

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA in Digital Marketing (In-house)**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

**Semester-II**

Paper Name: Marketing Management

Paper Code: BBA (DM) - 201

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. develop understanding on fundamentals of marketing concepts, theories, and principles in areas of marketing.
2. explain the role of consumer in the marketing program
3. apply the basic strategies of marketing in the organization
4. design the effective marketing programs.

Sl.	Topic/Module	Hours
1.	<b>Module 1:</b> 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.	<b>Module 2:</b> 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.	<b>Module 3:</b> 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.	<b>Module 4 :</b> a. Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a	6

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

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Paper Name: 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. demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
2. illustrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
3. relate with how the organizational behavior can align with the diverse culture of employees in mncs.
4. identify the role of communication in an organization.

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

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**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.

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Paper Name: Environment & Sustainable Development

Paper Code: BBA (DM) - 204

Total Credit: 2

Total hours of lectures: 20 hours

**Course Outcomes:**

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

- 1) explain the knowledge base on ecosystem and types of environmental pollutions.
- 2) relate with the 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) illustrate the environmental issues and challenges

Sl.	Topic/Module	Hour
1.	<b>Module 1</b> : Introduction , Multidisciplinary nature , Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.	4
2.	<b>Module 2</b> : 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.	<b>Module 3</b> : Environmental Pollution - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures.	4
4.	<b>Module 4</b> : 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.	<b>Module 5</b> : 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

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**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.