

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for BBA (ENTREPRENEURSHIP)
(Effective for Academic Session 2019-2020)

Semester III

Paper: Using Market Research to Plan an effective Marketing Strategy including Planning for Ads & PR for business launch and regular promotion

Code: BBAE – 301

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
1. To enable the Students to know the market research and effective marketing strategies for new business	
CONTENTS	
Unit 1	Introduction to Marketing Research: Finding out what you need to know about Customers and Competitors. Preparing a meaningful sales forecast. Market Research to make better business decisions – Role of Market Research in improving branding & brand awareness – Know your customer better through Market Research promoting improved marketing effectiveness – Market Research identify new opportunities – Market Research improve product features.
Unit 2	Tips for effective Market Research: Using an independent agency for online Market Research – Preparation is crucial when you undertake Market Research – Goods questions are key to gaining relevant insight – Think about your audience – Choose a Creditable Researcher – Plan time to review results
Unit 3	<u>Applied Market Research</u> Introduction of Marketing Research: Why marketing research has evolved – What is Marketing Research – What kinds of marketing research are undertaken – Marketing information systems – Where not to do research – what information sources are used. Scientific Method and the research process: Scientific method of marketing – difficulties in applying the scientific method to marketing – the marketing research process – Research objectives, information, needs and types of research: Exploratory research – conclusive research - Basic methods of collecting data Source of secondary data - Data collection – Basic forms - Data collection – Attitude Measurement - Introduction of Sampling – Application of sampling methods to marketing problems - Preparation and Tabulation of collected data Data Analysis: Test of significance– Sampling Statistics, Chi – Square Analysis, and Analysis of Variance - Advertising Research: Advertising objectives and product Appeals – Attitude Measures – Copy testing – Creative Strategy Research – media selection – Media scheduling - Market and sales promotion Research: Market Potential Analysis - Sales forecasting – Sales Analysis by Territory, Product, Customer, Size, & order. Distribution lost analysis – Marketing decision Support Systems (MDSS).
Unit 4	Introduction to Public Relations, Purpose & Philosophy of PR, Objectives Of Public Relations, Emergence Of Public Relations, Public Relations Process, Tools of Public Relation. Misconceptions of PR, Ten components of systematic approach to PR problem solving

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	Introduction to Cross Cultural Issues; define cross cultural communication, dynamics of cross cultural adaptation, impact of culture on verbal and non verbal communications.
Unit 5	Main PR Services: Public Relation and Publicity: Advertising and Public Relation Communication: The course of Public Relation – Media Relation – Consumer Relation – Public Relation – Process, Strategies, Tools & Techniques – Financial Public Relation – Service Sector & Public Relations – Ethics & Code of Conduct – Crisis Management – Image Creation – Management of Public Relation.
Unit 6	Ethics in PR and Cross Cultural Issues Ethical Challenges of Public Relations and Cross Cultural Management, International Public Relations Association (IPRA) Code Of Conduct, The European Code Of Professional Conduct, PR and Writing; Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters. Ethnocentrism and cultural relativism.
Unit 7	PR in brand building; CSR, event sponsorships and trade shows, investor relations, corporate advertising, corporate image management, crisis communication and the role of PR in managing and motivating a Culturally Diverse Workforce. Media planning and documentation in PR
Suggested Readings	
<ol style="list-style-type: none"> 1) Karki, Rajnish. Competing with the best: Strategic Management of Indian Companies in a Globalization arena, New Delhi: Penguin 2) Ramu, S Shiva. Strategic Alliances: Building Network Relationships for Mutual Gain, Response books 3) Chaston, Ian. New Marketing Strategies: Evolving Flexible Processes to Fit Market Circumstance, Response Books 4) Geroge E- Belch & Michael. A. Belch Advertising and Promotion, Tate McGraw- Hill – Sixth Edition 5) Kruti Shah and Alan D'souza, Advertising and Promotion, Tate McGraw- Hill-3 6) Tom Duncan, Principles of Advertising and IMC, Tata McGraw-Hill-Second Edition. 7) Martin, Judith and Thomas Nakayama. Intercultural communication in context. 5th edition McGraw Hill. 8) Srivastava, T.N & Rego, S. Business Research Methodology, New Delhi, Mc Grow Hill 9) Sachdeva, J.K, Business Research Methodology, New Delhi, Himalaya, Publishing House 	

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Paper: Websites and other ways of online presence & taking advantage of E-Commerce. Ensuring Cyber Security

Code: BBAE – 302

Contacts Hours / Week: 2L+1T+1P

Credits: 4

Course Content:

Objectives	
1. To expose the Students top the essentials websites, e-commerce, cyber space, cyber crime and cyber security in relation to business activity	
CONTENTS	
Unit 1	<p>Introduction to Electronic Business: Concept & Need of E- business, Major requirements in E-business. Functions of E- Commerce, E-Commerce v/s Traditional Commerce, E-Commerce in India, Benefits & Limitations of E-Commerce, and Applications of E-Commerce in Business.</p> <p>Internet and E-Commerce Framework: Introduction to Internet & its application, Intranet & Extranets, World Wide Web. Generic framework for Electronic Commerce.</p>
Unit 2	<p>Models and Emerging trends in E-business: B2B, B2C, B2G and other models. Overview of E-Governance, Mobile Commerce, E- CRM and E-SCM.</p> <p>The World Wide Web: The Internet Home of Multimedia Advertising - Be a Superstar: Sell yourself on the Net - Products that sell in the net. Free Advertising to millions of people on the use net - E-mail and Electric mailing Lists: Paperless and Postage- free - Chart: Take your way to Richa.</p> <p>Trading in F-way Stocks: Making Money without a product - Keeping the money safe - Your Pc – The biggest money maker you’ll ever know: What Equipment do you need and how do you buy it - How to get yourself on the net.</p>
Unit 3	<p>Web Marketing – Meaning – Benefits of Web Marketing – Myths and Facts in Web Marketing – Web psychology: Understanding the Internet mind – The Internet and the Law: Copyright, Censorship, Privacy, Jurisdiction- Do’s and Don’ts on Web.</p> <p>Web marketing Strategies – Choosing the strategy – Online store fronts – Target Marketing Attracting Customers – Web Advertising – E-Mail Marketing – Instant Market research –Securities Issues.</p>
Unit 4	<p>E-Business Technology - E-Commerce Technology: Introduction to E-Commerce – Models of E-Commerce – Internet and World Wide Web (www); Internal/External – Electronic Payment System - Website Marketing Strategy – Search Engine Submission – Selection of popular Search Engine</p>
Unit 5	<p>Security Issues to E-Business- Security Overview, Electronic Commerce Threats, Security Protocols over Internet: https, SSL. Concept of Firewall, Cryptography-Public Key & Private Key Cryptography, Digital Signature.</p> <p>Crisis in Cyber-Space and its Security: Information System Security – Security on the Internet – Network and Website Security Risks – How are Sites Hacked> - Security Incidents on the Internet – How Vulnerable are the Internet Sites? – Security and E-mail – Network and Website Security – E-Security – Legal and Ethical Issues.</p> <p>E-Business Risk Management Issues: the Firewall Concept – Firewall Components – What should a Firewall Contain? – Benefits of an Internet Firewall</p>

Maulana Abul Kalam Azad University of Technology, West Bengal
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	– Defining an Enterprise-wide Security Framework – Understanding the Security Framework – Secure Physical Infrastructure – Security Environment in India – NASSCOM’s Security Initiatives – eGovernment Initiative – Green IT Initiative
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Suggested Readings

- 1) Bajaj, Kamalesh K. & Nag, Debjani. E-commerce : The Cutting Edge of Business, New Delhi: Tata McGraw Hill, 2005
- 2) Bhaskar, Bharat. Electronic Commerce : Framework, Technologies and Applications , New Delhi: McGraw Hill, 2013
- 3) Datta, D L. Principles of Marketing and E – Commerce, New Delhi: Tee Dee, 2008
- 4) Joseph, P T. E-commerce : an Indian Perspective, New Delhi: PHI Learning, 2009
- 5) Chaffey, Dave. Internet Marketing : Strategy, Implementation and Practice, Noida: Pearson, 2009
- 6) Web Advertising and Marketingthomas J Kuegler, Jr. #rd Edition – Prentice – Hall ofIndia, New Delhi.
- 7) E-Business Roadmap for Success – Dr.raviKalakota–Perason Education.
- 8) “Frontiers of Electronic Commerce”, Ravi Kalakota, Andrew B.Whinston, Addition – Wesely, 2000.

Maulana Abul Kalam Azad University of Technology, West Bengal
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Paper: Establishment of online & offline channels for Sales, Marketing & Promotion. Secured Payment gateways and logistics planning

Code: BBAE – 303

Contacts Hours / Week: 2L+1T+1P

Credits: 4

Course Content:

Objectives	
1. Familiarizing Students with the digital marketing concepts, technique and methodology and also electronic payment system and logistics planning	
CONTENTS	
Unit 1	E-Marketing: <ul style="list-style-type: none"> • Traditional Marketing • Identifying Web Presence Goals • Achieving Web Presence Goals • The Uniqueness of the Web • Marketing the needs of Website Visitors • E-Marketing Value Chain
Unit 2	Online Marketing: <ul style="list-style-type: none"> • How should Buyers Pay Online? • Advantages of Online Marketing • Various Business that can flourish on the Internet
Unit 3	E-advertising: <ul style="list-style-type: none"> • Various means of Advertising • Conducting online Market Research • Building Customer Relationship • Based on one to one Marketing
Unit 4	Marketing & Advertising on Internet: Concept of Internet Marketing, Internet Marketing Mix, Online Marketing Strategies. Methods of online Advertisement. Benefits of online Marketing & Advertising.
Unit 5	Market Segmentation: <ul style="list-style-type: none"> • Data mining and Marketing Research • Measuring the Effectiveness of E-Advertising • Internet Marketing Trends • E-branding: Elements of Branding – Spiral branding
Unit 6	Marketing Strategies: <ul style="list-style-type: none"> • Permission – marketing strategies • Brand – leveraging strategies • Affiliate marketing strategies • Viral marketing strategies • Social Media Marketing • Content Marketing • Marketing Strategy on the Web
Unit 7	Electronic Payment System: Concept of Electronic Payment Systems, Types of Payment Systems: Electronic Fund Transfer, Digital Token, Smart Card, Credit Card & Emerging Financial Instruments.

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Unit 8	Logistics Management (with a special reference to online portals like flipkart, snapdeal and amazon) and how its proper handling ensures better business.
Suggested Readings <ol style="list-style-type: none">1) The Internet, Supply Chain Management & E-Commerce, Martha Siegel, Charles C Poirier, Michael J Bauer.2) Ahuja, Vandana. Digital Marketing, New Delhi: OUP, 20153) Miller, Michael. The Ultimate Web Marketing Guide, New Delhi: Pearson, 20114) Ryan, Damian & Jones, Calvin. Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, New Delhi: Kogan Page, 2012	

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Paper: Using Guerrilla Marketing & Promoting Strategies. Analysing Various Case Studies and finding replicable ideas to be implemented on regular basis

Code: BBAE – 304

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
1. To enable the Learners the concepts and effectiveness Guerrilla Marketing, Promotional Strategies and real case studies related areas	
CONTENTS	
Unit 1	The History of Guerrilla Marketing: How Big Business are using Guerrilla Marketing – How Small Business are using Guerrilla Marketing Ways to Guerrilla Marketing Work: Make it Clever – Make it Dynamic – Make it Endearing – Make it Memorable – Make it Interactive – Make it Subtle. Guerrilla Marketing: Etymology and origin, Types: Ambient Marketing, Stealth Marketing, Viral/Buzz Marketing , Grassroots Marketing, Astroturfing, Street Marketing Typical Procedure: Strategy – Online Guerrilla Marketing – Examples - Strategic risk – Inexpensive Costs.
Unit 2	Creative Guerrilla Marketing Tactics to boost brand, Company or Cause: Stickers, Outdoor installations, Reverse Graffiti, Contextual Marketing, Creating Counter-Campaign, Creative Product Placement, Improve Existing Space, Partnering with another (unexpected) brand, Unconventional Social Media Marketing, Ambient Marketing.
Unit 3	The effectiveness of Guerrilla Marketing for small business.
Unit 4	Promotional Strategies In Marketing: The Six ‘Ps’ of Marketing- Using Traditional Advertisings - Employing Online Advertising and Social Media - Utilizing Direct Mail - Adopting Public Relations and Sponsorship - Ensuring in Personal Selling
Unit 5	Understanding Promotion – Elements of a promotional mix – Traditional Advertising – Personal Selling – Sales Promotion – Public Relations – Social Media – E-Commerce – Online Video Promotions
Unit 6	Integrated Marketing Communications Top Ten Promotional Strategies: Contests as a Promotional Strategy, Social Media Promotion, Mail Order Marketing, Product Giveaways and Samples, Point-of-Sale Promotion and End-Cap Marketing, Customer Referral Incentive Program, Causes and Charity, Branded Promotional Gifts, Customer Appreciation Events, After – Sale Customer Surveys
Suggested Readings	
<ol style="list-style-type: none"> 1) Guerilla Marketing - Analysing Various Case Studies and Finding Replicable Ideas to be Implemented on Regular Basis, BootStrapping, Sramana Mitra 2) Levinson, Jay Conrad & Rubin, Charles. Guerilla Marketing on the Internet : The Complete Guide to Making Money Oline, Mumbai: India Book Distributors, 1995 3) Canter, Laurence A. How to make a fortune on the information superhighway: Everyone's Guerrilla Guide to Marketing on the Internet and Other Online Services, New York: Harper Collins, 1994 	

Maulana Abul Kalam Azad University of Technology, West Bengal
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Syllabus for BBA (ENTREPRENEURSHIP)
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E-Resource References:

- 1) Guerilla Marketing - Analysing Various Case Studies and finding replicable ideas to be implemented on regular basis, <https://www.youtube.com/watch?v=9Pn6om4NGRQ>

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Paper: Using PR Events and Other Promotional/CSR Activities to build Brand Loyalties.

Replicating such successful activities learnt from others

Code: BBAE – 305

Contacts Hours / Week: 4L

Credits: 4

Course Content:

Objectives	
1. To acquaint the Students with PR, CSR Activities, Creation of Brand Loyalties and the replication of the same	
CONTENTS	
Unit 1	Introduction to Public Relation – Purpose & Philosophy of PR, Objectives of PR, Emerging of PR, PR Process, Tool of PR, Ten Components of Systematic approach to PR Problem Solving <u>Public Relation</u> Public Relation and Publicity - Advertising and Public Relation - Communication: The crux of public relations - Social responsibilities of business - Employee relations - Media relations - Crisis management - Consumer relations - Financial Public Relations - Ethics and code of conduct - Public relations – Process, Strategies, Tools & Techniques - Service Sector and Public relations
Unit 2	PR in brand building: CSR, event sponsorships and trade shows, investor relations, corporate advertising, Corporate image management, crisis communication and the role of PR, Media Planning and Documentation in PR.
Unit 3	Ethics in PR, Ethical Challenges of Public Relations – PR and Writing: Newsletter, Newsletter, House Journal, Brochure – Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, handbills, Stickers and Posters.
Unit 4	Corporate Governance & Social Responsibility: Meaning, Objectives, Need and Principles of Corporate Governance: Meaning and Concept of Social Responsibility of Business, Levels & Approached to Social Responsibility, Principles & Dimensions of Corporate Social Responsibilities towards various stakeholders, Voluntary Guidelines. Why CSR? Evolution of CSR – Argument for and against CSR – Transfers of Social Costs – Obligation of Business Firm - Ways in which CSR is exercised – Social Responsibility Versus Business – Positive Correlation between CSR and Business Success
Unit 5	Case Studies on Various Business House (related to CSR) both international and national and lessons to be learnt from them. CSR Activities of some major Indian Companies. CSR and Indian Company Act, 2013
Suggested Readings	
1) Dilenschneider, Robert L. The AMA Handbook of Public Relations, New York: Amacom, 2010 2) Singh, Mansi. Basics of Public Relations, New Delhi: Kanishka, 2012 3) Ghosh, Subir. Public Relations Today: In The Indian Context, New Delhi: Rupa, 2001	
E-Resource References:	
1) Using PR Events and other Promotional/CSR Activities to build brand loyalties, Replicating Such Successful Activities Learnt from Others	