> Subodha Kumar, Liangfei Qiu Social Media Analytics and Practical Applications The Change to the Competition Landscape, Routledge & CRC Press.2022 Matthew A. Russell & Mkihail Klassen, Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More, 3rd Edition O'Reilly publishers.2019 	<ol style="list-style-type: none"> Siddhartha Chatterjee, Michal Krystianczuk ,Python Social Media Analytics, Packt Publishing 2017 Marshall Sponder, Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics, McGraw-Hill Education 2014 Alex Gonçaves, Social Media Analytics Strategy: Using Data to Optimize Business Performance, a press; 1st ed. Edition, 2017
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Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		60		20		20		30		20
Level 2	Understand		40		30		20		10		20
Level 3	Apply				20		20		10		20
Level 4	Analyze				10		20		10		20
Level 5	Evaluate				20		20		40		20
Level 6	Create										
	Total		100%		100%		100%		100%		100%

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.Million Kumar, CEO, Webco	Dr. Saji K Mathew , Professor, IIT - Madras	Dr.P.Suganthi , Asst Prof , SRMIST
Mr. Venkatsh, IBM	Dr.Hansa Lysander Manohar, Professor , Anna University, Madras	Dr.Rajeswari , Asst Prof , SRMIST

Course Code	MBD22403T	Course Name	STRATEGIC MANAGEMENT AND BRAND SUSTAINABILITY	Course Category	PCC	Professional Core Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	Understand the basic concept of strategic Management
CLR-2 :	know the concept of Value chain Analysis
CLR-3 :	Learn the concept of Organization Structure
CLR-4 :	Understand the basic concept of Value Proposition
CLR-5 :	Understand the basic concept of functional strategies

Learning			Program Outcomes (PO)											
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly	Analyze cross-cultural and ethical issues in globalized digital markets.
1	80	70		3	-	3					3		2	
2	70	65	2			2					2	1		
3	80	75	2			3		2		3				2
4	80	75	2					2		3		3		
5	80	70		3		3				3				

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Report and learn the strategic management concept
CO-2 :	Categorize and gain a knowledge about value Analysis
CO-3 :	Organize and able to learn the organization Structure concept
CO-4 :	Apply and learn the foundation of Brand Architecture
CO-5 :	Formulate to learn the foundation of CSR

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Strategy-Strategic Management Basics	Competitive Types-	Value chain analysis	Evaluation and control	Value Proposition Basics
	SLO-2	Environmental Scanning- Environmental Scanning and Business	competitive intelligence	Industry wise value chain analysis	Strategy implementation	Types of Value Proposition
S-2	SLO-1	Analysis	Strategic audit	Scanning functional resources and capabilities	Process of implementation	Elements of value proposition
	SLO-2	-Environmental Scanning	Strategy formulation based on Organizational Analysis and	SWOT-TOWS matrix	Organization Structure Basics	Importance of value proposition
S-3	SLO-1	Identifying External Strategic Factors	Core and distinctive competencies	Business level strategies	Importance of Organization structure	How to Create a Value Proposition
	SLO-2	Industry Analysis:	Firm's resources and its competitive advantage	Portfolio analysis	Types of organizational structures	Demographics Brand Design
S-4	SLO-1	Porter's Approach to Industry Analysis	Generic strategies vs	online strategies	Process of evaluation and control	Sustainability Brand Architecture

	SLO-2	Stake Holder Analysis	competitive advantage	online parenting	Types of controls	Brand Auditing and Brand Dynamics
S-5	SLO-1	Non-Market Strategy	Strategic dynamics of competitive advantage	Functional strategies–	Techniques of control	Brand Authenticity & the Role of Transparency
	SLO-2	Categorizing Foreign Industries	value chain	strategic choice–grand strategy-	Strategic information systems	Sustainable Branding
S-6	SLO-1	Strategic Styles	Competing through various business models	Case Studies	competitive advantage to online advantage	CSR, Green washing Leading the Sustainable Brand Forward
	SLO-2	EFAS- Case Studies	Case studies	Strategy implementation Basics	Case Studies	Social Media

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)		
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	60		20		20		20			20	
Level 2	Understand	40		20		20		30			20	
Level 3	Apply			20		20		20			20	
Level 4	Analyze			20		20		20			20	
Level 5	Evaluate			20		20		10			20	
Level 6	Create											
	Total	100%		100%		100%		100%			100%	

Learning Resources	<ol style="list-style-type: none"> 1. Thomas, Strategic Management, Pearson Education India, 2019 2. Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran Strategic Brand Management Fifth Edition By Pearson, , 2020 3. Pantea Foroudi, Maria Palazzo, Sustainable Branding: Ethical, Social, and Environmental Cases and Perspectives, Routledge, 2021 4. Jean Garner Stead, Sustainable Strategic Management, Routledge, 2018
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CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment
 can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Ms Priya Krishnan, Asst Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Nazim Sha , Asst Prof, SRMIST

Course Code	MBD22404L	Course Name	DESIGN THINKING FOR DIGITAL MARKETING (PRACTICAL)	Course Category	ASEC	Analytical Skills Enhancement Course	L	T	P	C
							0	0	4	2

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	To understand the concept of design thinking
CLR-2 :	To learn the concept of social media
CLR-3 :	To understand the concept of CPM
CLR-4 :	To understand the concept of mobile eco system
CLR-5 :	To understand the concept of digital platforms

Learning			Program Outcomes (PO)											
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly	Analyze cross-cultural and ethical issues in globalized digital markets.
1	80	70	3			3					3	3		
5	70	65	2			2					2		2	
6	80	75	2			3		2		3		3		1
3	80	75	2					2		3			2	
1	80	70		3		3				3		3		2

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Define the concept of decision making
CO-2 :	Assess and gain a knowledge about social media
CO-3 :	Specify to learn the concept of Cost per Mille(CPM)
CO-4 :	Generalize to learn Mobile Eco system
CO-5 :	Conclude and gain a knowledge about digital platform.

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Design Thinking Basics	Focus on content strategies brands employ today	Types of Social Media	The benefits of CPM advertising	Multiplatform marketing on platforms and apps
	SLO-2	5 Stages in Design Thinking	key platforms leveraged for each	Importance of Social Media	How to maximize CPM ROI	Review of key market players
S-2	SLO-1	Elements of Design Thinking	Best practices	Objectives of Social media	Types of CPM	revenue drivers
	SLO-2	4P's of Design Thinking	marketing complexities of digital	Social media advantages	Why You Need to Monitor CPM	Layers of Mobile Ecosystem
S-3	SLO-1	Principles of Design Thinking	TV platforms experience across devices	disadvantages	Pros and cons of CPM	Components of mobile ecosystem
	SLO-2	Design Thinking Framework	Business models supporting major marketing platforms today	Benefits of Social Media	Objectives of CPM	Challenges in Mobile ecosystem
S-4	SLO-1	Importance of Design Thinking	Focused on social media platforms	Effects of Social media	factors influence the CPM	Benefits of Mobile Ecosystem
	SLO-2	Scope of design thinking	Facebook,	Scope of Social Media	How to Optimize Your CPM Campaign	Benefits of Mobile Ecosystem
S-5	SLO-1	models	Twitter	Social Media Driving the Shift to Engagement marketing	Applications	Mobile ecosystems in India
	SLO-2	Advantages	Mobile app markets	effectiveness of social media platforms for marketers	CPM Strategy	Effective use of Mobile ecosystem

S-6	SLO-1	Disadvantages of Design Thinking	Consoles,	Prototype and test lab	The mobile ecosystem	Disadvantages of Mobile Ecosystem
	SLO-2	Empathy Map	online brand marketers	Standard measurement of impression based marketing the Cost per Mille(CPM)	Nature	Company using Mobile Ecosystem

Learning Resources	<ol style="list-style-type: none"> 1. Kailash Chandra Upadhyay , Digital Marketing: Complete Digital Marketing Tutorial, Notion Press; 1st edition, 2021 2. Puneet Bhatia, Fundamentals of Digital Marketing Second Edition By Pearson, 2019 3. Kilian Langenfeld, Design Thinking for Beginners: Innovation as a factor for entrepreneurial success, Personal Growth Hackers, 2019 4. Christian Muller-Roterberg , Design Thinking For Dummies, Wiley, 2020 5. Dr.Ritika Malik & Ms.Ritika Aggarwal, digital marketing Tools, Techniques & It's Aspects - An integrated approach on online marketing, 2020
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Learning Assessment													
	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)										Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)				Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice				
Level 1	Remember		40		20		20		20				20
Level 2	Understand		60		20		20		30				20
Level 3	Apply				20		20		20				20
Level 4	Analyze				20		20		20				20
Level 5	Evaluate				20		20		10				20
Level 6	Create												
	Total		100%		100%		100%		100%				100%

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr P Saravanan, Associate Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. P.S. Rajeswari , Associate Prof, SRMIST

Course Code	MBD22405T	Course Name	DIGITAL STARTUP AND NEW VENTURE MANAGEMENT	Course Category	ESECC	Entrepreneurial Skills Enhancement Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is:
CLR-1 :	To understand the framework of policies to promote Innovation and start up
CLR-2 :	To understand the eco system and institutions which help companies in Innovation and entrepreneurship
CLR-3 :	To do comparative analysis of the eco system of innovation and start-ups of different countries
CLR-4 :	To understand the link between economic development, innovation, entrepreneurship and public policy framework
CLR-5 :	To create a business plan for new ventures

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
2	50	48
1	60	50
2	55	40
3	65	60
4	70	55

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Entrepreneurial thinking	Innovation and creativity	Digital skills	Effective communication	Understanding of	Ability to make comparative analysis	Practice business ethics with integrity	Enhance link between business and public	Instigate entrepreneurial drive	Identifying, assessing and selecting digital	Identifying scope	Preparing business plan for new venture
3				3			3				
	3		2		2			2	3		2
2		2				3				2	
	2			3				2	2		
3		3						2		3	

Course Outcomes (CO):	At the end of this course, learners will be able to:
CO-1 :	Develop entrepreneurial capabilities needed for digital entrepreneurship
CO-2 :	Describe different approaches to digital startups.
CO-3 :	Understand the process of prototyping and financing for startups
CO-4 :	Demonstrate comprehension of entrepreneurial processes related to digital products and/or services.
CO-5 :	Analyze business ideas, business models and business plans for digital startups.

Duration (hour)	6	6	6	6	6
S-1	SLO-1	Introduction	Digital startups	Design Presentations	Building and Managing the Founder Team
	SLO-2	Characteristics of Digital Entrepreneurs	New Opportunities and Challenges	Scope	Attracting and Retaining the Right People
S-2	SLO-1	Developing a Digital Entrepreneurial Mindset	Choosing a Digital Business Idea	Building a Business Prototype	The Team - Board/Governance
	SLO-2	Digital-Driven business activities	Options available	Template	The Role of a Successful Board
S-3	SLO-1	Digital-Enabled business activities	Creating a Digital Business Design	Digital Content for Business	Different Board Models for Different Ventures
	SLO-2	Platform-Centric Business Activities	Tools and techniques	Web Analytics	Assemble a Board of Advisors-Separating Leadership from Management
S-4	SLO-1	Practical Implications	Product Launch Goals	Business Prototype - Look and Feel	Legal Matters
	SLO-2	Impact on Society	Creating and tracking business goals	Business Prototype Functionality	Organizational Form- Partnership-Sole Proprietorship
S-5	SLO-1	Enhancing the Creativity of Entrepreneurs with Digital Technologies	Go-to-Market Strategy	Planning/Budgeting	Tax, Legal Expenses
	SLO-2	Various tools	The Role of Selling in a Startup	Developing a Financial Roadmap	Hiring the Service Providers
S-6	SLO-1	Expanding the scope of going digital	Sales Forecasting for Startups-	Financial Statements- The Four Components	Employee Management and Leadership in the Workforce
	SLO-2	Advancements	Mapping Buyer Response Modes- Social Media Promotion	Budget for Startup Success	Recruiting- Selection and Hiring- Hiring the First Employee

		Tools.		
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Learning Resources	<ul style="list-style-type: none"> • Mathew Hughes Lutz Göcke ,Digital Entrepreneurship Impact on Business and Society by Mariusz Soltanifar Springer, 2021 • Peter F. Drucker Innovation and Entrepreneurship (Classic Drucker Collection, 2007) • Perihan Hazel, Joseph A. Schumpeter’s views on entrepreneurship and innovation by 2012 	<ul style="list-style-type: none"> • Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneurs Road Map, 2e, Routledge, 2017. • Andrew Zacharakis; William D. Bygrave; Andrew C. Corbett;Entrepreneurship; By: Publisher: Wiley, 2021
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Ms. S. Priya– Assistant Professor, SRMIST
Dr Kumar , Vice President, Madras Energy Company Pvt , Ltd	Dr Prakash , Territory Manager , Franklin Temple,	Dr.A. R. Krishnan – Professor , SRMIST

Course Code	MBD22406T	Course Name	NEURO MARKETING	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	To recognize challenges facing the current ways that businesses make decisions
CLR-2 :	To learn tools and techniques from neuroscience that can offer a potential solution.
CLR-3 :	To understand the benefits and hurdles facing development
CLR-4 :	To understand the concept of Consumer behavior
CLR-5 :	To understand the concept of Group Dynamics and Cross Cultural Consumer Behavior

Learning			Program Outcomes (PO)											
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
1	80	70		3	-	3					3			3
2	70	65	2			2					2		2	
3	80	75	2			3		2		3		1		
4	80	75	2					2		3			3	
5	80	70		3		3				3		2		

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Describe to learn the concept of Neuro Marketing
CO-2 :	Understand the concept of neutral Marketing
CO-3 :	Apply to gain a knowledge of Consumer behavior
CO-4 :	Analyze and learn the consumer perception
CO-5 :	Evaluate to learn Cross Cultural Consumer Behavior

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Neuro Marketing Basics	Neutral Marketing Basics	consumer behavior Basics	consumer as an individual	Group Dynamics and Consumer Reference Groups
	SLO-2	Overview of Neuroscience and Neuro marketing	Neural Marketing Cases in India	Dimensions of Consumer Behaviors	Consumer Needs and Motives	Family – Social Class Cultural and Sub-Cultural Aspects
S-2	SLO-1	Interdisciplinary Nature of Neuro Marketing	Neuro Ethics and Consumer Aberration	Application of Consumer	Personality and Consumer Behavior	Benefits of Cross Cultural Consumer Behavior
	SLO-2	Neuro marketing Versus Traditional Methods	Ethical and Socially -Responsible Marketing	Behavior Knowledge in Marketing Decisions	Consumer Perception	Cross Cultural Consumer Behavior
S-3	SLO-1	Key Benefits and Issues	Consumerism	Segmenting Targeting and Positioning	Learning- Consumer Attitudes	Cultural Values and Consumer Behavior
	SLO-2	Mapping the Brain	Ethical Consumption	Impact of Technology on Consumer Behavior	Attitude Formation and Change	Persuading Consumers
S-4	SLO-1	Attention and Consciousness	Sustainable Consumption	Strategic Marketing Characteristics of Indian Consumers	Communication and Persuasion	Broad Casting vs Narrow Casting Models
	SLO-2	Sensory Neuro Marketing	Effects of consumerism	Benefits of Consumer Behaviors	Self-Image	Diffusion of Innovations

S-5	SLO-1	Learning and Memory	Causes of consumerism	Types of consumer behavior	Life Style Analysis	Reference Groups
	SLO-2	Importance of Neuro Marketing	Categories of Consumerism	Affects consumer behavior	Importance of Consumer perception	Communities
S-6	SLO-1	Types of Neuro Marketing	Benefits of consumerism	Factors Influencing Consumer Behavior	Elements of Consumer perception	Opinion Leaders
	SLO-2	Pros and cons of Neuro Marketing	Need for consumerism	Advantages and disadvantages of consumer behavior	Factors influencing Consumer perception	Word of Mouth

Learning Resources	<ol style="list-style-type: none"> 1. Neuromarketing For Dummies 1st Edition, Stephen J. Genco, For Dummies, 2019 2. Digital Neuromarketing: The Psychology of Persuasion in the Digital Age, Sam Page, Ingram short title, 2020 3. Consumer Behavior: Buying, Having, and Being Hardcover, Michael Solomon, Pearson, 2019 4. Consumerism: As a Way of Life 1st Edition, Steven Miles, SAGE Publications Ltd, 2019 5. Consumer Behaviour: A European Outlook, Leon G. Schiffman, Financial Times, 2018
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Ms Priyakrishnan , Asst Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Substhra , Asst Prof, SRMIST

Course Code	MBD22407T	Course Name	CONSUMER ANALYTICS	Course Category	ASEC	Analytical Skills Enhancement Course	L	T	P	C
							2	2	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR): *The purpose of learning this course is:*

CLR-1 :	To analyze marketing and customer data
CLR-2 :	To develop data-based customer personas
CLR-3 :	To conduct data-based customer segmentation
CLR-4 :	To use data analytics to predict customer behavior
CLR-5 :	To develop customer insights across the entire customer lifecycle

Learning		
1	2	3
<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>
1	80	70
2	70	65
4	80	75
3	80	75
5	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills											
Initiate critical thinking											
Resources analysis for organizations											
Familiarize organizations and its stakeholders											
Integrate functional knowledge with strategic skills											
Comprehend effectively in globalized environment											
Practice business ethics with integrity											
Enhance careers and commitment											
Instigate entrepreneurial drive											
Identifying, assessing and selecting digital market opportunities.											
Investigate and evaluate issues in adapting to globalized markets that are											
Analyze cross-cultural and ethical issues in globalized digital markets.											

Course Outcomes (CO): *At the end of this course, learners will be able to:*

CO-1 :	Describe to learn marketing and customer data
CO-2 :	Understand to learn the concepts of customer analytics
CO-3 :	Analyze to gain a knowledge about customer segmentation
CO-4 :	Apply the concept of consumer behavior
CO-5 :	Execute the concept of privacy and security of data

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Customer and buyer personas of customer segmentation	Digital Marketing Basics	Media Audience Basics	Competitive Intelligence Basics	Modeling Basics
	SLO-2	Data sources	Types Communications	Consumer Analytics Basics	Competitive Intelligence Analytics	Metrics
S-2	SLO-1	Collection techniques to support customer analysis.	Analytics Mapping	Consumer Analytics Improving the customer experience	Extending the customer lifecycle Concerns	Analytics
	SLO-2	Types of customer segmentation	The customer journey	Types of customer analytics	Challenges in managing customer data.	privacy- security
S-3	SLO-1	Customer segmentation vs market segmentation	Customers touch points	Principles of customer analytics	Components of competitive intelligence	Importance of Customer Analytics

	SLO-2	How to segment customers	Types of digital marketing	Four customer analytics data types	Why is competitive intelligence important	Types of privacy
S-4	SLO-1	Steps to customer segmentation	Scope of Digital Marketing	Customer Analytics Tools	Types of competitive intelligence	Importance of customer data privacy
	SLO-2	Types of data sources	Importance of Digital Marketing	Benefits of customer analytics	Sources of competitive intelligence	Importance of customer data privacy
S-5	SLO-1	Features of Data sources	Features of Digital Marketing	Challenges of customer analytics	Stages of customer life cycle	Disadvantages of customer data privacy
	SLO-2	Function of data sources	Current digital marketing challenges	Types of media audience	Customer lifecycle importance	Purpose of data privacy
S-6	SLO-1	Benefits of Data sources	Overcome challenges in Digital Marketing	Characteristics of media audience	Manage the Customer Lifecycle	Scope of the data privacy
	SLO-2	Challenges of data sources	Digital Marketing in India	Importance of media audience	Customer Lifecycle Management Best Practices	Primary issues in privacy

Learning Resources	<ol style="list-style-type: none"> 1. Andrew Smith, Routledge Consumer Behavior and Analytics,; 1st edition, 2019 2. Jeff Sauro, Customer Analytics For Dummies, For Dummies; 1st edition, 2018 3. Chuck Hemann, Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, QUE; 2nd edition, 2018 4. Mike Grigsby, Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques (Marketing Science), Kogan Page; 1st edition, 2019 5. Jean Paul Isson, Unstructured Data Analytics: How to Improve Customer Acquisition, Customer Retention and Fraud Detection and Prevention, Wiley, 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		30		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		20		20		10		20	
Level 6	Create	10									
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Saravanan , Associate Prof , SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. P.S. Rajeswari , Associate Prof , SRMIST

Course Code	MBD22408T	Course Name	E MAIL MARKETING	Course Category	ASEC	Analytical Skills Enhancement Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	<i>NR</i>	Co-requisite Courses	<i>NR</i>	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	Understand the basic components of email marketing
CLR-2 :	Develop an email marketing strategy
CLR-3 :	Identify how to optimize your email design and structure
CLR-4 :	Review the various approaches for testing email marketing campaigns
CLR-5 :	To evaluate engaging content

Learning			Program Outcomes (PO)											
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
2	80	70		3	-	3					3	3		
6	70	65	2			2					2		2	
1	80	75	2			3		2		3		3		1
4	80	75	2					2		3		2		
5	80	70		3		3				3				3

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Understand the basic components of email marketing
CO-2 :	Development of an email marketing strategy
CO-3 :	Identifying how to optimize your email design and structure
CO-4 :	Identify how to optimize your email design and structure
CO-5 :	Evaluating the engaging content

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	An introduction	Developing	What is an email list	How to create engaging content	Going live
	SLO-2	email marketing	an email marketing strategy	how do you grow one	email campaigns -	Identify the factors
S-2	SLO-1	Understand	Identify	Understand	design & structure-	affecting email delivery
	SLO-2	the role of email marketing	who you should send your emails to	the sign up form	Designing emails	Understand
S-3	SLO-1	Evaluate	Plan	Learn	to capture attention	filters and white lists
	SLO-2	the use of email marketing	when you should send your email	how to gain valuable	Optimizing email	Learn how to keep your data
S-4	SLO-1	as a tool	Understand	data	How to create	clean and to a high quality
	SLO-2	Assess	what to include in your email	about your subscribers	engaging email campaigns	Testing
S-5	SLO-1	the strengths	Understand where the resources come from	Learn to drive	For mobile.	Understanding what to test-
	SLO-2	weaknesses	why you are sending your emails	traffic	understand the design requirements for different media	Creating a testing strategy
S-6	SLO-1	email	Identify your goals	to your sign up form.	Creating copy that converts	Control and measurement

SLO-2	marketing	Messaging strategy.	E-Mail marketing tools.	Identify wireframes and useful templates for your emails-	Key statistics to record-What else you need to monitor and record.
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Learning Resources	<ol style="list-style-type: none"> 1. Chad S. White Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success ,2019 2. Ian Brodie Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, 2020 3. Meera Kothand 300 Email Marketing Tips: Critical Advice And Strategy To Turn Subscribers Into Buyers & Grow A Six-Figure Business With Email, 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ./ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr A R Krishnan , Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr. P.S. Rajeswari , Associate Prof, SRMIST

Course Code	MBD22409T	Course Name	MOBILE MARKETING	Course Category	ASEC	Analytical Skills Enhancement Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is:
CLR-1 :	To Attract, Engage, and Monetize Mobile Consumers
CLR-2 :	To understand the Mobile Consumers
CLR-3 :	To implement the methodology of Mobile Marketing
CLR-4 :	To evaluate the digitalized world
CLR-5 :	To learn the concepts of Mobile Marketing

Learning			Program Outcomes (PO)												
1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for organizations	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly	Analyze cross-cultural and ethical issues in globalized digital markets.	
			3	-	3				3	3					
			2		2					2		2			
			2		3		2		3		3		3		1
			2				2		3		3		2		
				3		3					3				

Course Outcomes (CO):	At the end of this course, learners will be able to:
CO-1 :	Define , Attract, Engage, and Monetize Mobile Consumers
CO-2 :	Understand the Mobile Consumers
CO-3 :	Implement of the methodology of Mobile Marketing
CO-4 :	Evaluation of the digitalized world
CO-5 :	Explain and learn the concepts of Mobile Marketing

Duration (hour)	6	6	6	6	6	
S1	SLO-1	Mobile User Profile	Ecosystems	Mobile Media	Defining a Strategy	Programmatic Selling
	SLO-2	Introduction	Review of the dominant ecosystems in the mobile market	Traffic Sources	Maximizing Yield	Stumbling Blocks
S2	SLO-1	How a digitalized world enables new behaviors	Understand how the GAFA oligopoly	Explore all available mobile	Enhance monetization	Develop effective pricing strategies for your mobile
	SLO-2	Mobile users as hypermodern beings	impacts mobile marketing opportunities	traffic sources,	through mobile advertising	app inventory
S3	SLO-1	Mobile Purchasing	Mobile Campaign Strategy	pros and cons,	Maximize yieldwith the right partner	Unlock
	SLO-2	Purchasing Behavior	Define the right target audience	optimization principles	payment model	proprietary
S4	SLO-1	Marketing Strategies -	campaign objectives	Creative to the Technical Side	Improve success	user data to its fullest potential
	SLO-2	Capitalize	Create a step-by-step go-to-market plan	Effective formats	with a firm grasp on mediation	Applications
S5	SLO-1	on these new consumption	Allocate budget to get ahead of competition	to drive engagement	layer's prioritization mechanisms	Develop App
	SLO-2	behaviors to increase success	Forewarned is forearmed: fraud	Ad blockers	possible biases	Execution

S6	SLO-1	for campaign - targeting and privacy	Case studies	mobile ad intrusiveness	Behavior preferences and technical needs.	Cases
	SLO-2	the value - exchange expectations	reports from the wild west	Ad performance tracking, audience targeting, and attribution	cases	Cases

Learning Resources	<ol style="list-style-type: none"> 1. Eslinger, Tom. Mobile Magic: The Saatchi & Saatchi Guide to Mobile Marketing.2018 2. Kawasaki, Guy, and Peg Fitzpatrick. The Art of Social Media: Power Tips for Power Users. Portfolio / Penguin, 2019. 3. Martin, Chuck. Mobile Influence: The New Power of the Consumer. Palgrave MacMillan, 2019. 4. Schadler, Ted, and Josh Bernoff and Julie Ask. The Mobile Mind Shift. Groundswell Press, 2018
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Learning Assessment											
	Bloom's of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	60		20		20		30		20	
Level 3	Apply			20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Raja Lakshmi , Asst Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Sankara Moorthi, Asso Prof, SRMIST

Course Code	MBD22410T	Course Name	GLOBAL MARKETING & CONSUMER CULTURE	Course Category	PCC	Professional Core Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes/Standards

Course Learning Rationale (CLR): <i>The purpose of learning this course is:</i>		Learning			Program Outcomes (PO)											
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-1 :	To understand the key characteristics of important country markets in different regions of the world	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Assessing skills	Initiate broad thinking	Global mindedness for business	Familiarize strategies of international markets	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhanced consumption understanding	Instigate knowledge to respond to marketing strategies	Identifying consumption situations	Understanding consumerism	More strategies
CLR-2 :	To assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries															
CLR-3 :	To make the student will learn about the key concepts, theories, and frameworks of consumer culture theory and interpretive consumer research.															
CLR-4 :	To understand the factors that influence consumer behavior and apply this knowledge to predict how consumers respond to marketing strategies.															
CLR-5 :	To learn how to apply these concepts, theories, and frameworks in critically examining and analyzing consumers, consumerism and consumer society.															

Course Outcomes (CO): <i>At the end of this course, learners will be able to:</i>		1	2	3
CO-1 :	Define and gain knowledge about globalization and its consequences on consumers, markets and corporations	1	50	48
CO-2 :	Demonstrate knowledge of the interconnectedness of global dynamics	3	60	50
CO-3 :	Apply knowledge of the interconnectedness of global dynamics by researching and analyzing specific consumer behavior in a culture different from their own	4	55	40
CO-4 :	Demonstrate an understanding of principles of consumer behavior, including terminology, concepts and major models of behavior	3	65	60
CO-5 :	Interpret and incorporate psychological, sociological and anthropological perspectives as they apply consumer behavior concepts to specific consumption situations.	2	70	55

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
3				3			3		3		
	3		2		2			2		3	
2		2				3			2		2
	2			3				2		2	
3		3						2			

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to Global Marketing	Social and Cultural Environments Political, Legal & Regulatory Environments	Global Market Entry Strategies -	Consumer society as an expression of material culture in the post-modern- globalized world	The politics of consumption
	SLO-2	Evolution, elements, Advantages and disadvantages	Analysis	Pros and cons	Characteristics and implications	Representation and Consumerism
S-2	SLO-1	Global Economic Environment	Team Information Sheet	Brand and Product Decisions	Emphasis on collective trends (fashion)	The Anti-Consumerist Rhetoric
	SLO-2	Economic systems and trends	Scope and use	Local Vs. Global	Fashion industry – fashion and identity	The Apology of Consumption
S-3	SLO-1	Global political trends	Global Market Research	Global Marketing Communications	Conspicuous consumption (luxury) - lifestyles (identity)	Advertising Cultures and their Languages
	SLO-2	Political systems and Regulatory agencies	Purpose and importance	Tools and strategies	lifestyles & identity in the era of post-Fordism	Ideology, Social Differences and Consumerism
S-4	SLO-1	Regional Market	Types of Research	Decisions - Global marketing	Class and gender divisions	Commodities and consumers

		Characteristics		Communications Decisions		
	SLO-2	Risk and challenges	Primary and secondary research, tools	Global marketing and the Digital Revolution	Places of consumption	Commoditization and De-commoditization
S-5	SLO-1	Trade Agreements	Segmentation- need and objectives	Strategic Elements of Competitive Advantage Decisions	The pathology of consumption	Goods, Values and the Boundaries of Commoditization
	SLO-2	Organizations, Agreements and Impacts	Bases and process and Uses	Global marketing Communications Decisions	Alienation	Commercial Institutions and Public Places
S-6	SLO-1	Social and Cultural Environments	Targeting & Positioning	Global marketing and the Digital Revolution	Objectification	Contexts of consumption
	SLO-2	Impact of culture on product, price and communication decisions	Strategies for global marketing	Strategic Elements of Competitive Advantage	Pseudo – individualism - and the romantic search.	The Commercialization of Feelings and Cultural Consumption

Learning Resources	<ul style="list-style-type: none"> Kotabe and Helsen, Global Marketing Management Wiley Publication, 2016 G Tomas M Hult, International Business- Competing in the Global Marketplace 12th Edition, McGraw Hill, 2021 Onkvisit and Shaw, International Marketing , PHI Publications, 2008 	<ul style="list-style-type: none"> Daniels, Radebaugh, Sullivan and Salwan, International Business Pearson Publication, 2016 Arnould, E.J. and Thompson, C.J (2019) Consumer Culture Theory, London: Sage.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			10		10		10		10	
Level 6	Create			10		10		10		10	
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Ms. S. Priya– Assistant Professor,SRMIST
Dr Kumar , Vice President, Madras Energy Company Pvt , Ltd	Dr Prakash , Territory Manager , Franklin Temple,	Dr.A. R. Krishnan – Professor,SRMIST

Course Code	MBD22501L	Course Name	TEXT ANALYTICS(PRACTICAL)	Course Category	DSEC	Discipline Specific Course	L	T	P	C
							0	0	6	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):		Learning			Program Outcomes (PO)											
CLR-1 :		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
The purpose of learning this course is:																
CLR-1 : To understand framing analytical questions and data shaping																
CLR-2 : To apply Text analysis tool Excel, Voyant, and R for word frequency analysis																
CLR-3 : To learn keyword analysis and sentiment analysis																
CLR-4 : To visualize text data using JMP, Voyant and R																
CLR-5 : To understand and practice Deductive coding and Affinity diagram coding																
Course Outcomes (CO):		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication	Initiate critical thinking	Resources analysis for	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and collecting digital market	Investigate and evaluate	Analyze cross-cultural and
At the end of this course, learners will be able to:																
CO-1 :	Understand framing analytical question and data shaping	80	70		3											
CO-2 :	Apply and Learn the Text analysis tools Excel, Voyant, and R	70	65		2										1	
CO-3 :	Understand keyword analysis and sentiment analysis	80	75		2			2			3		2			
CO-4 :	Analyze and Practice visualizing text data using JMP, Voyant and R	80	75		2			2			3	1		3		
CO-5 :	Apply deductive coding and Affinity Diagram coding	80	70		3		3				3		2			

Duration (hour)	6		6		6		6		6	
S-1	SLO-1	Framing Analytical Questions	Word Frequency Analysis using Excel	Keyword analysis in Excel	Visualizing Text data	Coding text data				
	SLO-2	Process of Business Information need analysis	Text business data analysis	Voyant	Excel-Dataset training survey	Excel				
S-2	SLO-1	Data driven decision	Dataset training survey	R Introduction	JMP	Dataset Attendee pre-survey results				
	SLO-2	Making process	Word frequency analysis using voyant	Sentiment analysis	Voyant Basics	Dataset Remote Learning				
S-3	SLO-1	Well framed analytical question	word frequency analysis using R	Dataset product reviews	R Basics	Deductive coding				
	SLO-2	Titanic data set exercise	Dataset product reviews	Rubber maid	Dataset consumer complaints	Affinity Diagram coding				
S-4	SLO-1	Data shaping	Importance of word frequency	Windex	Common methods of visualizing data	Difference between inductive and deductive coding				
	SLO-2	Flat file	Advantages of Word frequency	Steps of sentiment analysis	Types of data visualization	Purpose of using affinity diagrams				
S-5	SLO-1	Bag of words model	purpose of Voyant	Types of sentiment analysis	Importance of Data visualization	Difference between mind mapping and affinity diagram				
	SLO-2	Dataset resumes	How do you reference Voyant Tools	Importance of sentiment analysis	Purpose of visualization	Purpose of an affinity diagram				
S-6	SLO-1	Structure of Flat File	Types of datasets	Benefits Of Sentiment Analysis	tant techniques of visualization	Objectives of Excel				

SLO-2	Advantages of Flat file	Properties of datasets	Business Applications For Sentiment Analysis	Benefits of Visualization	Main benefits of using Excel
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Learning Resources	<ol style="list-style-type: none"> 1. Andres Fortino, Text Analytics for business Decisions-A case study Approach, Mercury Learning and Information; Dulles, Virginia, Boston, Massachusetts, New Delhi copyrights 2020 2. Matthew L. Jockers , Rosamond Thalken ,Text Analysis with R: For Students of Literature (Quantitative Methods in the Humanities and Social Sciences),Springer,2nd ed. 2020 3. Dipanjan Sarkar, Text Analytics with Python, A Practitioner's Guide to Natural Language Processing, Apress,2nd ed. Edition, May 2019 4. Murugan Anandarajan, Chelsey Hill, Thomas Nolan, Practical Text Analytics: Maximizing the Value of Text Data, Springer, 1st ed. 2019 5. Gerardus Blokdyk ,Text Analytics Complete Self-Assessment, Emereo 2018
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		30		20		20		20		20
Level 2	Understand		70		20		20		30		20
Level 3	Apply				20		20		20		20
Level 4	Analyze				20		20		20		20
Level 5	Evaluate				20		20		10		20
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Shenbagaraman, Prof, SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Anbu, Asst Prof, SRMIST

Course Code	MBD22502T	Course Name	DIGITAL LEADERSHIP	Course Category	DSEC	Discipline Specific Courses				L	T	P	C
										3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department		College of Management		Data Book / Codes/Standards	

Course Learning Rationale (CLR): <i>The purpose of learning this course is:</i>		Learning			Program Outcomes (PO)											
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-1 :	To provide knowledge regarding digital leadership to students	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market	Identifying, assessing and selecting digital market	Identifying, assessing and selecting digital market
CLR-2 :	To enable students to leadership theory and Digital leadership															
CLR-3 :	To understand leadership models and CQ intelligence dimensions															
CLR-4 :	To understand dynamic approach in leaders and emerging behaviour patterns from leadership															
CLR-5 :	To gain knowledge regarding managing digital projects															
Course Outcomes (CO): <i>At the end of this course, learners will be able to:</i>																
CO-1 :	Define and learn digital leadership and from organizational leadership	1	50	48	3				2						1	
CO-2 :	Understand leadership effectiveness and ineffectiveness using generic model for leadership	2	60	50				2	2				2	3		2
CO-3 :	Understand emerging behavioral patterns from sustainable and adaptive leadership model.	2	55	40		3	2								3	
CO-4 :	Understand Digital leadership and digital strategies	2	65	60		2			2				2	3		2
CO-5 :	Analyze and Gain knowledge regarding management of Digital projects	4	70	55	3				3		3		2		1	

Duration (hour)	6		6		6		6		6	
S-1	SLO-1	Différences between leadership and digital leadership	Perceived leadership effectiveness	Dynamic approach to leadership-Integration of the components	Digital leadership and digital strategies	Case Study covering all Units				
	SLO-2	Différences between leadership and digital leadership	Perceived leadership effectiveness	Intelligent dynamicity and change mechanism	Digital leadership and digital strategies	Case Study covering all Units				
S-2	SLO-1	Development of leadership theory and practice	Hamlin's generic model for leadership effectiveness and ineffectiveness	The emerging behavioral patterns (positive and negative, or effective and ineffective) from the sustainable and adaptive leadership model	Digital leadership-manage digital projects	Case Study covering all Units Case Study covering all Units				
	SLO-2	Development of leadership theory and practice	Hamlin's generic model for leadership effectiveness and ineffectiveness	The emerging behavioral patterns (positive and negative, or effective and ineffective) from the sustainable and adaptive leadership model	Digital leadership-manage digital projects					
S-3	SLO-1	Global leadership	Taxonomy of positive (effective) vs negative (ineffective) leadership behaviors	Application of the sustainable and adaptive leadership model in intelligent platform dynamics	Organizational ambidexterity- Digital dexterity	Case Study covering all Units				
	SLO-2	Global leadership	Taxonomy of positive (effective) vs negative (ineffective) leadership	Application of the sustainable and adaptive leadership model in	Organizational ambidexterity- Digital dexterity	Case Study covering all Units				

			behaviors	intelligent platform dynamics		
S-4	SLO-1	Definition of digital leadership- traditional leadership- digital aspect in the organizational DNA	Cultural intelligence dimensions- malleability and nobleness within CQ	Case study	Project management- Digital project management	Mini-project or Real Time application exercise
	SLO-2	Definition of digital leadership- traditional leadership- digital aspect in the organizational DNA	Cultural intelligence dimensions- malleability and nobleness within CQ	Case study	Project management- Digital project management	Mini-project or Real Time application exercise
S-5	SLO-1	Effectiveness and adaptability- Leadership and globalization	Challenges and critique of CQ	Guest Lecture	BIM and GIS- Managing virtual teams during crises	Mini-project or Real Time application exercise
	SLO-2	Effectiveness and adaptability- Leadership and globalization	considering culture within cultural intelligence	Expert Guest Lecture	BIM and GIS- Managing virtual teams during crises	Mini-project or Real Time application exercise
S-6	SLO-1	Case study	The Douglasian Cultural Framework (DCF) and the difference between DCF and national culture.	Expert Guest Lecture	BIM and GIS- Managing virtual teams during crises	Mini-project or Real Time application exercise
	SLO-2	Case study	Case study	Expert Guest Lecture	BIM and GIS- Managing virtual teams during crises	Mini-project or Real Time application exercise

Learning Resources	<ol style="list-style-type: none"> 1. Salih, A. M. Cross-Cultural Leadership. Being Effective in an Era of Globalization Digital Transformation and Disruptive Innovation (Routledge)2020 2. Eric C. Shenerger Digital Leadership: Changing Paradigms for Changing Times, Corwin; 1st edition, 2014. 3. James Brett, Evolving Digital Leadership: How to Be a Digital Leader in Tomorrow's Disruptive World, Apress; 1st ed. Edition, 2018 4. Mark Raskino, Digital to the Core: Remastering Leadership for Your Industry, Your Enterprise, and Yourself, Routledge; 1st edition, 2015 5. Robert J. Verbree, Leadership in the Digital Age: How to Inspire Your Team, Morgan James Publishing Ilc, 2021
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40		20		20		20		20	
Level 2	Understand	30		20		20		20		20	
Level 3	Apply	30		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		20		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis / case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers			
<table border="1"> <tr> <td>Experts from Industry</td> <td>Experts from Higher Technical Institutions</td> <td>Internal Experts</td> </tr> </table>	Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts	

Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Thamaraiselvan .N, Professor -NIT- Trichy	Dr.C.Senthil Nathan– Assistant Professor,SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Amit Shankar- IIM Visakhapatnam.	Dr.A.R.Krishnan –Professor,SRMIST

Course Code	MBD22503T	Course Name	PRICE AND REVENUE MANAGEMENT	Course Category	DSEC	Discipline Specific Courses	L	T	P	C
							2	2	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>			Learning			Program Outcomes (PO)											
CLR-1 :	To understand the foundation of pricing			1	2	3	1	2	3	4	5	6	7	8	9	10	11	12
CLR-2 :	To understand the markdown concept			Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Effective communication skills	Initiate critical thinking	Resources analysis for	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
CLR-3 :	To learn the concept of overbooking																	
CLR-4 :	To understand the forecasting concepts and techniques.																	
CLR-5 :	To understand the revenue Management and Customer Management																	
Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>																	
CO-1 :	Recall and able to learn the pricing concept			1	80	70		3	-	3					3	2		
CO-2 :	Understand and gain knowledge in overbooking			2	70	65	2			2							3	
CO-3 :	Apply to learn the forecasting techniques			3	80	75	2		3		2		3	2				
CO-4 :	Analyze to get a knowledge in markdown concept			4	80	75	2				2		3				1	
CO-5 :	Execute to learn the revenue and customer management			5	80	70		3		3			3	2				

Duration (hour)	6		6		6		6		6	
S-1	SLO-1	Pricing Basics	Pricing Policies in Action	Operational Model of RM-Stochastic Inventory Management	Network revenue management-control mechanisms	Competitive Factors				
	SLO-2	The Theories of Pricing	Objectives of Pricing Policy	The Newsvendor Model	Linear Programming approach to Revenue Management	Importance of Competitive Factors				
S-2	SLO-1	Microeconomic and marketing theories on consumer behavior	Factors Involved in Pricing Policy	Importance of Newsvendor Model	Applying network RM to different industries-Implementing a RM System	strategic purchasing behavior and Types of Purchasing behavior				
	SLO-2	Microeconomic and marketing theories on Pricing	Markdown policies and liquidations	Objective of a newsvendor model	Solving Revenue Management Problems	Imperfect segmentation model				
S-3	SLO-1	Product design	Pricing with supply constraints	Common challenges with the newsvendor model	Computational methods in Revenue Management	Discrete choice models				
	SLO-2	Bundling and demand segmentation	Customized pricing and e-commerce	Single resource Revenue Management	Performance Measurement	Customer management				
S-4	SLO-1	Dynamic pricing policies	Types of markdown	Expected marginal value to control sales	Demand Forecasting and Data Analysis	RM Process management				
	SLO-2	Types of Pricing	Advantages of Markdown	Overbooking Basics	Data, sources, systems,	New Directions in Revenue				

					automation.	Management
S-5	SLO-1	Importance of Pricing	Steps in Creating a Markdown Strategy	Causes of overbooking	Time-series forecasting and perfect demand segmentation models	Business Analytics
	SLO-2	Pricing Strategy	How Markdowns Affect Customer Buying Decisions	Importance of overbooking	Estimation techniques	Applications in new industries
S-6	SLO-1	Factors affecting pricing	Effective Markdown Strategies for Retailers	Advantages and disadvantages of Overbooking	Training for unobservable no-purchases	Event sales, casinos, Display advertising
	SLO-2	Objectives of Pricing	Goals of Markdown	Overbooking strategy	Concept and the EM technique	Bundling and RM

Learning Resources	1. Irene C.L. Ng, The Pricing and Revenue Management of Services: A strategic approach (Routledge Advances in Management and Business Studies), Routledge; 1st edition, 2019
	2. Robert L. Phillips, Pricing and Revenue Optimization: Second Edition, Stanford Business Books, 2021
	3. K. Talluri and G. Van Ryzin. Kluwer The Theory and Practice of Revenue Management Academic Publishers, 2014.
	4. Hermann Simon, Price Management: Strategy, Analysis, Decision, Implementation Springer; 1st edition, 2018
	5. Ozalp Ozer, The Oxford Handbook of Pricing Management Oxford University Press, 2019

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		30		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		20		20		10		20	
Level 6	Create	10									
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers													
Experts from Industry				Experts from Higher Technical Institutions				Internal Experts					
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD				Dr. Reeves Wesley- Professor- VIT, Chennai				Dr Vijaykarthikeyan , Asso Prof , SRMIST					
Mr. Claudios –Managing Director -WOORY AUTO LTD				Dr. Upam Pushpak, IIM Tiruchirapalli				Dr. Kavitha Shanmugam, , Asso Prof , SRMIST					
Course Code	MBD22504T	Course Name	SALES NEGOTIATION			Course Category	DSEC	Discipline Specific Courses		L	T	P	C
										2	2	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
CLR-1 :	To understand the selling concepts
CLR-2 :	To understand the buying concepts
CLR-3 :	To learn the concept of prospects
CLR-4 :	To understand the concept of retail and industrial selling
CLR-5 :	To understand the concept of demonstration

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
1	80	70
2	70	65
3	80	75
3	80	75
4	80	70

Program Outcomes (PO)											
1	2	3	4	5	6	7	8	9	10	11	12
Effective communication skills	Initiate critical thinking	Resources analysis for	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
	3	-	3					3			
2			2					2		2	
2			3		2		3				
2					2		3			3	
	3		3				3				2

Course Outcomes (CO):	<i>At the end of this course, learners will be able to:</i>
CO-1 :	Describe and able to learn the selling concept
CO-2 :	Understand and able to learn the buying concept
CO-3 :	Apply to gain a knowledge about prospects
CO-4 :	Demonstrate to gain a knowledge about demonstration
CO-5 :	Analyze to able to learn the demonstration

Duration (hour)	6	6	6	6	6
S-1	SLO-1	introduction to selling	approaches to buying	prospects and suspects	retail selling basics
	SLO-2	things to do in selling	consumer purchase decision making	qualifying prospects	industrial selling basics
S-2	SLO-1	Role of a sales person in society	Obstacles to buying	Types of Prospects	Salutations
	SLO-2	Myths about selling	Overcome obstacles in Buying	Importance of Prospects	Merchandise approach
S-3	SLO-1	Characteristics of a good sales person.	Process of Buying	Requirements for a lead to be considered a qualified prospect	Knowledge of stock
	SLO-2	Types of selling	Types of Buying	Characteristics of Qualifying prospects	Types of shoppers
S-4	SLO-1	Requirements for Selling	Importance of Buying	How is a sales prospect different from a sales lead?	Suggestive selling
	SLO-2	Importance of Selling	Objectives of Buying	Sales prospects important	Complaint handling- industrial buying roles
S-5	SLO-1	Nature of Selling	Nature of Buying	Steps for finding and determining sales prospects	Selling to govt
	SLO-2	Traditional Vs. Modern Selling Approaches	5 stages of consumer decision making process	Planning for selling	Difference between upselling and suggestive selling
S-6	SLO-1	Benefits of selling	Types of Consumer decision making	Prep approach, Approach	Qualities of good demonstrator
	SLO-2	Scope of Selling	Advantages of consumer decision making process	Opening gambits	Elements of demonstration

Learning Resources	<ol style="list-style-type: none"> Advanced Negotiation Techniques, Steve Hay, Apress; 1st edition, 2019 Practical Negotiating: Tools, Tactics & Techniques, Tom Gosselin, Wiley; 1st edition, 2020 Breakthrough Business Negotiation: A Toolbox for Managers, Michael Watkins, Jossey-Bass; 1st edition, 2019 Go Do Deals: The Entrepreneur's Guide to Buying & Selling Businesses, Jeremy Harbour, Morgan James Publishing llc, 2020 The Book of Real-World Negotiations: Successful Strategies From Business, Government, and Daily Life 1st Edition, Kindle Edition, Joshua N. Weiss, Wiley; 1st edition, 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	40		20		20		30		20	
Level 3	Apply	40		20		20		20		20	
Level 4	Analyze			20		20		20		20	
Level 5	Evaluate			20		20		10		20	
Level 6	Create										
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis, ./ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Dr. Reeves Wesley- Professor- VIT, Chennai	Dr Suganya , Asst Prof , SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Upam Pushpak, IIM Tiruchirapalli	Dr Suresh , Asst Prof , SRMIST

Course Code	MBD22505T	Course Name	ONLINE REPUTATION MANAGEMENT	Course Category	DSEC	Discipline Specific Course	L	T	P	C
							2	2	0	3

Pre-requisite Courses	NR	Co-requisite Courses	NR	Progressive Courses	
Course Offering Department	College of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is:	Learning	Program Outcomes (PO)											
CLR-1 :	To understand the concept of online reputation management	1 2 3	1	2	3	4	5	6	7	8	9	10	11	12

CLR-2 :	To understand the concept of media evolution
CLR-3 :	To understand the concept of web optimization
CLR-4 :	To gain a knowledge about social monitoring
CLR-5 :	To understand the concept of criticism

Course Outcomes (CO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
		CO-1 :	Describe to learn the concept of online reputation management	1
CO-2 :	Understand and gain a knowledge about media evolution	2	70	65
CO-3 :	Apply to learn the concept of web optimization	3	80	75
CO-4 :	Analyze to learn about social media	4	80	75
CO-5 :	Execute to gain a knowledge about criticism	5	80	70

Effective communication skills	Initiate critical thinking	Resources analysis for	Familiarize organizations and its stakeholders	Integrate functional knowledge with strategic skills	Comprehend effectively in globalized environment	Practice business ethics with integrity	Enhance careers and commitment	Instigate entrepreneurial drive	Identifying, assessing and selecting digital market opportunities.	Investigate and evaluate issues in adapting to globalized markets that are constantly changing.	Analyze cross-cultural and ethical issues in globalized digital markets.
	3	-	3					3	3		
2			2					2		1	
2			3		2		3			1	
2					2		3		2		
	3		3				3				3

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Reputation Management Introduction	Participatory Culture	Defense Mechanism	Online Reputation Monitoring tools	Embracing Online Criticism
	SLO-2	Definition – Scope – Need for ORM	Digital engagement of audience for Co creation	Sub Domain Creation	RSS alerts	Responding to the crisis
S-2	SLO-1	ORM techniques	Building Strong Participatory Culture	Creating Sites	Google reader	Recovering from a crisis
	SLO-2	challenges to the ORM	Media Cycle Evolution	Site links and Double Listing	Google Alert	Defining Online reputation threats
S-3	SLO-1	Elements of Reputation Management	Offline Vs Online Reputation	Business Listing	Comment Tracking	Strategic and Financial Threats
	SLO-2	Step in reputation management process	Forms of Participatory culture	Wikipedia Business Page Presell Pages	Social Monitoring	Operational and technological Threats
S-4	SLO-1	Model of reputation management	Stages of evolution of media	PPC	Twitter Alerts	Types of Criticism
	SLO-2	How Reputation Management Benefits the customers	Importance of evolution of media	Types of PPC	Personal Monitoring	Importance of Online criticism
S-5	SLO-1	Biggest Myths in Reputation Management	4 evolution of media	Benefits of PPC	Purpose of personnel monitoring	Seven categories of operational Threats
	SLO-2	Importance of Reputation Management	3 types of media	Web Optimization	Difference between social monitoring and social listening	Types of operational Threats
S-6	SLO-1	Benefits of Reputation Management	Purpose of Media	Defensive Ranking	Importance of Social Monitoring	Types of strategic risks
	SLO-2	Disadvantages of Reputation Management	Difference between new and old media	Legal Actions	Advantages of using social media monitoring	5 sources of strategic risk

Learning Resources	1. Tyler Collins, "Mechanics of Online Reputation Management", CreateSpace Independent Publishing Platform, 2019 2. ANNE. MARIE, "How to Perform Online Reputation Management - The Guide to Proactive Reputation Management, Reputation Monitoring and Crisis Management", Ebookit, 2020
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3. Terry Walsh, Ed Goldswain, "The Reputation Vortex Online Reputation Management", Spiro Press, 2020
4. Andy Beal, Judy Strauss, "Radically Transparent Monitoring and Managing Reputations Online", Wiley, 2019
5. Online Reputation Management for Dummies, Lori Randall Stradtman, Wiley India Private Limited, 2018

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		30		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	10		20		20		10		20	
Level 6	Create	10									
	Total	100 %		100 %		100 %		100%		100 %	

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis / case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers

Experts from Industry		Experts from Higher Technical Institutions		Internal Experts									
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD		Dr. Reeves Wesley- Professor- VIT, Chennai		Dr Sankaramoorthy , Asst Prof, SRMIST									
Mr. Claudios –Managing Director -WOORY AUTO LTD		Dr. Upam Pushpak, IIM Tiruchirapalli		Dr Nazim Sha , Asst Prof, SRMIST									
Course Code	MBD22506L	Course Name	CONTENT MARKETING		Course Category	DSEC	Discipline Specific Courses			L	T	P	C
										0	0	6	3

Pre-requisite Courses	Co-requisite Courses	Progressive Courses
Course Offering Department	College of Management	Data Book / Codes/Standards

Course Learning Rationale (CLR):	The purpose of learning this course is:
CLR-1 :	To learn Content Marketing and Integration with Marketing Plan
CLR-2 :	To develop content for increasing web traffic to website and customer engagement
CLR-3 :	To Integrate content marketing with marketing communication channels
CLR-4 :	To gain knowledge in Formulation of Goals, developing core message and secondary message with content development
CLR-5 :	To understand tools used in web for content marketing and application based learning

Learning	Program Outcomes (PO)											
	1	2	3	4	5	6	7	8	9	10	11	12
Level of Thinking	Effective	Initiate critical thinking	Resources	Familiarize organizations	Integrate functional	Comprehend effectively in	Practice business ethics	Enhance	Instigate	Identifying, assessing and selecting digital	Identifying, assessing and selecting digital	Identifying, assessing and
Expected												
Expected Attainment (%)												

Course Outcomes (CO): <i>At the end of this course, learners will be able to:</i>																			
CO-1 :	Understand Content Marketing development and integrating with marketing communication tools	2	80	60					2	3									1
CO-2 :	Understand and enable student comprehend and learn increasing traffic to website by content marketing and integrating with marketing communication channels	2	80	60	3			2	2		3	2	3						
CO-3 :	Prepare and enable student identify Target Audience , formulation of primary and secondary level goals and messages for content marketing	6	75	65		3	2											2	2
CO-4 :	Consider and gain knowledge students establishing online foot print with blog, writing for web and generating ideas	5	80	75				2			3	2	3						3
CO-5 :	Understand real time application of subject concepts learned in content marketing	2	90	75	3		3		3										

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Content Marketing	Integrating Content Marketing with other marketing tactics	Identifying a Target Audience-Naming Primary and Lower-Level Goals	Brainstorming and Mind Mapping	Mini project covering all topics and class discussion/ Real time application of all topics and discussion
	SLO-2	Incorporation of SEO in Digital marketing strategy	Identification of marketing communication channels for content marketing-	Forming a Core Message and Secondary Messages	Brainstorming and Mind Mapping	Mini project covering all topics and class discussion/ Real time application of all topics
S-2	SLO-1	Increase traffic coming to your website	Identification of marketing communication channels for content marketing-	Establishing an Online Footprint, starting with a Blog, Writing for the Web	Generating Ideas Using Social Media	Mini project covering all topics and class discussion/ Real time application of all topics
	SLO-2	Increase traffic coming to your website	Identification of marketing communication channels for content marketing-	Establishing an Online Footprint, starting with a Blog, Writing for the Web	Generating Ideas Using Social Media	
S-3	SLO-1	Engaging customers with your content	Using social media after integration of content marketing to communicate better in your networks, and more Efficiently	Establishing an Online Footprint, starting with a Blog, Writing for the Web	Generating Ideas by News jacking	Mini project covering all topics and class discussion/Real time application of all topics
	SLO-2	Optimizing content	Using social media after integration of content marketing to communicate better in your networks, and more Efficiently	Establishing an Online Footprint, starting with a Blog, Writing for the Web	Generating Ideas by News jacking	Mini project covering all topics and class discussion/ Real time application of all topics
S-4	SLO-1	Engaging customers with your content	Application Exercise	Performing a Competitive Analysis	Building your Brand-	Case study
	SLO-2	Optimizing Content		Using an Editorial Calendar, Understanding the Importance of	Mini project covering all topics and class discussion/Real time	Case study

				Images, Audio, and Video	application of all topics	
S-5	SLO-1	Strategy Development for creating content based on customer perspective and requirements	Collecting Ideas for contents- Google alerts, RSS Feed through google for Idea alerts.	an Editorial Calendar: Understanding the Importance of Images, Audio, and Video	Mini project covering all topics and class discussion/ Real time application of all topics	Expert Lecture
	SLO-2	Strategy Development for creating content based on customer perspective and requirements	Identifying Students' Unique Propositions	Mini project based on above topics in Unit1 & Unit 2	Mini project covering all topics and class discussion/ Real time application of all topics	Expert Lecture
S-6	SLO-1	Application Exercise	Identifying a Target Audience- Naming Primary and Lower-Level Goals	Mini project based on Unit1 & Unit 2 topics	Mini project covering all topics and class discussion	Expert Lecture
	SLO-2	Application Exercise	Identifying a Target Audience- Naming Primary and Lower-Level Goals		Mini project covering all topics and class discussion/ Real time application of all topics	Expert Lecture

Learning Resources	<ol style="list-style-type: none"> 1. Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works, Pam Didner, McGraw Hill, 2019 2. C Joe Pulizzi ontent Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by, McGraw-Hill Education; 1st edition, 2019 3. Julia Mccoy, Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guidebook, Createspace Independent Pub, 2019 4. E, Joe Pulizzi ,pic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less, McGraw Hill; 1st edition, 2019. 5. Santino Spencer ,Content Marketing: 7 Easy Steps to Master Content Strategy, Content Creation, Search Engine Optimization & Copywriting, Kindle Edition, , 2020
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (60% weightage)								Final Examination (40% weightage)	
		CLA – 1 (20%)		CLA – 2 (10%)		CLA – 3 (10%)		CLA – 4 (20%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember		40		20		20		20		20
Level 2	Understand		30		20		20		20		20
Level 3	Apply		30		20		20		20		20
Level 4	Analyze				20		20		20		20
Level 5	Evaluate				10		10		10		10
Level 6	Create				10		10		10		10
	Total		100 %		100 %		100 %		100%		100 %

CLA-1 – Mid Term CLA-2- Quiz CLA-3 - Assignment CLA – 4 Innovative Assignment can be a case analysis ,/ case development / market study / video presentation./ seminars / board room discussions / event management etc

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Sasi Kumar –Managing Director- SALCOMP INDIA LTD	Thamaraiselvan .N, Professor -NIT- Trichy	Dr.C.Senthil Nathan,Asst Professor ,SRMIST
Mr. Claudios –Managing Director -WOORY AUTO LTD	Dr. Amit Shankar- IIM Visakhapatnam	Dr. A.R. Krishnan,Professor,SRMIST

Course Code	MBD22601L	Course Name	CAPSTONE PROJECT	Course Category	C	Core	L	T	P	C
							0	0	8	4

Pre requisite Courses	<i>Nil</i>	Co requisite Courses	<i>Nil</i>	Progressive Courses	<i>Nil</i>
Course Offering Department	College of Management	Data Book/ Codes/ Standards	<i>Nil</i>		

Course Learning Rationale (CLR): The Purpose of learning this Course is to:	
CLR 1:	To apply fundamental and disciplinary concepts/ techniques to their principal fields of research.
CLR-2:	To able to identify, analyse and solve problems doing research through critical investigation.
CLR-3:	To employ models and tools through data based decision making for managing organizational growth
CLR-4:	To Foster Analytical and critical thinking abilities for data-based decision making
CLR-5:	To know the use of tools and techniques for exploratory, conclusive and causal research.
CLR-6:	To understand the concept of measurement in empirical systems and to use statistical techniques for analysis of research data.

Course Learning Outcomes: (CLO): At the end of the Course, the learners will be able to:	
CLO:	Integrate quantitative and qualitative research processes and methods by defining, analyzing, and solving business problems through research.

Assessment (100%) [300 marks]	Continuous Learning Assessment (50% weightage) [150 marks]	Final Examination (50% weightage) [150 marks]
Social relevance/converted research	10 marks	-
Review 1	40 marks	-
Review 2	40 marks	-
Review 3	40 marks	-
Innovation / Contribution	20 marks	-
Total marks awarded by Internal examiner	150 marks	-
Evaluation of Report and Viva by External experts	---	150 marks
TOTAL		300 marks

MBA in Digital Marketing Main project provide a platform for knowledge transmission beyond the class room. The project work is assigned for 4 credit hours to demonstrate student's ability to apply learned skills, push boundaries and propose and explore much needed solutions across all disciplines and cultures grooming them with the skills industry demands. The duration of the project is for eight weeks.