

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Semester-II

Marketing Management
 Paper Code: BBA(DM) - 201
 Total Credit: 6
 Total hours of lectures: 60 hours

Course Outcomes:

After completion of this course, the students will be able to

1. develop the understanding of fundamental marketing concepts, theories, and principles in areas of marketing.
2. develop understanding about the marketing environment.
3. assess the consumer behaviour for advocating branding and marketing strategy.
4. apply the understanding and concept for the marketing promotion

Sl.	Topic/Module	Hours
1.	Module 1: Introduction to Marketing –Definition, Scope, Marketing Concepts- Traditional and Modern; Selling vs. Marketing; Functions and Evaluation of Marketing. b. Marketing Environment, Macro and Micro Environment, SWOT Analysis, Marketing Mix, Marketing Information System.	10
2.	Module 2: a. Consumer Behavior- Meaning, Determinants- Cultural, Social, Personal, Psychological b. Industrial Buying Behavior-Meaning, Characteristics; Differences Between Consumer Buying and Industrial Buying Behavior c. Market Segmentation Targeting & Positioning (STP) - Meaning, Benefits of Market Segmentation, Basis of Segmentation; Target Market; d. Branding- Definition, Importance, Branding Strategy; Packaging	10
3.	Module 3: a. Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages b. New Product Development- Steps	10
4.	Module 4 : a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a	6

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

	Product/Service b. Discounts and Rebates	
5.	Module 5: Distribution Channel- Meaning, Types of Distribution Channel- Direct & Indirect. Role of Intermediaries and Distribution Channel Management	6
6.	Module 6: Promotion – Elements of Promotion Mix Advertising Media – Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;	6
7.	Module 7: Introduction to Integrated Marketing Communications: Role, Developing, Deciding, Managing Marketing Communications.	6
8.	Module 8: Other forms of Marketing and Future of Marketing.	6

Suggested Readings:

1. Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson.
2. Arun Kumar: Marketing Management, Vikas Publishing House.
3. Saxena, Rajan: Marketing Management, TMH.
4. Gandhi, J.C.: Marketing, TMH.
5. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillian.
6. Ramesh Kumar, Case Studies in Marketing Management, 1e, Pearson Education India.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Organizational Behaviour

Paper Code: BBA(DM)- 202

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcomes:

After completion of this course, the students will be able to

1. develop the understanding about an organization and its nature, role etc.
2. develop the understanding about various attributes and components that impact human behaviour in an organizational setting
3. apply the knowledge group development and structuring in an organization
4. apply the knowledge of effective communication in the organization

Sl.	Topic/Module	Hours
1.	Module 1: Introduction: Concept of organizational Behaviors – Learning Objectives, Nature, Role, importance, Emerging Challenges, Evolution.	8
2.	Module 2: Personality: Learning Objectives, Nature, Theories, Shaping of Personalities.	8
3.	Module 3: Perception and Attribution: Meaning, Definitions, influencing factors, Perceptual process	6
4.	Module 4: Learning: Definition, Process, Cognitive theory of learning.	6
5.	Module 5: Attitudes: Definition, Objective, Nature, Components-ABC model, Formation, Function, challenging attitudes.	6
6.	Module 6 : Group Dynamics: definition, objective, Types, Introduction to Group Development and structuring.	6
7.	Module 7: Power and Political behaviour: Definition, Power Dynamics, Sources, Power tactics, Essence of politics, Types of political activities.	6
8	Module 8: Conflicts: Definition, Objective, Nature, Nature of conflicts, Process, levels.	6
9	Module 9: Communication: Definition, Objective, Types of Interpersonal Communication, Influencing factors, Barriers,	6
10	Module 10: International Organizational Behaviour:	2

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Suggested Readings:

1. K. Aswathappa: Organizational behaviour, Text, Cases and Games, Himalaya Publishing House.
2. Stephen P. Robbins: Organizational Behaviour, Eighteen Edition, Pearson.
3. Stephen P. Robbins: Essentials of Organizational Behavior, Fourteenth Edition, Pearson.
4. Fred Luthans: Organizational behavior: A modern behavioral approach to management, McGraw-Hill.
5. Afsaneh Nahavandi: Organizational Behavior, First Edition, SAGE Publications.
6. Khanka S.S , Organizational Behaviour, S Chand & Company.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Paper Code: BBA (DM) - 204
 Environmental Science & Sustainable Development
 Total Credit: 2
 Total hours of lectures: 20 hours

Course Outcomes:

After completion of this course, the students will be able to

1. inculcate the knowledge base on ecosystem and types of environmental pollutions.
2. Promote understanding of efforts that can be made at the Industry and Government level to improve the environment, the economy and the quality of life.
3. build basic understanding on sustainable development with a vision to balance our economic, environmental and social needs, allowing opulence for now and future generations.
4. Apply the knowledge regarding various environmental acts and compliances applicable to appraisal and clearance to industry.

Sl.	Topic/Module	Hour
1.	Module 1 : Introduction , Multidisciplinary nature , Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.	4
2.	Module 2 : Ecosystems: Definition, Structure: food chains, food webs and function of ecosystem: Energy flow, nutrient cycle and ecological succession. Ecological Interactions, Biodiversity and Conservation – Levels, India as a mega-biodiversity nation, Threats to biodiversity, Ecosystem and biodiversity services	4
3.	Module 3 : Environmental Pollution - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures.	4
4.	Module 4 : Environmental Protection- Report of the Club of Rome: Sustainable Development, Different Renewable Energy Sources- Wind Power, Water Power, Bio Fuel/Solid Bio Mass, Geothermal Energy, Nuclear Power, Environmental Movements- Chipko movement; Narmada Bachao movement; Tehri Dam conflict.	4
5.	Module 5 : Environmental policies and Legislations: Environmental Regulations Different Acts, Environmental Ethics Environmental Impact Assessment (EIA), EIA – Methods and Tools, Appraisal and Clearance for Industry, Evaluation System.	4

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Suggested Readings:

1. G.N. Pandey: Environmental Management, Vikas Publishing House Pvt. Ltd.
2. Cunningham: Environmental Science, TMH.
3. R. Rajagopalan: Environmental Studies, Oxford.
4. R. Joshi & Munish Kapila: Environment Management, Kalyani Publishers.
5. C.S. Rao: Environmental Pollution Control Engineering, New Age International Publication.
6. Navi Radjou and Jaideep Prabhu: Do Better With Less: Frugal Innovation for Sustainable Growth, Penguin Portfolio.