

**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-V**

Paper Name: E-Commerce and M-Commerce

Paper Code: BBA (DM) 501

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. demonstrate the basic concepts and technologies used in the e-commerce and m-commerce.
2. develop knowledge about concepts, challenges, and security issues from business perspective in the e-commerce and m-commerce domain.
3. develop an understanding about the concept and application of HTML.
4. apply the concept of e-business framework in real life scenario

Sl.	Topic/Module	Hours
1.	<b>Module 1:</b> E-Business Framework: Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, Working of E-Business, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business.	8
2.	<b>Module 2:</b> Network Infrastructure for E-Commerce – I: Local Area Network (LAN), Ethernet: IEEE 802.3: Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet, TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML.	6
3.	<b>Module 3:</b> E-Business: Requirements and Architecture: Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway. Business Models: Evolution of Internet Business Models, Business Models in Practice, Business Model: The Six Components.	6
4.	<b>Module 4:</b> Security in Electronic Business: Intranet and Extranet Security: Threats and Protection, Protection Methods, Data and Message Security, Firewalls. Encryption: Cryptography, Encryption, Digital Signature, Virtual Private Network.	6

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5.	<b>Module 5:</b> E-Marketing: Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet, E-Business for Service Industry. EDI, E-CRM and E-SCM: Electronic Data Interchange (EDI), E-CRM, E-SCM	6
6.	<b>Module 6:</b> Mobile Commerce: Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles.	8
7.	<b>Module 7:</b> HTML: Creating web pages using HTML tags, elements, basic and advanced text formatting, multimedia components, designing web pages, document layout, Lists, Tables, Hyperlinks, Working with frames, forms, controls etc.	10

**Suggested Readings:**

1. Joseph, P.T. (2005). E-Commerce an Indian Perspective (2e), New Delhi Prentice-Hall of India
2. Kaspersky, (2008). The Cybercrime Ecosystem Whitepaper, Kaspersky Lab
3. O'Brien, J. (2004). Management Information Systems Managing Information Technology in The Business Enterprise, New Delhi Tata McGraw-Hill.
4. Rayport, J. F. & Jaworski, B. J. (2002). Introduction to E-Commerce, New York McGraw-Hill Irwin.
5. Stair, R. M. & Reynolds, G. W. (2001). Principles of Information Systems, 5e, Singapore Thomson Learning.
6. Ramesh Bangia: Learning HTML, Khanna Book Publishing Company.

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Paper Name: **Media Ethics and Law**

Paper Code: BBA (DM) 502

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. develop the understanding of various ethical issues in media business.
2. interpret the importance and use of various codes and rules related to information technology.
3. assess and apply ethical approaches in data security and data privacy.
4. apply the law and act related knowledge appropriately specially in media business.

<b>Module/Topics</b>	<b>Hours</b>
<b>Module 1:</b> Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. Information Technology Act and Rules.	10
<b>Module 2:</b> Press Council Act of 1978, Right to Information Act	08
<b>Module 3:</b> Law of Torts, Constitutional provision on Citizenship Right	10
<b>Module 4: Ethics in Media Business:</b> Definition, Importance and application of Value in life. Formation of Value: Process of Socialization, self and integrated personality. Types of values: Social, Psychological, Aesthetic, Spiritual, Organizational. Value crisis in contemporary society: individual, societal cultural and management level (strategy and case studies)	12
<b>Module 5: Workplace Ethics:</b> Definition and Important Ethics in the Workplace: code of conduct, code of ethics; Honesty, integrity in information. Constructive criticism, accountability social responsibility to the public regarding the authenticity of the content.	10
<b>Module 6:</b> Ethical issues in Advertisement and compliance of Advertisement codes, Ethical issues in data security, data privacy etc. Case Studies on ethical practices in Media companies	10

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**References:**

1. Neelamalar. M, “Media Law and Ethics”, PHI Learning
2. Juhi P. Pathak, “Introduction To Media Laws And Ethics”, Shipra Publication
3. Dilip Kumar, Rakesh Kumar, and Amitabh Srivastava, “Media Law And Ethics”
4. Rattan Singh, “Law & Media”, Allahabad Law Agency
5. Mukesh Shukla, Dr. Rajiv Jain, “Media Law”, University Book House Pvt. Ltd.
6. Ess Charles, “Digital Media Ethics”, Polity Press

Paper Name: Data Analytics Skills for Managers  
 Paper Code: BBA (DM) 503 (A)  
 Total Credit: 6  
 Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. identify three core types data analytical techniques i.e. exploratory, descriptive, and causal along with its nature and application.
2. classify the application of appropriate analytical techniques in appropriate situation
3. assess the importance, role and application of data analytics in business domain.
4. explain the basic concepts of statistical quality control

Sl.	Topic/Module	Hours
1.	Module 1: Introduction to Data Analytics: Definition, Role of data analytics in business, tools used in data analytics, Application of analytics in business.	5
2.	Module 2: Data Collection and Data Pre-Processing Data Collection Strategies – Data Pre-Processing Overview – Data Cleaning – Data Integration and Transformation – Data Reduction – Data Discretization.	5
3.	Module 3: Exploratory Data Analytics and Descriptive Statistics – Stem and Leaf Diagram, Mean, Standard Deviation, Skewness and Kurtosis, ANOVA. Some useful plots: Box Plots – Pivot Table – Heat Map.	5
4.	Module 4: Correlation and Regression: Scatter Diagram – Karl Pearson’s Correlation Coefficient – Rank Correlation - Correlation Coefficient for Bivariate Frequency Distribution, Simple and Multiple Regression:	10

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	Introduction, Overview, Importance, Application of Least Square Method, Model Evaluation through Visualization: Residual Plot – Distribution Plot,	
5.	Module 5: Logistic Regression: Discrete choice models, Logistic Regression, Logistic Model Interpretation, Logistic Model Diagnostics, Logistic Model Deployment	5
6.	Module 6: Strategic Marketing Analytics: The STP framework, Value generation through STP framework, Managing the segmentation process, Segmentation in Real world: Cluster Analysis, Hierarchical and Non-Hierarchical - K Means Clustering, Prediction of Customer's segment membership: Discriminant Analysis (DA), Two-Group DA.	10
7.	Module 7: Quantitative Techniques used in Advanced Decision Making: Multi-Criteria Decision Making [MCDM], Analytic Hierarchic Processing [AHP], Using Excel Solver for Optimization Techniques.	10
8.	Module 8: Data Analysis using MS-Excel: What If Analysis, Goal Seek Analysis	5
9.	Module 9: Statistical Quality Control: Types of Inspection; Statistical Quality Control – Acceptance Sampling and Control Charts.	5

**Suggested Readings:**

1. Stephen G. Powell, Kenneth R. Baker: Management Science, The Art of Modeling with Spreadsheets, Wiley.
2. Nagraj Balakrishnan, Barry Render: Managerial Decision Modeling with Spreadsheets, Jr. Ralph M. Stair Prentice Hall.
3. N. D. Vohra: Quantitative Techniques in Management, Tata McGraw-Hill Education.
4. Eugene Lodewick Grant: Statistical Quality Control, McGraw-Hill Richard S. Leavenworth.
5. Dr. Anasse Bari, Mohamed Chaouchi: Predictive Analytics for Dummies, John Wiley & Sons.
6. Namakum R N Prasad, Seema Acharya: Fundamentals of Business Analytics, Wiley.

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Paper Name: Business Intelligence  
 Paper Code: BBA (DM)– 503 (B)  
 Total Credit: 6  
 Total hours of lectures: 60 hours

**Course Outcomes:**

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

1. examine the concepts and components of Business Intelligence (BI).
2. discuss the use of technologies and tools related to BI.
3. analyze the technological architecture that underpins BI systems.
4. apply the use of BI for supporting decision making in an organisation.

Sl.	Topic/Module	Hour
1.	<b>Module 1: Introduction to Business Intelligence:</b> BI concept, BI architecture, BI in today's perspective, BI Process, Applications of BI like Financial analysis, statistical analysis, sales analysis, CRM, result pattern and ranking analysis, Balanced Scorecard, BI in Decision Modelling: Optimization, Decision making under uncertainty. Ethics and business intelligence.	8
2.	<b>Module 2: Elements of Business Intelligence:</b> Reports & ad hoc queries; Analyse OLAP data; Dashboards & Scorecards development, Metadata Models; Automated tasks & events; Mobile & disconnected BI.	8
3.	<b>Module 3: Building the BI Project:</b> Planning the BI project, Project Resources, Project Tasks, Risk Management, Cost-justification, Collecting User Requirements, Requirements-Gathering Techniques, Prioritizing & Validating BI Requirements, Changing Requirements, BI Design and Development, Best Practices, Post-Implementation Evaluations.	10
4.	<b>Module 4: Data Science:</b> The concept, process and typical tools in data science. Example of different algorithms i.e segmentation, classification, validation, regressions, recommendations.	8
5.	<b>Module 5: Data Visualization and Dashboard Design:</b> Responsibilities of BI analysts, Importance of data visualization, types of basic and composite charts, dashboards.	10

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6	<b>Unit 6: Reporting authoring:</b> Building reports with relational vs Multidimensional data models ; Types of Reports – List, crosstabs, Statistics, Chart, map, financial etc, Data Grouping & Sorting, Filtering Reports, Adding Calculations to Reports, Conditional formatting, Adding Summary Lines to Reports.	8
7	<b>Module 7: Future of Business Intelligence:</b> Emerging Technologies, Machine Learning, Predicting the Future with the help of Data Analysis, BI Search & Text Analytics – Advanced Visualization – Rich Report, Future beyond Technology.	8

**Suggested Readings:**

1. Vercellis Carlo: Business Intelligence, Wiley India Pvt. Ltd.
2. Meenakshi Gupta: Business Intelligence and Applications, BUUKS.
3. Dr.Manoj Kumar Patel: Business Intelligence in Decision Making , BUUKS.
4. Ramesh Sharda (Author), Dursun Delen (Author), Efraim Turban: Business Intelligence and Analytics: Systems for Decision Support, Pearson Education.
5. Intelligence and Analytics: Systems for Decision Support, Pearson Education.
6. Surma Jerzy: Business Intelligence, Business Expert Press.
7. Sharda Ramesh: Business Intelligence and Analytics, Pearson.

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Paper Name: Online Reputation Management

Paper Code: BBA (DM)- 504 (A)

Total Credit: 6

Total hours of lectures of lectures: 60 hours

**Course Outcomes:**

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

1. explain the concept and importance of online reputation management.
2. demonstrate how to impress people who come across online.
3. Make use of google SEO and other techniques to make online brand look amazing
4. build a concept about the monitoring tools.

Sl.	Topic/Module	Hour
1.	<b>Module 1:</b> Online Reputation Management: Concepts, Importance, Managing Reputation-as a process.	5
2.	Module 2: Understanding the Threats: Defining Online Reputation Threats, Strategic and Financial Threats, Social and Environmental Threats, Behavioral and Legal Threats, Operational and Technological Threats.	5
3.	Module 3: Managing Incidents: Formulating the Right Response, Types of customers.	5
4.	Module 4: Determining Online Reputation Management Approach, Assessing Needs, Building a Stable Foundation, Securing Brand's Accounts, Organizing Teams	5
5.	Module 5: Handling Crises: The Changing Face of Crises, Preparing for a Crisis, Responding to a Crisis, Recovering from a Crisis	10
6.	Module 6: Monitoring tools, Researching on SEO keywords.	10
7.	Module 7: Establishing reputations, Engaging Easily via Social Media, Developing Brand's Voice, Identifying audience, Empowering social media teams and employees.	5
8	Module 8: Tapping In to Focused Interest Groups: Using Visuals to Spread Your Message, Discovering and Inspiring Brand Evangelists	5

**Suggested Readings:**

1. Lori Randall Stradtman, Online Reputation Management For Dummies, Wiley India
2. Finch Tammy L, Managing Your Online Reputation , Createspace Independent Publishing Platform
3. de Azevedo Fernando Uilherme Barbosa, Online Reputation Management
4. Wiesen Solomon Shlomo, A Guide to Online Reputation Management.
5. Collins Tyler, Mechanics of Online Reputation Management , Createspace Independent Publishing Platform.

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Paper Name: Lead Management and Customer Experience

Paper Code: BBA(DM) 504 (B)

Total Credit: 6

Total hours of lectures of lectures: 60 hours

**Course Outcomes:**

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

1. develop the understanding regarding generation and validation of leads for influencing customer buying decisions.
2. Relate with customers' experience that impact their buying decision.
3. make use of significant software and tools suitable for lead management and customer experience.
4. analyze various components that guide customer experience by applying suitable software.

Module/Topics	Hours
<b>Module 1:</b> Lead Management: Basics of Lead Management, Generation and Validation of leads, Capturing relevant data from the leads, Profiling customers through leads, Follow up and scheduled lead nurturing, Data based decision making regarding lead filtration and retargeting	15
<b>Module 2: Customers' Experience:</b> Buying decisions and Buying cycles, EPIC model, Perception based decision making, Customers' touch points,	10
<b>Module 3:</b> Types of customers' experiences, <b>Offline:</b> Retail, Service, Branded products, B2B. <b>Online:</b> Online User Experience (Ux) theories, AEPS (Alignment, Entry Point, Progressive Disclosure, Serial position effect, Gutenberg principle)	15
<b>Module 4:</b> Familiarisation with suitable software (Lead management and customer profiling) HubSpot, Adobe Experience cloud	10
<b>Module 5:</b> Familiarisation with suitable software (Customer Experience Enhancement): Blender, AR and VR basics	10

References:

1. Matt Watkinson, The Ten Principles Behind Great Customer Experiences, Pearson
2. Sarah Cook, Leading the Customer Experience, Taylor & Francis Ltd
3. Brad Cleveland, Leading the Customer Experience, Kogan Page Ltd
4. Art Suriano, The Ultimate Customer Experience, Authorhouse
5. Gerard Blokdyk, Lead Management, Createspace Independent Publishing Platform
6. Ruth.P. Stevens, Maximizing Lead Generation: The Complete Guide for B2B Marketers