



Government College Rajahmundry

An Autonomous Institution since 2000
Affiliated to Adikavi Nannaya University

NAAC
3.38/4.00
(RAF-2017)



**BBA DIGITAL MARKETING
Honors (Major)**

BOARD OF STUDIES-2025-2026
for
Admitted Batch 2025-26

PROGRAMME SPECIFIC OUTCOMES

PSO 1	Demonstrate a comprehensive understanding of digital marketing principles, strategies, tools, and platforms including SEO, SEM, social media, email, content marketing, and analytics.
PSO 2	Develop and implement effective digital marketing strategies tailored to specific business goals, target audiences, and competitive environments.
PSO 3	Use digital marketing analytics tools (e.g., Google Analytics, Facebook Insights) to measure campaign performance, interpret data, and optimize marketing decisions.
PSO 4	Create engaging and relevant content across various digital platforms, applying best practices in copywriting, visual design, and storytelling.
PSO 5	Apply SEO and SEM techniques to increase visibility and drive qualified traffic to digital assets.

CREDIT FRAMEWORK

BBA DIGITAL MARKETING HONORS

Semester	Major (4 Cr)			Minor (4 Cr)			AECC- Languages (3 Cr)			Multi Disney' (2 Cr)			Skill Enhancement Courses (4Cr/2Cr)			OOTC			(VAC) IKS# Env. Edn* (2 Cr)			Total					
	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr
Sem 1	2	8	8				2	8	6				1	4+2	4										5	22	18
Sem 2	2	8	8				2	8	6	1	2	2	1	4+2	4				1#	2	0				7	26	20
Community Service Project of a minimum of 80 hours with 1 Credits.																									1		
At the End of First Year (Certificate)																					12	48	39				
Sem 3	3	12	12	1	4	4	2	8	6	1	2	2	1	2	2										8	28	26
Sem 4	3	12	12	1	4	4				1	2	2	1	2	2										6	20	20
At the End of Second Year (Diploma)																					26	96	85				
Sem 5	1+2	12	12	2	8	8													1*	2	2				6	22	22
Sem 6	2	8	8	2	8	8																			4	16	16
Internship/Apprenticeship/OJT a minimum of 180 hours (8 weeks) with 3 Credits.																									3		
3-YR End (Degree)	15		60	6		24	6		18	3		6	4		12				1+1		2				36	134	126
Sem 7	3	12	12										2	8	8	1	4	2	1#	2	0				7	26	22
Sem 8	3	12	12										2	8	8	1	4	2	1#	2	0				7	26	22
4-YR End Honors	21		84	6		24	6		18	3		6	8		28	2		4	4		2				50	186	170

Note: For B.Com & BBA courses, the number of instructional hours shall be five (5) for courses involving problem-solving, and four (4) for courses comprising only theory.

COURSE STRUCTURE (A.B-2025-2026)
SEMESTER – I

S. No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	AECC	English	4	3	50	50	100
2	AECC	MIL (Telugu/ Hindi/Sanskrit/ Urdu)	4	3	50	50	100
3	Skill Enhancement Courses	Introduction to Artificial Intelligence	4+2	4	50	50	100
4	Major-Core I	Accounting for Managers	5	4	50	50	100
5	Major-Core II	Principles of Management	4	4	50	50	100
End of Semester I of I Year			23	18			500

SEMESTER – II

S. No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	AECC	English	4	3	50	50	100
2	AECC	(Telugu/ Hindi/ Sanskrit/ Urdu)	4	3	50	50	100
3	Multidisciplinary Course	Principles of Biological Sciences	2	2	0	50	50
4	Skill Enhancement Course	Applications of AI	4+2	4	50	50	100
5	IKS	Indian Knowledge System	2	0	0	50	50
6	Major-Core III	Fundamentals of Digital Marketing	4	4	50	50	100
7	Major-Core IV	Managerial Economics	4	4	50	50	100
8	Community Service Project (minimum of 80 hours with 1 Credit)			1			
End of Semester II of 1st Year			26	21			600
Total Credits and Marks at the end of First Year			49	39			1100

SEMESTER – III

S. No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	AECC	(Creative Writing/Business Writing in English)	4	3	50	50	100
2	AECC	(Creative Writing/Journalistic Writing in MIL - Telugu/Hindi/Sanskrit)	4	3	50	50	100
3	Multidisciplinary	Health and Hygiene	2	2	-	50	50
4	Skill Enhancement Courses	Design Thinking/Problem Solving / Others	2	2	-	50	50
5	Major-Core -V	Business Environment	4	4	50	50	100
6	Major-Core VI	Social Media Marketing	4	4	50	50	100
7	Major-Core VII	E-Marketing	4	4	50	50	100
8	Minor-I	Computerized Accounting with Tally	5	4	50	50	100
End of Semester III of 2nd Year			28	26			700

SEMESTER – IV

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	Multidisciplinary	Basic Statistics	02	02	-	50	50
2	Skill Enhancement Courses	Design Thinking/Problem Solving/ Others	02	02	-	50	50
3	Major-Core –VIII	Affiliate Marketing	4	4	50	50	100
4	Major-Core –XI	Search Engine Marketing	4	4	50	50	100
5	Major-Core –X	Financial Management	5	4	50	50	100
6	Minor-II	Advanced Accounting	5	4	50	50	100
End of Semester IV of 2nd Year			22	20			500
Total Credits and Marks at the end of Second Year			99	85			2300

SEMESTER – V

S.No	Course Code	Course Name	No. of Hours	Total Credits	Evaluation		
					CIA	SEE	Total
1	Major-Core - XI	Entrepreneurship & Startups Eco System	4	4	50	50	100
2	Major-Core - XII	A. Web analytics (or) B. Search Engine Optimization	4	4	50	50	100
3	Major-Core - XIII	A. Content Marketing (or) B. E-Mail Marketing	4	4	50	50	100
4	Minor-III	Corporate Accounting	5	4	50	50	100
5	Minor-IV	Cost and Management Accounting	5	4	50	50	100
6		Environmental Education	2	2		50	50
End of Semester V of 3rd Year			24	22			550

SEMESTER – VI

S.No	Course Code	Course Name	No. of Hours	Total Credits	Evaluation		
					CIA	SEE	Total
1	Major-Core - XIV	A. Semrush (or) B. AI in Digital Marketing	4	4	50	50	100
2	Major-Core - XV	A. Management & Information Systems (or) B. Content Management System	4	4	50	50	100
3	Minor-V	Stock Markets	4	4	50	50	100
4	Minor-VI	Stock Markets Analysis	4	4	50	50	100
5	Semester Internship (minimum of 180 hours with 3 Credits)			3			
End of Semester VI of 3rd Year			16	19			400
Total Credits and Marks at the end of Third Year			139	126			3250

SEMESTER – VII

S. No	Course Code	Course Name	No. of Hours	Total Credits	Evaluation		
					CIA	SEE	Total
1	Major - Core	Mobile Marketing	4	4	50	50	100
2	Major - Core	Services Marketing	4	4	50	50	100
3	Major - Core	Training & Development	4	4	50	50	100
4	Major - Elective	In due course of time	4	4	50	50	100
5	Major - Elective	In due course of time	4	4	50	50	100
6	OOTC	In due course of time	4	2			
7	IKS	Indian Knowledge System	2	Audit Course			
End of Semester VII of 4th Year			26	22			500

SEMESTER – VIII

S.No	Course Code	Course Name	No. of Hours	Total Credits	Evaluation		
					CIA	SEE	Total
1	Major - Core	Retail Marketing	4	4	50	50	100
2	Major - Core	Customer Relationship Management	4	4	50	50	100
3	Major - Core	Business Research Methodology	4	4	50	50	100
4	Major - Elective	Will add in due course of time	4	4	50	50	100
5	Major - Elective	Will add in due course of time	4	4	50	50	100
	OOTC	Will add in due course of time	4	2			
	IKS	Indian Knowledge System	2	Audit Course			
End of Semester VIII of 4th Year			26	22	250	250	500
Total Credits and Marks at the end of Fourth Year			191	170			4250

GOVERNMENT COLLEGE (AUTONOMOUS) ,RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A +” Grade)
BBA DIGITAL MARKETING (HONORS)
(Academic Year 2025-26)
CIA & SEE Split

Max. Marks: 100

CONTINUOUS INTERNAL ASSESSEMENT				50 M
CIA-I	20 M			
CIA-II (Online)	10 M			
Attendance	05 M			
Assignment	05 M			
Seminar/GD/Viva etc.	05 M			
Clean and Green	05 M			
SEMESTER END EXAMS				50 M
	Q	M	TM	
Very Short Answers	6	1	06	
Short Answers	3	3	09	
Essay	5	7	35	
Total Marks				100 Marks

Note: Q = Questions, M = Marks TM=Total Marks

Note:

1. In Very short answers 6 questions will be given.
2. In Short Answers 5 questions will be given, out of those students should answer 3 questions.
3. In Essays 10 questions with internal choice will be given, out of those students should answer 5 questions.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with “A⁺” Grade)
DEPARTMENT OF COMMERCE
SCHEME OF EVALUATION
MODEL OF SEMESTER END EXAMINATION QUESTION PAPER (THEORY)
(As Approved in the BOS meeting held on 15th September, 2025 at 11 AM)
EVALUATION SCHEME

Standard Operating Procedure for Continuous Internal Assessment
(Internal Marks – 50)

The Internal marks in all the courses/subjects will be awarded based on continuous internal assessment made during the semester concerned. For each Courses/subject 50 marks are allotted for internal assessment and 50 marks are allotted for the End Semester Examination.

1. Continuous Internal Evaluation (CIA):

It has been decided to introduce Continuous Internal assessment marks for a total of 50 marks, which are to be distributed as follows:

S.No	Component	Distributio n of Marks
1	CIE I (after completion of 50% of syllabus)	20
2	CIE II (Online Exam)	10
3	ATTENDANCE	5
		Above 95%
		91% to 95%
		86% to 90%
		81% to 85%
		75% to 80%
		Below 75%
Pedagogical Strategies		
4	ASSIGNMENT(One Assignment from each unit)	5
5	Participation or Paper Presentation in Student Seminars/Workshops/Group Discussions/ Quiz/ Student Study Project/Field Visit/Survey /Any other	5
6	Clean & Green (Maximum 2 Activities)	5
TOTAL		50

Component I: CIE I & CIE II (20+10 = 30 Marks)

Two Internal Examinations, out of which one is Mandatorily Online examination, for each Course shall be conducted for assessment. These examinations will be conducted during August/September (CIE –I) and October/November (CIE-II). CIE-I carries 20 marks and CIE-II carries 10 marks. CIE- I will be conducted after completion of 50% of syllabus. The second internal examination, i.e., CIE –II, which is mandatorily online examination, will cover the entire syllabus. The sum of both the CIEs will be considered for awarding marks Suggestive Question Paper Pattern for CIE I & CIE II (Based on Blooms Taxonomy):

Suggestive Question Paper Pattern for CIE I & CIE II (Based on Blooms Taxonomy):

Though the faculties concerned are empowered to adopt their own pattern for question paper, a general and suggestive model for question paper is given below based on Blooms Taxonomy.

Q No	Learning Objective	Marks
1	Memory based (Remember)	2
2	Understand (Comprehension)	2
3	Application	3
4	Analysis	3
5	Evaluation	5
6	Creativity	5
	TOTAL	20 marks

The active verbs used to frame the question based on Blooms Taxonomy is given below for the convenience.

BLOOM'S TAXONOMY VERBS					
REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
Define	Summarize	Determine	Organize	Argue	Design
Memorize	Compare	Present	Compare	Defend	Compose
Repeat	Describe	Examine	Contrast	Judge	Construct
Copy	Explain	Implement	Experiment	Support	Develop
Define	Discuss	Solve	Test	Value	Formulate
State	Recognize	Use	Question	Weight	Blog
List	Report	Demonstrate	Connect	Reflect	Build
Quote	Translate	Interpret	Deduce	Review	Write
Find	Categorize	Re-enact	Link	Grade	Simulate

**BBA HONORS
(DIGITAL MARKETING)
SYLLABUS &
MODEL PAPERS
SEMESTER -I**

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing) – Semester – I
Introduction to Artificial Intelligence
Syllabus

Hours: 04+02

Credits: 04

Course Outcomes: Students will be able to

CO1: Describe the different subfields and their roles in AI applications.

CO2: Analyse the benefits and limitations of AI in diverse domains.

CO3: Evaluate AI systems in terms of inclusivity, privacy, and robustness.

CO4: Describe Generative AI and emerging technologies like ChatGPT.

CO5: Apply prompt engineering concepts to various real-world use cases.

Unit 1: AI and its Subfields Introduction to Artificial Intelligence, History, Definition, Artificial General Intelligence, Industry Applications of AI, Challenges in AI. Knowledge Engineering, Machine Learning, Computer Vision, Natural Language Processing, Robotics.

Unit 2: Applications of AI Healthcare, Finance, Retail, Agriculture, Education, Transportation.

Unit 3: Bias and Fairness in AI Systems Ethics in AI, Bias and Fairness in AI Systems, Transparency in AI Systems, Accountability, Security, Privacy, Inclusivity, Sustainability, Robustness, Reliability.

Unit 4: AI in Research, Generative AI and prompt engineering AI in Experimentation and Multi-disciplinary research, Generative AI introduction, ChatGPT, Hugging Face, Gemini and other tools basics, Perplexity, Prompt engineering Definition and its importance, Role of Prompt Engineering in AI/ML Interaction, Emerging trends and Future Directions in AI.

Unit 5: Applications of Prompt engineering Applications of Prompt Engineering: Education, Business & Commerce, Content Creation: AI for Creative Writing, AI for creative design, writing AI scripts for video, generating slides and slides GPT usage, Designing thumbnails and channel branding with AI

Text Books:

1. AI for Everyone: A Beginner's Handbook for Artificial Intelligence (AI) by Saptarsi Goswami, Amit Kumar Das, Amlan Chakrabarti
2. Prompt Engineering for Beginners: by Kapila Arora, Geetu Garg, Gaurav Arora.

References:

1. Let's Learn Artificial Intelligence: Base Module, Niti Ayog, Atal Innovation Mission.
2. Prompt Engineering for Generative AI: Future-proof inputs for Reliable AI-outputs by James Phoenix & Mike Taylor.
3. Generative AI Tutorial:https://www.w3schools.com/gen_ai/
4. Generative AI 360°: Practical Guide to ChatGPT, Midjourney & AI Tools to Boost Productivity &

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing) – Semester – I
Introduction to Artificial Intelligence

Practice Session

2 hrs. /week 1

1. Create a mind map of AI subfields: NLP, CV, ML, Robotics, Knowledge Engineering using /Napkin AI/ Similar Open AI tool
2. Text Analysis with Open-Source NLP Tools: Tool: Voyant Tools (text analysis web app)
 - Input sample texts (e.g., news articles, speeches).
 - Explore word frequency, keywords, sentiment.
 - Understand how NLP extracts meaning from text.
3. Train a basic image classifier using webcam images. Observe how the model "learns." Using Google Teachable Machine
 - Train two image categories (e.g., “Smiling” vs. “Not Smiling”) using their own webcam images.
 - Observe how the model learns to classify.
 - Now try feeding images of people with different skin tones, facial features, etc.
 - Observe misclassifications or differences in confidence.
4. Simulate an AI chatbot helping a farmer or a student. You may use any GenAI tool of your choice. You may use the prompt below and also try your own. Prompt: “Act as an agriculture assistant. A farmer wants to know the best crop based on soil and season. Ask questions and suggest crops.”
5. Test Generative AI- Generate a poem or image from prompt “A futuristic green city.” using ChatGPT, Hugging Face (e.g., image or text generation)
6. Observe how generative AI models may show biased results when prompted with neutral profession descriptions. (Bing Image Creator / DALL·E on ChatGPT/ChatGPT). Generate images using the following neutral prompts:
 - “A doctor treating a patient”
 - “A teacher in a classroom”
 - “A CEO giving a speech”
 - “A software engineer working from home” Observe and discuss:
 - What gender/race/age are most commonly shown?
 - Are the results stereotypical or diverse?
7. Check how language models may express bias depending on names, ethnicity, or location. Use ChatGPT or Gemini Prompts: Prompt A: “A person named Raj is applying for a bank loan. Will he be approved?” Prompt B: “A person named John is applying for a bank loan. Will he be approved?” Change names, genders, and nationalities. Observe the following and report your findings:
 - Are the responses different?
 - Is one version more positive or negative?

- Does the model express bias or hesitate?
- Should AI make such predictions?
- How do developers prevent this?

8. Exploring Text Generation and Summarization with Google AI Studio Generate Creative Content

“Write a short story (150 words) about a robot who wants to become a chef.

- Submit and read the AI-generated story.
- Discuss how detailed and creative the output is. Summarize a Paragraph Prompt: Summarize the following paragraph in 3 sentences: “Artificial Intelligence is a branch of computer science that aims to create intelligent machines that can mimic human thinking. It includes various subfields like machine learning, natural language processing, and robotics. AI is widely used in industries such as healthcare, finance, and transportation to improve efficiency and decision-making.”
- Submit and review the summary.
- Evaluate how well AI extracts key points. Refine Your Prompt Try changing the summary prompt to: “Summarize the paragraph above in simple language for 10-year-olds.”
- Compare this output to the previous one.
- Note how prompt wording changes results

9. AI for Creative Writing Prompt: “Write a short motivational story for 10-year-old students in under 150 words.”

10. Generate Slides: Tool: Slides GPT/Other Free AI tool Prompt: “Create a 5-slide presentation on ‘AI in Smart Farming’.”

11. YouTube Thumbnails / Branding: Tool: Canva + Magic Media AI Design a thumbnail using Canva’s AI tools with a prompt like: “Design a YouTube thumbnail for a video titled ‘Top 5 AI Tools for Students’

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W.e.f. 2025-26 Admitted Batch)
I BBA H (DM)– Semester – I
Introduction to Artificial Intelligence
Model Paper

Time: 2 ½ Hours

Max Marks: 50

Section – A

Answer any **FIVE** questions.

5 X 7 = 35 Marks

1. Explain the history and evolution of Artificial Intelligence.
(OR)
2. Discuss the major subfields of AI and their applications in industry.
3. Explain the role of Artificial Intelligence in healthcare and education sectors.
(OR)
4. Discuss the use of AI in agriculture and transportation with examples.
5. What is bias in AI systems? Explain how fairness and transparency can be achieved.
(OR)
6. Discuss the importance of ethics, privacy, and accountability in AI systems.
7. Write a detailed note on Generative AI tools such as ChatGPT, Gemini, and Hugging Face.
(OR)
8. Explain the role of prompt engineering in AI and ML interaction.
9. Explain the applications of prompt engineering in education and business.
(OR)
10. Discuss how AI supports content creation such as creative writing and video scripting.

Section – B

Answer any **Three** questions.

3 X 3 = 9 Marks

11. What are the main challenges faced in Artificial Intelligence?
12. List any four AI applications in the finance or retail sector.
13. Define inclusivity and sustainability in AI systems.
14. What is the significance of prompt engineering?
15. How is AI used in designing YouTube thumbnails and channel branding?

Section – C

Answer **ALL** questions.

6 X 1 = 6 Marks

16. Expand AGI.
17. Name any two subfields of AI.
18. What is the full form of NLP?
19. Mention one ethical concern in AI systems.
20. Name any one Generative AI platform.
21. Who developed the concept of Prompt Engineering?

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

I BBA H (Digital Marketing) – Semester – I
Course Name: Accounting for Managers

Syllabus

Hours: 05

Credits: 04

Course Outcomes: After completing the student will be able to

CO1: Understand and apply the principles of double-entry bookkeeping, including journalizing transactions and posting to ledgers.

CO2: Prepare and maintain various subsidiary books such as the three-column cash book and petty cash book for effective transaction recording.

CO3: Prepare a trial balance and final accounts (Trading, Profit & Loss Account, and Balance Sheet) from given data, including necessary adjustments.

CO4: Analyze and interpret financial statements using comparative, common size, and trend analysis techniques for informed decision-making.

CO5: Apply marginal costing techniques to calculate break-even point, profit-volume ratio, and margin of safety for business decisions.

Unit – I: Introduction to Accounting

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting – Accounting concepts and conventions – Accounting Cycle – Classification of Accounts and its rules – Double Entry Book-keeping – Journalizing – Posting to Ledgers, Balancing of ledger Accounts (Problems).

Unit – II: Subsidiary Books

Subsidiary Books – Definition - Types of Subsidiary Books – Cash Book, Three-column Cash Book – Petty cash Book (Problems)

Unit – III: Trial Balance and Final Accounts

Trial balance - Meaning - Preparation of Trial balance – Preparation Final Accounts: Trading Account – Profit and Loss Account – Balance Sheet – Final Accounts with adjustments (Problems).

Unit – IV: Financial Statement Analysis and Interpretation: Financial Statement analysis – Meaning, Features, Limitations, Need and Objectives- Tools for Financial Statement Analysis- Comparative Analysis – Common Size Analysis and Trend Analysis (including problems)

Unit – V: Marginal Costing: Meaning and Features of Marginal Costing – Contribution –Profit Volume Ratio- Break Even Point – Margin of Safety – Estimation of Profit and Estimation of Sales(including problems)

Recommended Textbooks

1. Maheshwari, S.N. & Maheshwari, S.K. (2022). An Introduction to Accountancy. Vikas Publishing House.
2. Jain, S.P. & Narang, K.L. (2022). Cost and Management Accounting. Kalyani Publishers.
3. Khan, M.Y. & Jain, P.K. (2022). Management Accounting. McGraw Hill Education.
4. Tulsian, P.C. (2022). Financial Accounting for Managers. Pearson Education.

Student-Centric Activities:

- Prepare final accounts from a given trial balance and present Trading, Profit & Loss Account, and Balance Sheet for a fictional firm.
- Analyse financial statements of a real-life listed company and calculate key financial ratios for decision-making insights.
- Analysis of Real Company Financial Statements
- Create a **business scenario** where cost, price, and sales volume variables are given.
- Maintain a **manual accounting workbook** for:
 - Journal Entries
 - Posting to Ledger Accounts
 - Balancing Ledgers
- Conduct a **role play of business transactions** (buyers, sellers, cashiers).
- Compare **Analysis of Two Industry Peers**

Blue Print

Unit	Name of the topic	Theory		
		Essay 7M	Short 3M	Very short 1M
I	UNIT-I	2	1	2
II	UNIT-II	2	1	1
III	UNIT-III	2	1	1
IV	UNIT-IV	2	1	1
V	UNIT-V	2	1	1

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W.e.f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing)– Semester – II
Accounting for Managers
Model Paper

Answer all the Questions.

5×7=35 M

1. Explain the Concepts of accounting. (CO1,BL2)

OR

2. Write the journal entries in the following transactions. (CO1,BL6)
- 2023 January
- 1 Purchased goods from Suresh Rs. 15,000
5 Sold goods to Hasini Rs. 30,000
10 Purchased Goods from Raju Rs. 5,500
11. Goods Returned to Suresh Rs. 1000
12. Sold goods to Raghu for cash Rs. 25,000
15. Sold goods to Govind Rs. 7,000
18 Purchased goods from Ravi Rs. 3,000
20 Goods Returned by Govind Rs. 1000
24 Purchased goods from Kiran Rs. 15,000
30 Sold goods to Krishna Rs. 5,000

3. Categorize the different types of subsidiary books.(CO2,BL2)

OR

4. Prepare a three column cash book from the following particulars. (CO2,BL6)

2023 April,	1 Cash in hand	2,500
	1 Cash at bank	10,000
	2 Paid into bank	1,000
	5 Bought furniture and issued Cheque	2,000
	8 Purchased goods for cash	500
	12 Received from Mahesh	980
	Discount allowed	20
	14 Cash sales	4,000
	16 Paid to kiran by Cheque	1,450
	Discount allowed by him	50
	19 Paid into bank	400
	23 Withdrew from bank for Private Expenses	600
	28 Withdrew from bank for Office use	2,000
	30 Paid rent by Cheque	800

5. Explain meaning and Components of Financial statements.(CO3,BL2)

OR

6. On 31st March 2016, the following trail balance was extracted from the books of Mohanlal. Prepare Trading& Profit and Loss a/c and Balance Sheet. (CO3,BL6)

Particulars	Debit Rs.	Particulars	Credit Rs.
Plant and Machinery	160000	Capital	100000
Purchases	120000	Sales	352550
Opening stock (1.4.2016)	60000	Returns	2000
Discount	700	Discount	1600
Bank Charges	150	Sundry Creditors	50000
Sundry Debtors	90000		
Carriage Inwards	1500		
Carriage Outwards	2400		
Salaries	13600		

Manufacturing wages	20000		
Rent, rates & taxes	20000		
Advertisement	4000		
Cash in hand	1800		
Cash at bank	12000		
	506150		506150

Adjustments:

1. Write off Rs. 1500 as bad debts.
2. Closing stock was valued at Rs. 30,000
3. Provide provision for bad debts Rs. 1000
4. Outstanding salaries Rs. 400
5. Prepaid wages Rs. 500

7. The following Balance Sheets are given: (CO4,BL4)

Liabilities	2016	2017	Assets	2016	2017
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable Pref. Capital	1,50,000	1,00,000	Land and Buildings	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
P & L A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivables	20,000	30,000
Bills Payable	20,000	16,000	Cash in Hand	15,000	10,000
Provision for Taxation	40,000	50,000	Cash at Bank	10,000	8,000
	1,03,100	1,03,200		1,03,100	1,03,200

You are required to prepare Comparative Balance Sheet.

(OR)

8. Discuss about the advantages and limitations of Financial Statement Analysis.(CO4,BL2)
9. The sales and profit during the years were as follows. (CO5,BL1)

Year	Sales	Profit
2015	2, 40,000	30,000
2016	2, 70,000	42,000

Find:-

- (a) P/v ratio
- (b) Break Even Sales
- (c) Profit when sales are Rs.1,50,000
- (d) Sales required to earn a profit of Rs.57,000

(OR)

10. Explain the advantages and limitations of Marginal Costing.(CO5,BL2)

Answer any THREE of the following.

3×3=09 M

11. Discuss the Double Entry System Rules. (CO1,BL3)
12. Record the following transactions in the subsidiary books: (CO2,BL6)
 - 2023 January 1 Purchased goods from Suresh Rs. 15,000
 - 5 Sold goods to Hasini Rs. 30,000
 - 10 Purchased Goods from Raju Rs. 5,500
 11. Goods Returned to Suresh Rs. 1000
 12. Sold goods to Raghu for cash Rs. 25,000
 15. Sold goods to Govind Rs. 7,000
 - 18 Purchased goods from Ravi Rs. 3,000
 - 20 Goods Returned by Govind Rs. 1000
 - 24 Purchased goods from Kiran Rs. 15,000
 - 30 Sold goods to Krishna Rs. 5,000

13. Explain the methods of Trial Balance. (CO3,BL2)
14. Explain the features of Financial Statement analysis.(CO4,BL2)
15. From the following information calculate: (CO5,BL4)

P/V Ratio

Break Even Point.

	Rs.
Total Fixed Costs	4,500
Total Variable Costs	7,500
Sales	15,000

Answer all the questions.

6×1=06 M

16. Define accounting. (CO1,BL1)
17. State the Purchase book (CO2,BL1)
18. Define Trial Balance.(CO3,BL1)
19. Define Trend Analysis.(CO4,BL1)
20. State the P/V Ratio.(CO4,BL1)
21. Discuss the Accounting cycle?(CO1,BL2)

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

I BBA H (Digital Marketing) – Semester – I
Course Name: Principles of Management

Syllabus

Hours: 04

Credits: 04

Course Outcomes (COs):

Upon successful completion of the course, the student will be able to:

CO1: Understand and explain the fundamental principles and practices of management.

CO2: Comprehend and apply the management process including planning, organizing, leading, and controlling.

CO3: Analyse different organizational structures and delegation patterns.

CO4: Evaluate various motivational and leadership theories in organizational contexts.

CO5: Apply managerial control techniques to enhance organizational productivity and quality.

Unit I: Introduction to Management Definition and nature of management – Evolution of management thought – Principles of management – Functions of management – Levels of management – Roles and responsibilities of managers – Trends and challenges of management in the global scenario – Emerging concepts in modern management.

Unit II: Planning Nature and significance of planning – Types of planning: strategic, tactical, and operational – Planning process – Objectives and policies – Management by Objectives (MBO) – Strategies and types of strategies – Advantages and limitations of planning

Unit III: Organizing Nature and purpose of organizing – Principles of organization – Formal and informal organization – Organizational structure: functional, divisional, matrix – Line and staff authority – Centralization and decentralization – Delegation of authority – Recent trends in organizational design.

Unit IV: Directing Meaning and importance of directing – Motivation: meaning, importance, and theories (Maslow, Herzberg, McGregor) – Leadership: styles and leadership theories (Trait, Behavioural, Contingency) – Communication process – Types of communication – Barriers to effective communication and ways to overcome them

Unit V: Controlling Nature and process of control – Types of control: feed forward, concurrent, feedback – Budgetary and non-budgetary control techniques – Productivity management – Cost control – Purchase control – Maintenance control – Quality control – Modern tools of managerial control

Recommended Textbooks:

1. Gupta, Sharma, & Bhalla. Principles of Business Management. Kalyani Publications, 1st Edition.
2. L. M. Prasad. Principles of Management. Sultan Chand & Sons, Latest Edition.
3. Koontz, H., & Wehrich, H. Essentials of Management. Tata McGraw-Hill, 1998.
4. Joseph L. Massie. Essentials of Management. Prentice Hall (Pearson), 4th Edition, 2003. 5.

Tripathi, P. C., & Reddy, P. N. Principles of Management. Tata McGraw-Hill.

Student-Centric Activities:

Case Study Analysis: Students analyse real-world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.

Management Role Play: Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.

Group Debate: Conduct structured debates on topics like “Centralization vs. Decentralization” or “Autocratic vs. Democratic Leadership” to foster analytical thinking.

Planning Simulation Exercise: Students develop a strategic plan or business model for a hypothetical start up, including vision, mission, goals, and organizational structure. - Leadership Style Self-Assessment: Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

Blue Print

Unit	Name of the topic	Theory		
		Essay 7M	Short 3M	Very short 1M
I	UNIT-I	2	1	1
II	UNIT-II	2	1	1
III	UNIT-III	2	1	1
IV	UNIT-IV	2	1	1
V	UNIT-V	2	1	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing) – Semester – I
Course Name: Principles of Management

Model Paper

Time: 2 ½ Hrs

Max. Marks: 50

SECTION – A

Answer ALL the Questions:

5×7=35 M

1. Define Management and Explain the Functions of management. (BL 1,2, CO 1)

OR

2. Analyze the roles and responsibilities of managers at different levels of management. (BL 4, CO 1)
3. Discuss the various types of planning and their significance in organizational success. (BL 2, CO2)

OR

4. Evaluate the major steps involved in the planning process. (BL 5, CO 2)
5. State about Organizing and explain the principles of organizing. (BL 1,2, CO 3)

OR

6. Discuss about Organizational Structure and elucidate different types of Organizational Structure. (BL 2, CO 3)
7. Demonstrate the Maslow’s and Herzberg’s theories of motivation. (BL 3, CO 4)

OR

8. Examine different leadership styles and their relevance in modern organizations. (BL 3, CO 4)
9. Explain the various types of control techniques and their applications in management. (BL2, CO 5)

OR

10. Analyse the modern tools of managerial control and their role in enhancing productivity and quality. (BL 4, CO 5)

SECTION – B

Answer any THREE questions.

3×3=9 M

11. Determine the Nature of Management. (BL3, CO 1)
12. Evaluate the concept of Management by Objectives (MBO). (BL 5, CO 2)
13. Present the importance of delegation and decentralization in management. (BL 3, CO 3)
14. Describe the barriers to effective communication? (BL 2, CO 4)
15. Explain the concept of feedback control with an example. (BL 2, CO 5)

SECTION - C

Answer ALL the Questions.

6×1=6 M

16. Who is known as the Father of Scientific Management? (BL 1, CO 1)
17. Define “Strategy”. (BL 1, CO 2)
18. What is meant by “Line and Staff Authority”? (BL 1, CO 3)
19. State any one theory of leadership. (BL 1, CO 4)
20. What is productivity management? (BL 1, CO 5)
21. Write any one modern management challenge in the global scenario. (BL 6, CO 5)

Semester – II

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing) – Semester – II

SEC- APPLICATIONS OF AI

Theory

Credits: 3

4 hrs/week

Course Objectives:

1. Provide a foundation in the AI ecosystem, including hardware, cloud, and edge platforms relevant to commerce and management.
2. Familiarize students with different types of datasets and public repositories used in AI research.
3. Develop skills in building AI data pipelines through collection, annotation, cleaning, and preprocessing.
4. Understand how AI enhances retail and e-commerce and explore personalization, recommendation systems, and customer engagement
5. Apply AI to streamline business processes and decision-making and explore AI in finance, HR, and supply chain management

Course Outcomes: On successful completion of this course, students will be able to:

1. Explain the AI ecosystem (hardware, cloud, and edge devices) and its relevance to commerce and management.
2. Differentiate between structured and unstructured data, and utilize public datasets for business-oriented AI applications.
3. Design a conceptual AI data pipeline for solving real-world problems in commerce and management.
4. Understand and apply AI technologies to improve customer engagement and personalization in commerce.
5. Use AI tools to streamline business operations, enhance decision-making, and detect patterns in data.

Unit 1:

Infrastructure and Platforms for Building Applications using AI Hardware used in building AI applications: Processors - CPU, GPU, TPU, NPU, Memory - RAM, VRAM, Storage - HDD, SSD
Platforms for building applications using AI: Online platforms (Example - Google AutoML, H2O.ai, Teachable Machine or similar platforms - for practice only); Desktop (No-code/Lowcode) platforms (Orange Data Mining, KNIME, Weka, RapidMiner or similar tools - for practice only). Edge AI: Concept; Applications in daily life in devices like Refrigerators, Led Bulbs, Surveillance Cameras, Micro Ovens, Smart Cars/Scooters; Edge AI in smart Appliances

Unit 2:

Foundations of Data - Types, Ethics and Utility in Building Applications using AI Importance of data in building AI applications: Data as the fuel for AI, Role of big data in training AI models. Conceptual Foundations of Data: Data vs. Information vs. Knowledge. Structure of Data: Structured, Semi-Structured, and Unstructured Data. Modalities of Data: Text, Image, Audio, Video, Tabular, Time-Series, and Spatial Data. Formats of Data: Text Formats (CSV, JSON, XML), Image Formats (JPEG, GIF, PNG), Audio/Video (MP3, WAV, MP4, AVI). Data Repositories: Definition of public Datasets; Definition of private Datasets; Importance of Public Datasets, Popular Public Dataset Repositories (Example - Kaggle, Hugging Face Datasets, UCI Machine Learning Repository, Google Dataset Search or similar ones - for demonstration only), Dataset licensing and usage rights. Ethics, Privacy in Data Usage: Privacy concerns related to data usage; Regulations governing data usage - GDPR, HIPAA (Overview), Ethical use of data, Responsible AI data practices.

Unit 3:

The AI Data Pipeline: From Collection to Model Readiness The AI Data Pipeline: Stages and Components: Key Stages (Data Collection, Annotation, Preprocessing, Splitting, Feeding into AI Models Core Components: Ingestion, Storage, Processing, Validation, Delivery Data Collection Methods for AI: Manual Input (Surveys, forms, human-curated entries), Sensors & IoT Devices (Real-time data from physical environments), System Logs & Transactions, Web Scraping (Automated extraction from websites), APIs (Structured data access from external platforms) Data Annotation and Labelling: Definition & Importance; Annotation Methods: Manual Annotation, Automated Annotation; Types of Annotation: Classification, Bounding Boxes, Segmentation, Transcription, Named Entity Recognition (NER) Data Cleaning and Preprocessing: Importance of data cleaning; Understanding “Dirty” Data: Missing Values, Duplicates, Incorrect Formats, Outliers, Noise; Steps in Data Cleaning: Identify Issues, Handle Errors (Imputation, Removal), Validate Cleaned Data Data Splitting: Splitting data into training set and test set. Data Transformation Techniques: Normalization, Transformation, Feature Engineering (Conceptual).

Unit 4:

AI in Commerce – Transforming the Consumer Experience Introduction to AI in Commerce, Recommendation Engines (Collaborative & Content-Based), Chatbots and Virtual Assistants, Sentiment Analysis and Review Mining, Inventory Optimization and Demand Forecasting, Ethical Issues related to use of AI in Commerce and Business: Bias, Privacy, and Transparency

Unit 5:

AI in Business Operations – Driving Efficiency and Insight AI in Business Intelligence and Predictive Analytics, Financial Applications: Fraud Detection, Risk Modelling, HR Applications: Resume Screening, Employee Analytics, Supply Chain Automation and Optimization, AI in Marketing: Customer Segmentation, Lead Scoring, Strategic Adoption of AI in Enterprises, Explainable AI in E-Commerce.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing) – Semester – II

SEC- APPLICATIONS OF AI

Theory

Credits: 1

2 hrs./week

Suggested Lab Practicals (No Coding)

Lab 1 - Exploring Public Datasets (Orange Data Mining)

- Visit a public repository (Kaggle, UCI, data.gov.in)
- Download a dataset (e.g., rainfall data, literacy rates, or traffic accident statistics)

● Procedure:

1. Open Orange → Add File widget → Load a CSV (e.g., Titanic dataset).
2. Connect to Data Table → View rows/columns.
3. Connect to Data Info → Check attributes, data types.
4. View in Data Table and Distributions widget.

- Observation: Note numeric, categorical, missing values.
- Outcome: Students understand structured data format in CSV.

Lab 2 - Understanding Dataset Metadata and Formats

- Take two datasets in different formats (CSV, JSON)
- View metadata (description, features, size, license)
- Compare domain-specific datasets (e.g., medical vs. finance)

Lab 3 - Data Annotation Exercise

- Use MakeSense.ai or VGG Image Annotator (VIA)
- Annotate 10 sample images (traffic signs, fruits, or medical scans)
- Export annotations in XML or YOLO format
- Discuss annotation errors and challenges

Lab 4 - Data Cleaning and Visualization (Orange Data Mining)

- Aim: To clean dirty data and visualize categorical and numeric attributes.

● Procedure:

1. Load dataset.
2. Connect File → Edit Domain (to change types) and Impute (to fill missing values).
3. Compare cleaned vs. original in Data Table.
4. Distributions widget.
5. Check various features distribution. (Optional: Create simple bar charts/line charts to visualize trends using Google Looker Studio)

- Observation: Missing values filled with mean/median., Graphical representation of data.
- Outcome: Learn importance of data cleaning., Students learn importance of visualization in preprocessing.

Lab 5: Train/Test Split in Orange

- Aim: To split dataset for AI training/testing.

- Procedure: 1. Load Titanic dataset.
- 2. Connect File → Data Sampler (70% train, 30% test).
- 3. Connect outputs to Data Table widgets to view.

- Observation: Students see two different subsets.
- Outcome: Concept of model validation using split data.

Lab 6: Introduction to AI in Commerce – Use Case Exploration

Prerequisite: Discuss conceptually about Clustering

Objective: Understand how AI is applied in commerce through data visualization and clustering.

Orange Workflow: Use Orange Data Mining Tool

Widgets Used: File → Data Table → Scatter Plot → Hierarchical Clustering

Dataset: Retail customer data (e.g., purchase frequency, amount spent)

Dataset Link: Retail Sales Data

Activities: ·

Load customer data and visualize spending patterns. ·

Apply clustering to identify customer segments. ·

Discuss how businesses can tailor services to each segment.

Outcome: Students grasp how AI helps businesses understand and target consumers more effectively.

Lab 7: Recommendation Engine Simulation

Prerequisite: Discuss conceptually about Clustering

Objective: Simulate collaborative filtering using similarity-based clustering.

Orange Workflow: Widgets Used: File → Distance → Hierarchical Clustering → Data Table

Dataset: User-product ratings matrix

Dataset Link: Amazon Product Recommendation System

Activities:

- Calculate similarity between users.
- Group similar users and recommend products based on cluster behavior.
- Discuss differences between collaborative and content-based filtering. Outcome: Students understand the logic behind recommendation systems and how they personalize user experience.

Lab 8: Chabot Intent Classification

Prerequisite: Discuss conceptually about Linear Regression & Logistic Regression

Objective: Train a model to classify customer queries into intents.

Orange Workflow: Widgets Used: File → Preprocess Text → Bag of Words → Logistic Regression → Test & Score Dataset: Sample customer queries labeled with intents (e.g., “track order”, “return item”) Dataset Link: Customer Intent Classification

Activities:

- Preprocess and vectorize text data.
- Train a classifier to predict query intent.
- Evaluate accuracy and discuss chatbot training.

Outcome: Students learn how AI understands and responds to customer queries.

Lab 9: Sentiment Analysis of Reviews

Prerequisite: Discuss conceptually about Naive Bayes

Objective: Classify customer reviews as positive or negative.

Orange Workflow: Widgets Used: File → Preprocess Text → Bag of Words → Naive Bayes → Test & Score Dataset: Product reviews with sentiment labels

Dataset Link: Amazon Product Reviews – Sentiment Analysis

Activities: ● Clean and tokenize review text. ● Train a sentiment classifier. ● Visualize word clouds

for positive vs. negative reviews. Outcome: Students analyze customer feedback and extract actionable insights.

Lab 10: Demand Forecasting with Regression

Prerequisite: Discuss conceptually about Linear Regression & Logistic Regression

Objective: Predict future sales using regression models.

Orange Workflow: Widgets Used: File → Linear Regression → Scatter Plot → Test & Score Dataset: Historical sales data (e.g., monthly sales, promotions)

Dataset Link: Comprehensive Retail Sales Data

Activities: ● Train a regression model to forecast sales. ● Visualize predictions vs. actuals. ● Discuss implications for inventory planning.

Outcome: Students understand how AI supports demand forecasting and inventory control.

Lab 11: Bias Detection in AI Models

Prerequisite: Discuss conceptually about Linear Regression, Logistic Regression & Confusion Matrix

Objective: Explore bias in predictive models and its impact.

Orange Workflow: Widgets Used: File → Logistic Regression → Confusion Matrix → Distributions Dataset: HR hiring data with gender or age attributes

Dataset Link: HR Data Analytics

Activities: ● Train a model to predict hiring decisions. ● Analyze performance across demographic groups. ● Discuss fairness, transparency, and ethical implications.

Outcome: Students critically assess bias and propose ethical safeguards.

Lab 12: Predictive Analytics for Business Intelligence

Prerequisite: Discuss conceptually about Random Forest

Objective: Use classification to predict customer churn.

Orange Workflow: Widgets Used: File → Random Forest → Test & Score → ROC Analysis

Dataset: Telecom or subscription data with churn labels

Dataset Link: Telco Customer Churn – IBM Dataset

Activities: ● Train and evaluate a churn prediction model. ● Interpret ROC curves and accuracy. ● Discuss how businesses can act on predictions.

Outcome: Students apply predictive analytics to improve customer retention.

Lab 13: AI in HR and Marketing – Resume Screening & Segmentation

Prerequisite: Discuss conceptually about Clustering

Objective: Classify resumes and segment customers using clustering.

Orange Workflow: HR Task: File → Preprocess Text → Bag of Words → Logistic Regression

Marketing Task: File → k-Means Clustering → Scatter Plot Resume Screening

Dataset: Employee Hiring Data Customer Segmentation Dataset: Customer Segmentation Dataset

Activities: ● Screen resumes based on job fit. ● Segment customers by behavior or demographics. ● Discuss automation benefits and risks.

Outcome: Students explore how AI enhances HR and marketing efficiency.

Books/References

1. Data Science for Beginners, Andrew Park (Introductory concepts of data types, collection, cleaning, and visualization without coding)
2. AI Basics for Non-Programmers, Tom Taulli (Clear explanations of AI data lifecycle and real-world use cases)
3. Data Preparation for Machine Learning, Jason Brownlee (Conceptual understanding of dataset quality, preprocessing, and pipelines)
4. Hands-On Data Science for Non-Programmers, David Meerman Scott (Spreadsheet-based data exploration and visualization)

5. You Look Like a Thing and I Love You – Janelle Shane

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

I BBA H (Digital Marketing) – Semester II

SEC: APPLICATION OF AI

MODEL PAPER

Max Marks: 50

Time: 2½ Hours

(7 × 5 = 35 Marks)

SECTION – A

(Answer any **FIVE** questions. Each question carries 7 marks)

1. Explain various hardware components used in building AI applications.

(OR)

2. Discuss Edge AI and its applications in smart appliances.

3. Describe the types and formats of data used in AI applications.

(OR)

4. Explain the importance of public datasets and their ethical usage.

5. Illustrate the stages involved in the AI data pipeline with examples.

(OR)

6. Explain data cleaning and preprocessing techniques in AI.

7. Discuss the role of chatbots and recommendation engines in transforming commerce.

(OR)

8. Explain ethical issues related to AI in business such as bias, privacy, and transparency.

9. Describe how AI is used in HR analytics and supply chain optimization.

(OR)

10. Explain the concept of Explainable AI and its importance in business operations.

SECTION – B

(3 × 3 = 9 Marks)

(Answer any **Three** question. Each question carries 3 marks)

11. Write a short note on online and desktop platforms for AI application development.

12. Differentiate between structured and unstructured data with examples.

13. What are the key components of data annotation?

14. Write a short note on sentiment analysis and review mining.

15. Briefly explain AI in financial applications.

SECTION – C

(1 × 6 = 6 Marks)

(Answer **All** questions. Each question carries 1 mark)

16. Expand the term TPU.

17. Name any one public dataset repository.

18. What is “Dirty Data”?

19. Mention one example of Edge AI in daily life.

20. What does GDPR stand for?

21. Define Explainable AI.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

I BBA H (Digital Marketing) – Semester – II
COURSE 3: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives: This course is designed to

- Introduce students to the foundational concepts of digital marketing and its importance in the modern business environment.
- Understand how digital tools and platforms are used for customer acquisition, engagement, and retention.
- Develop the ability to analyze consumer and market data using digital marketing tools.
- Explore key areas like email marketing, mobile marketing, content creation, and marketing automation.
- Emphasize the significance of influencer marketing and blogging in building digital presence and brand loyalty.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

CO1: Understand the core concepts and evolution of digital marketing.

CO2: Apply digital marketing techniques such as SEO, social media, email, and mobile marketing.

CO3: Use automation tools like CRM and Mail Chimp to streamline marketing activities.

CO4: Design basic email campaigns and analyze the effectiveness of influencer marketing strategies.

CO5: Create, optimize, and track blog content for individual or business branding.

Unit I: Introduction to Digital Marketing

Definition and Meaning of Digital Marketing – Need and Scope of Digital Marketing – Evolution and History – Conceptual Approaches to Digital Marketing – Role of Digital Marketing in the Global Economy – Examples of Best Practices in Digital Campaigns

Unit II: Marketing Automation

Definition and Advantages of Marketing Automation – Marketing Automation Software Tools: CRM, Sales force, Analytics Platforms – Role of Marketing Automation in Improving Customer Experience (CX) – Benefits for Marketers – Introduction to Marketing Automation Tools for Campaign Management and Personalization.

Unit III: Digital Marketing Mix and Influencer Marketing

Digital Marketing Mix Elements – Online Advertising and Lead Generation – Social Media Marketing: Platforms and Strategies – Content Marketing and Copywriting – Influencer Marketing: Definition, Types of Influencers, Payment Models – Distinction between Influencer Marketing and Celebrity Endorsements.

Unit IV: Email and Mobile Marketing

Email Marketing: Importance and Effectiveness – Types of Emails: Transactional, Promotional, Newsletters – Email Advertising Options – Key Features and Uses of MailChimp – Mobile Marketing Overview – Strategies for B2B and B2C Mobile Marketing – SMS and App-based Marketing Channels.

Unit V: Blogging and Optimization

Definition and Importance of Blogs – Types: Personal and Corporate Blogs – Overview of Popular Blog Platforms – Blog Optimization: Tags, Widgets, Blog Stats – Blog Engagement Techniques – Using Blogs for SEO and Brand Building – Measuring Blog Effectiveness.

Student-centric activities

- Digital Audit Assignment: Students analyze the digital presence (website, social media, SEO) of a local business or brand and suggest improvements.
- Create a Personal Blog or Website: Students build and maintain a blog using free tools like WordPress or Blogger to apply digital content creation and SEO practices.
- Social Media Campaign Simulation: Design and present a mock digital marketing campaign using platforms like Instagram, Facebook, or LinkedIn, including target audience, budget, and KPIs.
- Google Ads or SEO Tools Demo: Hands-on sessions using tools like Google Ads, Google Trends, or Ubersuggest to understand keyword planning and ad strategy.
- Case Study Analysis of Successful Campaigns: Evaluate successful digital marketing case studies (e.g., Nike, Amul, Zomato) and present key strategies and outcomes.

Recommended Reference Books

1. Evans, D., & Bratton, S. (2010). Social media marketing: The next generation of business engagement. Wiley.
2. Thibault, M. J. (2023). The influencer blueprint: A step-by-step guide to harnessing the power of influencer marketing for business success. Independently Published.
3. Pain, G. (2019). Marketing automation and online marketing: Automate your business through marketing best practices such as email marketing and search engine optimization. Independently Published.
4. Roberts, S. (2016). Marketing AI: From automation to revenue performance marketing. Independently Published.
5. Robinson, R. (2021). How to start a blog (on the side). Side Hustle Nation Press.

Blue Print

Unit	Name of the topic	Theory		
		Essay 7M	Short 3M	Very short 1M
I	UNIT-I	2	1	1
II	UNIT-II	2	1	1
III	UNIT-III	2	1	1
IV	UNIT-IV	2	1	1
V	UNIT V	2	1	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H– (Digital Marketing) – Semester – I
COURSE 3: FUNDAMENTALS OF DIGITAL MARKETING
Model Paper

Time: 2 ½ Hrs

Max. Marks: 50

SECTION – A

Answer ALL the Questions:

5×7=35 M

1. Define Digital Marketing and Explain the Conceptual Approaches to Digital Marketing. (BL 1,2, CO)

OR

2. Analyze the Role of Digital Marketing in the Global Economy. (BL 4, CO 1)
3. Discuss the various Marketing Automation Tools for Campaign Management and Personalization. (BL 2, CO2)

OR

4. Evaluate the Role of Marketing Automation in Improving Customer Experience. (BL 5, CO 2)
5. State about Social Media Marketing Platforms and Strategies. (BL 1,2, CO 3)

OR

6. Present the Comparison between Influencer Marketing and Celebrity Endorsements. (BL 1, CO 3)
7. Demonstrate the Key features and Uses of Mailchimp. (BL 3, CO 4)

OR

8. Examine Mobile Marketing Strategies for B2B and B2C Models. (BL 3, CO 4)
9. Explain the various types of Blog Engagement Techniques in Detail. (BL2, CO 5)

OR

10. Analyse the Process of measuring the Blog Effectiveness. (BL 4, CO 5)

SECTION – B

Answer any THREE questions.

3×3=9 M

11. Determine the Best practices in Digital Campaigns with examples. (BL3, CO 1)
12. Discuss any three advantages of Marketing Automation. (BL 2, CO 2)
13. Present the different types of Influencers. (BL 3, CO 3)
14. Describe the various types of Emails. (BL 2, CO 4)
15. Explain about the Blog Optimization Tags. (BL 2, CO 5)

SECTION - C

Answer ALL the Questions.

6×1=6 M

16. State the meaning of Digital Marketing. (BL 1, CO 1)
17. Define Marketing Automation. (BL 1, CO 2)
18. What is meant by Online Advertising? (BL 1, CO 3)
19. State about B2B model of Business. (BL 1, CO 4)
20. Write about Widgets. (BL 6, CO 5)
21. Write about Bog Optimization. (BL 6, CO 5)

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H (Digital Marketing) – Semester – II
COURSE 4: MANAGERIAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objectives: This course is designed to:

- Familiarize students with the application of economic principles to managerial decisions.
- Enable students to analyze demand, supply, and consumer behavior using economic tools.
- Apply optimization techniques (e.g., derivatives) in managerial problem-solving.
- Understand pricing strategies and production decisions under different market conditions.
- Introduce macroeconomic indicators relevant to business decisions and policy environments.

Course Outcomes (COs) Upon successful completion of this course, students will be able to:

CO1: Understand and apply core concepts of managerial economics in decision-making.

CO2: Analyze

consumer behavior, demand elasticity, and supply responses.

CO3: Utilize marginal analysis and optimization techniques in pricing and output decisions.

CO4: Examine cost structures and production behavior in the short and long run.

CO5: Evaluate market structures and macroeconomic indicators affecting business performance.

Unit I: Introduction to Managerial Economics

Definition, nature, and scope of managerial economics – Role of managerial economics in decision-making – Microeconomics vs. Macroeconomics – Basic principles: Opportunity Cost Principle, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective – Application of managerial economics in business problems.

Unit II: Demand, Supply and Consumer Behavior (Basics)

Law of demand and determinants of demand – Elasticity of demand: Price, Income, and Cross Elasticity – Measurement and interpretation of elasticity – Factors affecting elasticity – Law of supply – Demand forecasting: types and importance (conceptual overview only).

Unit III: Utility Theory and Consumer Equilibrium

Cardinal Utility Approach: Total utility and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Ordinal Utility Approach: Indifference Curve Analysis – Marginal Rate of Substitution – Budget Line and Consumer Equilibrium – Impact of changes in income and prices on equilibrium.

Unit IV: Production, Cost and Market Structures

Production Function – Fixed and Variable Inputs – Laws of Production: Law of Variable Proportion and Returns to Scale – Cost Concepts: Explicit, Implicit, Private, and Social Costs – Cost Curves in Short and Long Run – Economies and Diseconomies of Scale – Market Structures: Features and Pricing under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.

Unit V: Macroeconomic Analysis for Managers

National Income Concepts: GDP, GNP, NDP, NNP, and Methods of Calculation (overview) – Theories of Income and Employment: Classical and Keynesian Views – Business Cycles and their Impact on Business – Relevance of Macroeconomic Indicators in Managerial Decision making – Role of Government Policies in Economic Stabilization.

Student-Centric Activities

- Elasticity Case Study: Analyze demand elasticity for real-life products.
- Consumer Choice Simulation: Model consumer equilibrium using budget lines.
- Cost Curve Plotting: Prepare cost curves using sample industry data.
- Market Structure Role Play: Enact pricing strategies under different markets.
- Economic Indicator Report: Present business impact of GDP, inflation, etc.

Recommended Textbooks and Readings

1. Ivan Png (2021). Managerial Economics. Blackwell Publishers.
2. Dominick Salvatore (2022). Managerial Economics in a Global Economy. Cengage/Thomson South-Western.
3. Paul G. Keat & Philip K. Y. Young (2022). Managerial Economics: Economic Tools for Today's Decision Makers. Pearson.
4. D.N. Dwivedi (2022). Managerial Economics. Vikas Publishing House.
5. L. Varshney & K.L. Maheshwari (2022). Managerial Economics. Sultan Chand & Sons.
6. Lipsey & Chrystal (2022). Economics. Oxford University Press.

Blue Print

Unit	Name of the topic	Theory		
		Essay 7M	Short 3M	Very short 1M
I	UNIT-I	2	1	1
II	UNIT-II	2	1	1
III	UNIT-III	2	1	1
IV	UNIT-IV	2	1	2
V	UNIT-V	2	1	1

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
I BBA H- (Digital Marketing) – Semester – II
Course Name: Managerial Economics

Model Paper

Time: 2 ½ Hrs

Max. Marks: 50

SECTION – A

Answer ALL the Questions:

5×7=35 M

1. Define Economics and Explain the Scope of managerial Economics. (BL 1,2, CO 1)

OR

2. Analyze the applications of managerial Economics in Business Problems. (BL 4, CO 1)

3. Discuss the Law of Demand and explain Determinants of Demand. (BL 2, CO2)

OR

4. Evaluate the different types of Price Elasticity of Demand. (BL 5, CO 2)

5. State about Utility and explain the Law of Diminishing Marginal Utility. (BL 1,2, CO 3)

OR

6. Discuss about Law of Equi Marginal Utility. (BL 2, CO 3)

7. Demonstrate the Law of Variable proportions. (BL 3, CO 4)

OR

8. Examine about Market Structure and explain features of Perfect Competition. (BL 3, CO 4)

9. Explain about National Income and explain various Concepts of National Income. (BL2, CO 5)

OR

10. Analyze the Role of Government Policies in Economic Stabilization. (BL 4, CO 5)

SECTION – B

Answer any THREE questions.

3×3=9 M

11. Compare Micro Economics with Macro Economic. (BL4, CO 1)

12. Evaluate the Concept of Law of Supply. (BL 5, CO 2)

13. Present about Indifference Curve Analysis. (BL 3, CO 3)

14. Describe the any three Cost Concepts. (BL 2, CO 4)

15. Explain the concept of Business Cycles. (BL 2, CO 5)

SECTION - C

Answer ALL the Questions.

6×1=6 M

16. State about Wealth Definition of Economics. (BL 1, CO 1)

17. Define “Demand”. (BL 1, CO 2)

18. What is meant by Production Function? (BL 1, CO 3)

19. State about Marginal Rate of Substitution. (BL 1, CO 4)

20. Explain about Diseconomies of Scale. (BL 1, CO 5)

21. Write about any one method of Calculating National Income. (BL 6, CO 5)

Semester – III

COMMON MODEL PAPER PATTERN FOR ALL THE SEMESTER COURSES

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade) **
(W. e. f. 2025-26 Admitted Batch)

I BBA H– (Digital Marketing) SEMESTER-

COURSE : Model Paper

Time: 2 ½ Hrs

Max. Marks: 50

SECTION – A

Answer ALL the Questions:

5×7=35 M

1. From UNIT - I

OR

2. From UNIT - I

3. From UNIT - II

OR

4. From UNIT - II

5. From UNIT - III

OR

6. From UNIT - III

7. From UNIT - IV

OR

8. From UNIT - IV

9. From UNIT - V

OR

10. From UNIT - V

SECTION – B

Answer any THREE questions.

3×3=9 M

11. From UNIT - I

12. From UNIT - II

13. From UNIT - III

14. From UNIT - IV

15. From UNIT - V

SECTION - C

Answer ALL the Questions.

6×1=6 M

16. From UNIT - I

17. From UNIT - II

18. From UNIT - III

19. From UNIT - IV

20. From UNIT - V

21. From UNIT - V

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H– (Digital Marketing) SEMESTER-III

COURSE 5: BUSINESS ENVIRONMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Enable the students to develop an understanding of the Indian business environment and various factors impacting the business.
- Help them make effective decisions based on analysis of the business environment.
- Develop an understanding of the MSME sector and the challenges therein.
- Familiarize the students with international trade and issues related to Balance of Payments.
- Comprehend the role of international institutions in the growth of international business.

Course Outcomes:

- CO1: Analyze the nature and importance of business environment in shaping business decisions and strategies.
- CO2: To help them make effective decisions based on analysis of business environment.
- CO3: Analyze different economic systems and policies, including industrial policies, monetary policy, fiscal policy, and economic planning.
- CO4: To develop an understanding of the MSME sector and challenges there in
- CO5: Understand basic concept of Foreign Direct Investment and Estimate the importance of Foreign Direct Investment

UNIT-I: INTRODUCTION

Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment-Internal and External. Salient features of Indian Economy, evolution in the recent years.

UNIT-II: POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS

Elements of Political Environment, Competition Act 2002, FEMA. Consumer Protection Act 2019, Environmental Scanning – SWOT Analysis.

UNIT-III: ELEMENTS OF ECONOMIC ENVIRONMENT:

Elements of Economic Environment, Economic systems. Industrial Policy 1956 & 1991, Monetary Policy, Fiscal Policy, Economic Planning, NITI Aayog.

UNIT-IV: MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

Concepts and Definitions of MSME, the MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector.

UNIT-V: FOREIGN DIRECT INVESTMENT

Introduction to FDI & Foreign Portfolio Investment, FDI vs. FPI, Types of FDI, Advantages and Disadvantages of FDI, World Trade Organisations, Functions of WTO, Agreements of WTO, Dispute Settlement Mechanism of WTO, WTO rounds of Trade Negotiations.

Student-centric activities

- Current Affairs Presentation: Students present recent economic, political, or legal developments and analyze their impact on the business environment.
- PESTLE Analysis Workshop: Conduct a group activity to analyze the Political, Economic, Social, Technological, Legal, and Environmental factors affecting a selected industry or company.
- Regulatory Policy Case Study: Examine the effect of a specific business regulation (like GST, FDI policy, or labor law) on a particular sector through group research.
- Business News Diary: Maintain a weekly diary of important business news with summaries and student reflections on how these events shape the business climate.
- Mock Business Strategy Discussion: Students role-play as executives of a company entering a new market and present how they will adapt to the macro and micro-environmental forces.

References

1. Cherunilam, F. (2023). *Business environment: Text and cases* (29th ed.). Himalaya Publishing House.
2. Aswathappa, K. (2022). *Essentials of business environment* (14th ed.). Himalaya Publishing House.
3. Paul, J. (2021). *Business environment: Text and cases* (3rd ed.). McGraw-Hill Education.
4. Saleem, S. (2020). *Business environment* (2nd ed.). Pearson Education.
5. Mishra, S. K., & Puri, V. K. (2021). *Economic environment of business* (7th ed.). Himalaya Publishing House.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H- (Digital Marketing) SEMESTER-III

COURSE 6: SOCIAL MEDIA MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

This course is designed to:

- Introduce students to the fundamentals and evolution of digital and social media marketing.
- Enable students to understand various platforms, tools, and techniques used in social media marketing.
- Develop the ability to create, plan, and implement effective social media strategies tailored to target audiences.
- Analyze the role of different social media channels such as Facebook, Twitter, YouTube, and LinkedIn in building brand presence and customer engagement.

Course Outcomes (COs)

On successful completion of this course, students will be able to:

CO1: Understand the Social Media space and tools

CO2: Analyze the effectiveness of their company's and competitors' social media programs

CO3: Design social media programs that directly support business and marketing goals

CO4: Identify appropriate social media channels and strategies

CO5: Implement a process for planning and evaluating social media marketing activities

Unit I: Introduction to Digital and Social Media Marketing

Meaning and definition – Types of social media websites – Mobile apps – Email – Social media platforms – Overview of various social media websites – Blogging: meaning, types, and platforms.

Unit II: Social Media Management

Understanding social media and target audiences – Sharing content effectively – Bookmarking websites – Best practices: DOs and DON'Ts of social media – Ethics and responsibility in online communication.

Unit III: Social Media Strategy

Defining goals and planning – Strategy development – Monitoring and analysis tools – Tips for effective social media marketing – Customization – Social Media Optimization (SMO) – Social media promotion: paid advertising and other methods – Calculating Social Media ROI.

Unit IV: Social Media for Marketing

Platform-specific strategies: Facebook, LinkedIn, Twitter, YouTube – Leveraging each platform’s unique capabilities – Establishing and maintaining customer relationships through social media.

Unit V: Social Analytics and Tools

Overview of social analytics – Importance of automation in social media – Integrating social media with traditional and digital marketing – Managing and selecting appropriate social media tools – Performance measurement and continuous improvement.

Student-centric activities

- Social Media Campaign Simulation: Students design and simulate a campaign for a product/service across platforms like Instagram, Facebook, and X (Twitter), including visuals, hashtags, and KPIs.
- Content Calendar Creation: Each student prepares a weekly/monthly content calendar for a brand with planned posts, formats, and objectives aligned to marketing goals.
- Influencer Strategy Project: Groups research and present how influencer marketing works, including identifying suitable influencers and estimating ROI.
- Social Media Analytics Report: Analyze real or sample data using tools like Meta Insights or Twitter Analytics and prepare a performance report for engagement, reach, and conversion.
- Platform Comparison Debate: Organize a classroom debate on which platform (e.g., LinkedIn vs Instagram) is best suited for specific industries or campaigns.

TEXT BOOKS / REFERENCES

1. Gupta, S. (2023). *Digital marketing*. McGraw Hill.
2. Tuten, T. L. (2021). *Social media marketing*. Sage Publications.
3. Zahay, D., & Roberts, M. L. (2021). *Social media marketing: A strategic approach*. Cengage Learning.
4. Turner, R. (2023). *ChatGPT & social media marketing*. Independently Published.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II Year BBA – H (Digital Marketing) SEMESTER-III
COURSE 7 : E - Marketing

Theory

Credits: 4

4 hrs/week

COURSE OBJECTIVES

Upon completion of this course, the students will be able to:

1. **Understand** the fundamental concepts of lead generation and its importance in online business growth.
2. **Familiarize** with the structure and purpose of landing pages, thank-you pages, and A/B testing in digital marketing campaigns.
3. **Comprehend** the scope, features, benefits, and challenges of E-Marketing in the modern business environment.
4. **Explore** the various applications of E-Marketing including online advertising, customer service, and relationship building.
5. **Identify and apply** different E-Marketing tools and platforms such as social media marketing, SEO, PPC, and E-Marketplaces.

COURSE OUTCOMES (COs)

After successful completion of this course, students will be able to:

1. **CO1:** Explain the process and significance of lead generation for business development.
2. **CO2:** Design and evaluate landing pages through A/B testing to enhance lead conversion rates.
3. **CO3:** Analyze the evolution, objectives, and scope of E-Marketing and differentiate it from traditional marketing methods.
4. **CO4:** Apply E-Marketing techniques to build customer relationships and improve business performance through digital platforms.
5. **CO5:** Utilize E-Marketing tools such as websites, SEO, SEM, social media, and PPC campaigns for effective digital promotion and sales generation.

UNIT-I: Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT-II: A/B Testing: What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT III: E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E- Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT IV: Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT V: Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay- Per-Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

REFERENCE:

1. Strauss, J., & Frost, R. (2014). *E-Marketing* (7th ed.). Upper SaddleRiver, NJ: Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by BrianHalligan and Dharmesh Shah

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H– (Digital Marketing) SEMESTER-III

COURSE 8: Computerized Accounting with Tally

Theory Credits: 4 4 hrs/week

COURSE OBJECTIVES

The course aims to:

1. Introduce students to the concept and importance of computerized accounting systems.
2. Develop proficiency in using **Microsoft Excel** for preparing financial statements, budgets, and analytical reports.
3. Familiarize students with **popular accounting software packages** such as Busy, Marg, QuickBooks, Zoho Books, and Tally.
4. Enable students to create and manage companies, ledgers, and inventory in **Tally ERP-9** effectively.
5. Equip students with the skills to record transactions, generate financial reports, and interpret results for managerial decisions using Tally.

COURSE OUTCOMES (COs)

After successful completion of this course, students will be able to:

CO1: Explain the structure, features, and advantages of computerized accounting systems and Leading accounting softwares.

CO2: Apply advanced **Microsoft Excel** functions to perform payroll accounting, create business reports, and present financial data using graphs and charts for effective analysis.

CO3: Operate **Tally Prime** by creating and configuring company data, managing security controls, and performing backup and restore operations.

CO4: Create and manage accounting masters and record various voucher entries in **Tally Prime**, and generate accurate accounting reports such as ledgers and trial balances.

CO5: Manage **inventory operations** in Tally by creating stock groups, categories, and items, and generate detailed inventory reports for business decision-making.

Unit-1: Overview of Computerized Accounting system

Computerized accounting System, Components of CAS, Features of CAS, Using software of CAS, Advantages and Disadvantages of CAS, Accounting Information system-Leading Accounting Softwares- Busy, Marg, Quick books and Zoho Books.

Unit-II: Microsoft Excel Spread Sheet- Functions in Excel-Payroll Accounting –**Graphs and Charts for Business:** Data Graphs and charts – Basics steps for Graphs/Charts/Diagrams using Excel –Advantages in Using Graphs/Chart.

Unit-III: Tally Prime: Introduction to Tally Prime: Features, Versions, and Configuration, Creating, Altering, and Deleting a Company in Tally, Company Setup: F11 & F12 Configurations, Security Controls, Backup and Restore

Unit-IV: Accounting Masters and Voucher Entries Understanding Groups, Ledgers, and Chart of Accounts in Tally, Creation, Alteration, and Deletion of Groups and Ledgers, Voucher Types: Contra, Payment, Receipt, Journal, Sales, and Purchase, Recording Transactions through Accounting Vouchers, Displaying and Printing of Ledgers and Trial Balance

Unit-V: Inventory Management in Tally: Enabling Inventory Features, Creation of Stock Groups, Stock Categories, Units of Measurement, and Stock Items, Godown Creation and Stock Transfers, Purchase and Sales Orders, Delivery Notes, and Receipt Notes, Generating Inventory Reports: Stock Summary, Stock Valuation, and Movement Analysis

References

1. Nadhani, Ashok K, Tally Prime Training Guide, BPB Publications
2. Tally Prime in Simple Steps, Kogent Solutions Inc., John Wiley & Sons.
3. Tally Prime (English Edition), (Google Book) Computer World
4. Tally Prime Made
5. Simple Basic Financial Accounting by BPB Publisher.

Semester – IV

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H– (Digital Marketing) SEMESTER-IV

COURSE 9: AFFILIATE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce the core concepts and working principles of affiliate marketing.
- Enable students to understand the affiliate program cycle, tools, and performance tracking.
- Familiarize students with the different types of affiliate marketing models and platforms.
- Equip learners with the strategic skills to improve marketing outreach through affiliates.
- Train students in setting up, managing, and scaling affiliate marketing programs effectively.

Course Outcomes(COs)

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

CO1: Understand the functioning and business logic of affiliate marketing.

CO2: Design, manage, and track affiliate programs using digital tools.

CO3: Identify and classify various affiliate models and promotion strategies.

CO4: Develop effective strategies to attract and retain affiliate partners.

CO5: Combat challenges such as fraud and optimize affiliate performance for business growth.

Unit I: Introduction to Affiliate Marketing

Definition and Evolution of Affiliate Marketing – How Affiliate Marketing Works – Types of Affiliate Programs – Payment Methods – Cookies and Cookie Stuffing – Affiliate Tools: AdSense, Email Spam, Adware – Trademark Bidding – Tiered Affiliate Marketing – Cross-Selling and Up-Selling – Multi-Tier Marketing & Commissions.

Unit II: Affiliate Program Enrolment and Management

Steps to Join an Affiliate Program – Signing Up as an Affiliate – Logging into Affiliate Portals – Integrating Affiliate Links into Websites – Tracking Sales & Performance – Setting Up an Affiliate Website – Promoting Affiliate Programs – Market Analysis and Research – Organic SEO Strategies for Affiliates.

Unit III: Types of Affiliate Marketing

Search Affiliates – Price Comparison Websites – Loyalty and Coupon Sites – Cause-related Marketing – Content & Niche Market Websites – Weblogs and Syndicated Sites – Email Marketing – Shopping Directories – Co-registration and File Sharing Affiliates.

Unit IV: Affiliate Marketing Strategies & Challenges

Optimizing Affiliate Links – Promoting Affiliate Programs Effectively – Addressing Common Challenges – Market Research and Audience Targeting – SEO Integration in Affiliate Campaigns – Ensuring Transparency and Ethical Practices in Affiliate Marketing.

Unit V: Setting Up and Scaling an Affiliate Program

Attracting and Managing Affiliates – Hosting & Implementing Programs – Growing Affiliate Networks – Affiliate Service Agreements – Managing Data Feeds and Customer Returns – Publisher Relationship Management – Content Page Creation – Fraud Prevention & Monitoring Affiliate Compliance.

Student-centric activities

- Affiliate Website Simulation: Students create a basic affiliate website or blog and integrate sample affiliate links to understand monetization processes.
- Affiliate Program Analysis: Research and present findings on popular affiliate programs like Amazon Associates, Flipkart, or ShareASale.
- Content Creation Assignment: Students write promotional blog posts or social media content to simulate affiliate marketing techniques.
- Performance Tracking Exercise: Simulate tracking clicks, conversions, and commissions using analytics dashboards or mock data.
- Case Study Presentation: Students analyze successful affiliate marketing campaigns and present strategies, outcomes, and key learnings.

Reference Books (APA Style)

1. Brown, B. C. (2008). *The complete guide to affiliate marketing on the web: How to use and profit from affiliate marketing programs*. Atlantic Publishing Group.
2. Prussakov, E. (2011). *Affiliate program management: An hour a day*. Wiley.
3. Cohen, M. G. (2023). *Affiliate marketing 2023 - Step by step*. Kindle Edition.
4. McCallister, N., Allam, I., & Team. (2021). *Evergreen affiliate marketing: Master the mindset, learn the strategies and apply the systems used by the world's wealthiest affiliate marketers*. Self-Published.
5. Sharma, D. (2020). *Digital marketing simplified: From SEO to affiliate marketing*. Notion Press.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H– (Digital Marketing) SEMESTER-IV

COURSE 10: SEARCH ENGINE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective

This course is designed to;

- equip students with comprehensive knowledge of Search Engine Marketing (SEM) strategies, tools, and techniques.
- enable them to design, implement, and monitor Pay-Per-Click (PPC) campaigns.
- impart understanding of user behavior, bid management, and performance measurement through analytics tools.

Course Outcomes (COs)

After successful completion of this course, the student will be able to:

CO1: Understand concepts of Search Engine Marketing and how it differs from SEO.

CO2: Design and implement an effective SEM strategy using Google Ads and Bing Ads.

CO3: Analyze campaign performance using PPC metrics and bid management tools.

CO4: Create optimized landing pages and apply user behavior insights for better ROI.

CO5: Explore advanced SEM tools such as re-marketing, video advertising, and mobile SEM.

Unit I: Search Engine Marketing Overview

Definition and Scope – Importance of SEM – Google Search and Rule-Based Personalization – Overview of Google Ads and Bing Ads – Elements of a Landing Page – Landing Page Optimization Techniques.

Unit II: PPC Campaigns

Concept and Functioning of Pay-Per-Click Advertising – PPC Terminology: Quality Score, Conversion Rate, CTR – Setting Campaign Objectives and Goals – Performance Metrics – Account Structure and Ad Grouping – Match Types and Keyword Segmentation.

Unit III: Bid Management Plan

Understanding Bidding Strategies – Manual vs. Automated Bidding – CPA Bidding – Position Preferences – Google Ads Bidding Strategies – Tips for Effective Bid Management – ROI Maximization.

Unit IV: Landing Pages and User Psychology

User Experience (UX) and Interface Design (UI) – Importance of Call-to-Actions – Behavioral Psychology in Landing Page Design – Setting Campaign Goals and Metrics – Google Analytics Integration – Tracking and Performance Monitoring.

Unit V: SEM Management and Advanced Techniques

Remarketing Strategies – Mobile SEM – Display and Video Ads – Display Network Campaign Optimization – View Tracking and Conversion Measurement – Integrating SEM with Overall Digital Strategy.

Student Centric Activities

- Develop a mock Google Ads campaign based on a real or hypothetical product, including keyword selection and ad copy.
- Analyze existing SEM campaigns using tools like Google Ads and suggest improvements in bidding strategy and ad structure.
- Create a landing page optimized for user behavior and conversion, integrating UI/UX principles.
- Participate in a simulated PPC auction and bid management activity to understand CPC and budget allocation.
- Conduct a comparative analysis of Google Ads and Bing Ads platforms through group presentations.

References

1. Szetela, D., & Kerschbaum, J. (2010). *Pay-per-click search engine marketing: An hour a day*. Wiley.
2. Moran, M., & Hunt, B. (2014). *Search Engine Marketing, Inc.: Driving search traffic to your company's website* (3rd ed.). IBM Press.
3. Riman, T. (2020). *A beginner's guide to paid search marketing: Search engine marketing for beginners*. Independently published.
4. Kent, P. (2006). *Pay-per-click search engine marketing for dummies*. For Dummies.
5. Clarke, A. (2021). *Google Ads (AdWords) workbook: Advertising on Google Ads, YouTube, & the Display Network*. Web Analytics Consultants.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H– (Digital Marketing) SEMESTER-IV

COURSE 11: FINANCIAL MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce students to the principles and functions of financial management.
- Provide knowledge on financial planning, capital budgeting, and working capital management.
- Develop skills in evaluating financial performance using various tools.
- Familiarize students with the concepts of cost of capital, capital structure, and dividend policies.
- Enable students to make sound financial decisions in business contexts.

Course Outcomes (COs)

Upon completion of the course, students will be able to:

CO1: Understand the role and scope of financial management in business.

CO2: Analyze financial statements and ratios to evaluate firm performance.

CO3: Apply capital budgeting techniques to assess investment decisions.

CO4: Evaluate decisions related to capital structure, leverage, and dividend policy.

CO5: Plan and manage working capital efficiently.

Unit I: Introduction to Financial Management

Nature, Scope, and Objectives of Financial Management – Profit vs. Wealth Maximization – Functions of Finance Manager – Time Value of Money – Risk and Return Trade-Off – Financial Decisions and their Interrelation.

Unit II: Capital Budgeting

Meaning and Importance of Capital Budgeting – Methods: Payback Period, NPV, IRR, Profitability Index – Capital Rationing Analysis

Unit III: Capital Structure and Cost of Capital

Concept and Significance of Capital Structure – Factors Affecting Capital Structure – Leverages: Operating, Financial, and Combined – EBIT-EPS Analysis – Cost of Capital: Cost of Equity, Debt, Preference Shares, Weighted Average Cost of Capital (WACC).

Unit IV: Working Capital Management

Concept and Need for Working Capital – Determinants of Working Capital – Operating Cycle – Management of Cash, Inventory, and Receivables – Working Capital Financing – Estimation of Working Capital Requirement.

Unit V: Dividend and Financial Decisions

Dividend Policy: Determinants and Types – Theories of Dividend: Walter, Gordon, and MM Hypothesis – Financial Planning – Sources of Finance: Long-Term and Short-Term.

Student-Centric Activities

- **Case Studies** on capital budgeting or working capital problems.
- **Group Projects** on analyzing financial performance of listed companies.
- **Role Play** as financial advisors making investment recommendations.
- **Financial Planning Simulation** using Excel for WACC or capital structure decisions.
- **Quizzes & MCQs** on time value of money and ratio analysis.

Recommended Textbooks

1. **Khan, M.Y. & Jain, P.K.** (2022). *Financial Management: Text, Problems and Cases*. McGraw Hill.
2. **Pandey, I.M.** (2021). *Financial Management*. Vikas Publishing.
3. **Chandra, Prasanna.** (2022). *Financial Management: Theory and Practice*. Tata McGraw Hill.
4. **Rustagi, R.P.** (2021). *Fundamentals of Financial Management*. Taxmann.
5. **Van Horne, J.C. & Dhamija, S.** (2020). *Financial Management and Policy*. Pearson Education.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

II BBA H– (Digital Marketing) SEMESTER-IV

COURSE 12: ADVANCED ACCOUNTING

Theory

Credits: 4

4 hrs/week

Learning Objectives The course aims to help learners to acquire conceptual knowledge of Non-Profit Organizations, understand the accounting procedure of single entry system, hire purchase system and partnership accounts.

Learning Outcomes: At the end of the course, the student will able to;

Understand the concept of Non-profit organizations and its accounting process, Comprehend the concept of single-entry system and preparation of statement of affairs, Familiarize with the legal formalities at the time of dissolution of the firm, Prepare financial statements for partnership firm on dissolution of the firm and Employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership.

Unit 1: Accounting for Non Profit Organizations: Non Profit Entities- Meaning - Features of NonProfit Entities –Provisions as per Sec 8 - Accounting Process- Preparation of Accounting Records - Receipts and Payments Account- Income and Expenditure Account - Preparation of Balance Sheet (including problems).

Unit 2: Single Entry System: Features – Differences between Single Entry and Double Entry – Disadvantages of Single Entry- Ascertainment of Profit and Preparation of Statement of Affairs (including Problems).

Unit 3: Hire Purchase System: Features –Difference between Hire Purchase and Instalment Purchase Systems - Accounting Treatment in the Books of Hire Purchaser and Hire Vendor. (Including Problems).

Unit 4: Partnership Accounts-I: Meaning – Partnership Deed - Fixed and Fluctuating Capitals Accounting Treatment of Goodwill – Admission, Retirement and Death of a Partner (including problems).

Unit 5: Partnership Accounts-II: Dissolution of a Partnership Firm – Application of Garner v/s Murray Rule in India – Insolvency of Partners (including problems).

Activities:

- Quiz Programs
- Problem Solving exercises
- Co-operative learning
- Seminar
- Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
- Visit Non-profit organization and collect financial statements
- Critical analysis of rate of interest on hire purchase schemes Visit a partnership firm and collect partnership deed
- Debate on Garner v/s Murray rule in India and outside India
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests) on all units
- Collect data from your college and prepare a Receipt and Payment Account, Income and Expenditure Account and Balance Sheet

Reference Books:

1. Advanced Accountancy: T S Reddy and A Murthy by Margham Publications.
2. Financial Accounting: SN Maheswari & SK Maheswari by Vikas Publications.
3. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons.
4. Advanced Accountancy: R.L.Gupta&Radhaswamy, Sultan Chand &Sons.
5. Advanced Accountancy :S.N.Maheshwari&V.L.Maheswari, Vikas publishers.
6. Advanced Accountancy: Dr. G. Yogeshwaran, Julia Allen - PBP Publications.
7. Accountancy–III: Tulasian, Tata McGraw Hill Co.
8. Accountancy–III: S.P. Jain & K.L Narang, Kalyani Publishers.
9. Advanced Accounting (IPCC): D. G. Sharma, Tax Mann Publications.
10. Advanced Accounting: Prof B Amarnadh, Seven Hills International Publishers.
11. Advanced Accountancy: M Shrinivas& K Sreelatha Reddy, Himalaya Publishers.

Semester – V

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-V

COURSE 13: ENTREPRENEURSHIP & START-UP ECOSYSTEM

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Develop an entrepreneurial mindset and understanding of business creation.
- Introduce the start-up ecosystem and its role in economic development.
- Equip students with tools for opportunity recognition, idea validation, and business planning.
- Familiarize students with funding options, incubation, and acceleration mechanisms.
- Analyze government support, legal aspects, and scaling strategies for start-ups.

Course Outcomes (COs)

After successful completion, students will be able to:

CO1: Understand key concepts of entrepreneurship and innovation.

CO2: Identify viable business opportunities and develop start-up ideas.

CO3: Evaluate start-up funding models, incubation, and support ecosystems.

CO4: Draft business models using lean canvas and pitch decks.

CO5: Analyze challenges and strategies for start-up growth and sustainability.

Unit I: Fundamentals of Entrepreneurship

Definition, Nature, and Characteristics of Entrepreneurship – Types of Entrepreneurs – Functions and Role in Economic Development – Entrepreneur vs. Manager – Entrepreneurial Competencies – Entrepreneurship – Social and Women Entrepreneurship.

Unit II: Start-up Ecosystem and Policy Framework

Meaning and Components of Start-up Ecosystem – National and Global Start-up Ecosystems – Role of Institutions: NITI Aayog, Start-up India, DPIIT, MSME, Atal Innovation Mission – Start-up Policy Initiatives at Central and State Levels – Start-up India Recognition and Benefits.

Unit III: Idea Generation and Business Models

Creativity and Innovation in Entrepreneurship – Sources of Business Ideas – Screening and Feasibility Study – Design Thinking – Lean Start-up Principles – Business Model Canvas and Lean Canvas – Minimum Viable Product (MVP) – Value Proposition Design.

Unit IV: Funding, Incubation, and Support Mechanisms

Types of Start-up Funding: Bootstrapping, Angel Investors, Venture Capital, Crowd funding – Seed Funding and Series A/B/C – Role of Incubators and Accelerators – Pitching to Investors – Components of a Business Pitch – Start-up Valuation – Exit Strategies (IPO, Acquisition).

Unit V: Legal, Operational & Growth Aspects

Legal Forms of Business – Start-up Registration, Intellectual Property Rights (IPR), GST, and Compliance – Challenges in Start-up Execution – Scaling Strategies – Growth Hacking – Case Studies of Indian Unicorns and Successful Entrepreneurs – Failure and Pivoting Strategies.

Student-Centric Activities

- Ideation Workshops and pitch deck presentations.
- Visits to Incubation Centres or Start-up Hubs (e.g., T-Hub, iCreate).
- Case Study Discussions on Indian start-ups and unicorns.
- Guest Lectures from entrepreneurs, investors, and start-up mentors.
- Group Projects on preparing a business model canvas.

Recommended Textbooks and Readings

- Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2022). *Entrepreneurship*. McGraw-Hill Education.
- Sahay, A. & Nirjar, R. (2021). *Entrepreneurship and New Venture Creation*. Excel Books.
- Ries, E. (2011). *The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation*. Crown Publishing.
- Taneja, S. (2022). *Entrepreneurship Development*. Himalaya Publishing House.
- Government of India Resources: Start-up India Handbook, DPIIT Start-up Guidelines, NITI Aayog Policy Notes.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)
III BBA H– (Digital Marketing)

SEMESTER-V

COURSE 14 A: WEB ANALYTICS

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is deigned to:

- Introduce the basic concepts, tools, and techniques used in digital and web analytics.
- Provide students with the ability to collect, measure, and interpret digital data for business decisions.
- Understand customer behavior through web, e-commerce, and app analytics.
- Equip students with hands-on knowledge of tools like Google Analytics, Google Tag Manager, and Talkwalker.
- Enable students to analyze social media and user-generated content effectively.

Course Outcomes (COs)

By the end of the course, students will be able to:

CO1: Read and interpret core metrics in digital analytics such as sessions, bounce rate, and conversions.

CO2: Utilize Google Analytics to collect and analyze actionable data.

CO3: Implement tagging and event tracking using Google Tag Manager.

CO4: Evaluate performance across traffic sources and identify trends through reports.

CO5: Conduct social media analysis and web listening using free and premium tools.

Unit I: Introduction to Web Analytics

Overview of Digital Media: Owned, Earned, Paid – Web Analytics Platforms – Key Performance Indicators: Sessions, Visitors, Time on Site/Page, Bounce Rate – Navigating Google Analytics – Understanding Conversion Reports – Collecting and Interpreting Actionable Data.

Unit II: E-commerce and App Analytics

Customer Analysis and Shopping Behavior – Introduction to Mobile App Analytics – Techniques for Attracting New Users – Measuring User Behavior – Conversion Funnels and Retention Strategies.

Unit III: Google Tag Manager & Social Analytics

Google Tag Manager Setup and Fundamentals – Data Layer, Variables, Events – Tag Implementation for Marketing – Facebook Analytics and Twitter Insights – Tagging for Remarketing and Campaign Optimization.

Unit IV: Traffic Analysis and Technical Reports

Sources of Traffic: Direct, Referring, Search – Campaign Analytics: Google Ads, AdSense – Content Analysis: Pages, Landing Pages, Site Search – Event Tracking – Benchmarking and Technical Reports – Building a Data-Driven Culture.

Unit V: Social Analytics & Web Listening

Definition and Importance of User-Generated Content (UGC) – Web Listening Basics – Key Performance Indicators in Web Listening – Tools and Platforms for Web Listening (Talkwalker, YouTube Analytics) – Free and Open-Source Tools for UGC Monitoring.

Student Centric Activities

- Analyze a live website's traffic data using Google Analytics and present actionable insights.
- Create a mock Google Analytics report and interpret user behavior metrics.
- Conduct a comparative study of different web analytics tools (e.g., Google Analytics vs. Matomo).
- Design a dashboard showing key performance indicators (KPIs) for a small e-commerce site.
- Develop a web listening project using free tools to analyze user-generated content and trends.

Reference Books

1. Farney, T. (2013). *Web analytics strategies for information professionals*. American Library Association.
2. Dykes, B. (2010). *Web analytics action hero: Using analysis to gain insight and optimize your business*. Adobe Press.
3. Croll, A., & Power, S. (2009). *Complete web monitoring*. O'Reilly Media.
4. Clifton, B. (2012). *Advanced web metrics with Google Analytics* (3rd ed.). Wiley.
5. Kaushik, A. (2007). *Web analytics: An hour a day*. Wiley.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-V

COURSE 14 B: SEARCH ENGINE OPTIMISATION

Theory

Credits: 4

4 hrs/week

Course Objective:

This course is designed to:

- Introduce students to the fundamentals and structure of Search Engine Optimisation (SEO).
- Enable learners to understand and use key SEO tools for monitoring website traffic and performance.
- Equip students with skills to identify, analyze, and resolve website indexing and crawling issues.
- Familiarize students with techniques for optimizing website content and structure to improve search engine rankings.
- Develop the ability to interpret SEO reports and use insights for strategic digital marketing improvements.

Course Outcomes (COs)

By the end of this course, students will be able to:

CO1:Submit sitemaps and individual URLs for crawling.

CO2:Review index coverage and ensure Google has the latest version of a website.

CO3:Analyze performance metrics including CTR and page impressions.

CO4:Resolve SEO-related issues including security errors and manual actions.

CO5:Use legacy tools and international targeting options effectively within Google Search Console.

Unit I: Overview and Performance Analysis

Performance Metrics – Total Clicks, Total Impressions, Average CTR, Average Position
URL Inspection Tool – URL on Google, View Crawled Page, View Source Code
Learn More Option – Interpreting Google insights on individual URLs

Unit II: Indexing and Sitemaps

Index Coverage – Valid, Excluded, Valid with Warnings, Submitted and Indexed Pages
Discovery – Referring Pages, Error Pages, Valid Pages- Sitemaps – Adding New Sitemaps,
Submitted Sitemaps, Sitemap Types, Last Read, Status, Discovered URLs

Unit III: Enhancements and Usability Tools

Core Web Vitals – Overview and Metrics- Mobile Usability – Issues and Fixes- Advanced
Enhancements – AMP, Breadcrumbs, FAQs, How-to, Logos, Review Snippets,-Site Links,
Searchbox Optimization.

Unit IV: Security & Manual Actions

Manual Actions – Identifying and Removing Manual Penalties, Security Issues – Types of SEO-
related security errors, Security Reports – Analyzing and Resolving Security Alerts.

Unit V: Legacy Tools and Reporting Functions

Legacy Tools – Links, Settings, Submit Feedback, Google Versioning – About the New Version, Advanced Options – International Targeting, Messages, URL Parameters, Web Tools

Student Centric Activities

- Conduct SEO audit of a live website and submit a report with recommendations.
- Create keyword research reports using tools like Google Keyword Planner or Ubersuggest.
- Optimize a sample web page using meta tags, titles, and headers for better ranking.
- Track and analyze website traffic using Google Search Console and Google Analytics.
- Participate in SEO case studies and group discussions on changing search engine algorithms.

References:

1. From, A. (2021). *The ultimate guide to Google Search Console*. HubSpot. <https://blog.hubspot.com/marketing/google-search-console>
2. Thomas, S., & Jaison, E. (2016). *Google Search Console: Knowledge Panel*.
3. Blokdyk, G. (2018). *Google Search Console: A Complete Guide*. Bookshout Publishers.
4. Ledford, J. L. (2015). *SEO 2016: Learn search engine optimization with smart internet marketing strategies*. Wiley.
5. Fishkin, R., & Hogenhaven, T. (2015). *Inbound marketing and SEO: Developing visibility and authority in the web*. Wiley.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-V

COURSE 15 A: CONTENT MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

This course is designed to:

- Introduce students to the importance and strategic role of content in digital marketing.
- Equip learners with skills for planning, creating, managing, and evaluating online content.
- Develop students’ ability to use CMS tools like WordPress and manage content-based websites.
- Provide hands-on experience in using tools for content promotion, SEO, and social media integration.
- Empower students to analyze content performance and create scalable content strategies for businesses.

Course Outcomes: (COs)

By the end of this course, students will be able to:

CO1: Understand the fundamentals and strategic importance of content marketing.

CO2: Develop content strategies aligned with business and niche goals.

CO3: Design and manage content using CMS platforms like WordPress.

CO4: Leverage tools and techniques to distribute and promote content effectively across channels.

CO5: Evaluate the performance of digital content and present future-oriented content plans through capstone projects.

Unit I: Introduction to Content Marketing and Management

Importance of content in business – Purpose and scope of content marketing – Building content strategies – Content planning and alignment with business vision – Formulating a mission statement and its relevance – Identifying and selecting niche markets.

Unit II: Business Goals and Website Planning

Defining business objectives for web presence – Differentiating primary and lower-level goals – Introduction to Content Management Systems (CMS) – WordPress overview – Website design fundamentals – Site structure and navigation principles.

Unit III: Content Development and Web Writing

Creating and managing web content – Managing website functionality – Writing strategies for the web – Refining content using brand and design guidelines – Tools for visual content creation – Basics of HTML and CSS for CMS environments.

Unit IV: Content Promotion and Social Media Integration

Conducting competitive content analysis – Idea generation for digital content – Content tools and resource libraries – Leveraging social media channels – Building communities and driving communication – Content distribution methods.

Unit V: Evaluation Tools and Capstone Project

Introduction to social media management tools – Key metrics for content performance – Data analysis and interpretation –Capstone Project Components- Articulate the strategic criteria guiding your content creation. - Demonstrate your website and media channels that showcase content- Present your long-term plan for content creation, management, and distribution.

Student Centric Activities

- Develop a content marketing calendar for a brand or startup.
- Create blog posts, infographics, or videos based on chosen niche markets.
- Analyze a brand's content strategy and present strengths, gaps, and improvements.
- Design a mock WordPress site and publish optimized content with SEO principles.
- Participate in peer review and feedback on published content for style, clarity, and effectiveness.

Reference Books

1. Wall, A. M. (2021). *Content marketing book*. Self-published.
2. Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill Education.
3. Rose, R., & Pulizzi, J. (2011). *Managing content marketing: The real-world guide for creating passionate subscribers to your brand*. CMI Books.
4. Lieb, R. (2017). *Content: The atomic particle of marketing*. Kogan Page Publishers.
5. Halvorson, K., & Rach, M. (2012). *Content strategy for the web* (2nd ed.). New Riders

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-V

COURSE 15 B: E-MAIL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

The course aims to:

1. Provide an understanding of the fundamentals and strategic role of e-mail marketing in digital campaigns.
2. Enable learners to write engaging, persuasive, and professional e-mails that generate responses.
3. Equip students to use tools like MailChimp and other platforms for building email lists and executing campaigns.
4. Analyze performance metrics to assess the effectiveness of email marketing strategies.
5. Introduce automation techniques and best practices for successful email campaigns.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

CO1: Understand the landscape and strategic importance of email marketing in the digital business environment.

CO2: Craft email marketing content, subject lines, and campaigns that convert.

CO3: Design and execute automated and targeted email campaigns using tools like MailChimp.

CO4: Monitor email analytics to optimize performance and subscriber engagement.

CO5: Compare and choose suitable platforms like MailerLite, Sendinblue, and HubSpot based on organizational needs.

Unit I: Introduction to Logistics and Supply Chain Management

Definition, Evolution, and Objectives of Logistics and Supply Chain Management – Importance of Supply Chain Management (SCM) in Business – Key Differences between Logistics and SCM – Components of SCM: Planning, Sourcing, Making, Delivering, and Returning – Value Chain and Supply Chain Linkage – Supply Chain Drivers and Performance Metrics – Achieving Strategic Fit in SCM.

Unit II: Supply Chain Network Design

Role of Network Design in the Supply Chain – Factors Influencing Design Decisions – Designing Distribution Networks – Network Configuration – Facility Location and Capacity Allocation – Models for Facility Location – Global Network Design Considerations.

Unit III: Inventory and Warehousing Management

Role of Inventory in Supply Chains – Types of Inventory – Inventory Costs – EOQ and Safety Stock – Inventory Control Techniques (ABC, VED, FSN) – Warehousing Functions and Types – Warehouse Design and Layout – Warehouse Management Systems (WMS).

Unit IV: Transportation and Logistics Operations

Role of Transportation in SCM – Modes of Transportation – Selection Criteria – Transportation Costs and Service Trade-offs – Fleet Management – Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) – Green Logistics and Reverse Logistics – Logistics Performance Indicators.

Unit V: Emerging Trends and Technologies in Supply Chain Management

Digital Supply Chain – Role of IT in SCM – Use of ERP, RFID, and GPS in SCM – Artificial Intelligence and Machine Learning in Supply Chain Optimization – E-commerce and Omni-channel Supply Chain – Sustainable and Resilient Supply Chains – Risk Management in SCM – Case Studies of Indian and Global Supply Chains.

Student Centric Activities

- Design and run a sample email marketing campaign using Mail chimp or a similar platform.
- Draft professional promotional and transactional email templates for a selected product or service.
- Analyze real-world email marketing case studies and present performance insights.
- Conduct A/B testing for subject lines and content effectiveness.
- Create a list segmentation strategy and explain how it improves campaign targeting.

Reference Books

1. Corson-Knowles, T. (2014). *Email marketing mastery: The step-by-step system for building an email list of raving fans who buy from you*. TCK Publishing.
2. Gunelius, S. (2018). *Ultimate guide to email marketing for business*. Entrepreneur Press.
3. Jenkins, S. (2021). *Email marketing rules: A step-by-step guide to the best practices that power email marketing success*. IdeaPress Publishing.
4. Arnold, D. (2023). *The complete guide to Mailchimp for small businesses*. Independently Published.
5. Stone, D. (2020). *Email marketing demystified:*

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-V

COURSE 16: CORPORATE ACCOUNTING

Theory Credits: 4

4 hrs/week

Learning Objectives: This course enables the student to develop awareness about corporate accounting in conformity with the provisions of company act.

Learning Outcomes: At the end of the course, the student will able to;

Understand the Accounting treatment of Share Capital and aware of process of book building, Demonstrate the procedure for issue of bonus shares and buyback of shares, Comprehend the important provisions of Companies Act, 2013 and prepare final accounts of a company with Adjustments, Participate in the preparation of consolidated accounts for a corporate group Understand analysis of complex issues, formulation of well-reasoned arguments and reaching better conclusions and Communicate accounting policy choices with reference to relevant laws and accounting standards.

Unit 1: Accounting for Share Capital: Kinds of Shares – Types of Preference Shares – Issue of Shares at Par, Discount and Premium - Forfeiture and Reissue of Shares (including problems).

Unit 2: Issue and Redemption of Debentures and Issue of Bonus Shares: Accounting Treatment for Debentures Issued and Repayable at Par, Discount and Premium -Issue of Bonus Shares - Buyback of Shares - (including problems).

Unit 3: Valuation of Goodwill: Need and Methods - Average Profit Method, Super Profits Method – Capitalization Method and Annuity Method (Including problems).

Unit 4: Valuation Shares: Need for Valuation - Methods of Valuation - Net Assets Method, Yield Basis Method, Fair Value Method (including problems).

Unit 5: Company Final Accounts: Provisions of the Companies Act, 2013 - Preparation of Final Accounts – Adjustments Relating to Preparation of Final Accounts – Profit and Loss Account and Balance Sheet – (including problems with simple adjustments).

Activities: • Problem Solving Exercises

- Collect and fill the share application form of a limited Company
- Collect Prospectus of a company and identify its salient features
- Collect annual report of a Company and List out its assets and Liabilities.
- Collect the annual reports of company and calculate the value of goodwill under different methods
- Power point presentations on types of shares and share capital
- Group Discussions on problems relating to topics covered by syllabus
- Students can gather the data relating to accounting set up of some local firms.
- Assignments including technical assignments like working with Audit Company for observation and submit to the teacher a Report
- Individual project work on identified real time situations with respect to preparation of company final accounts
- On practical aspects dealt with by an Auditor.

Reference Books:

1. Corporate Accounting: T.S Reddy and Murthy, Margham Publications, Chennai.
2. Advanced Accounts: Publications M C Shukla, T S Grewal and S C Gupta, S Chand
3. Corporate Accounting: Haneef & Mukherji, Tata McGraw Hill Publications.
4. Corporate Accounting: RL Gupta & Radha Swami, Sultan Chand & sons
5. Corporate Accounting: P.C. Tulsian, S.Chand Publishers
6. Advanced Accountancy: Jain and Narang,,KalyaniPublishers
7. Advanced Accountancy: R.L. Gupta and M.Radhaswamy, S Chand.
8. Advanced Accountancy :Chakraborty, Vikas Publishers
9. Corporate Accounting: S.N. Maheswari, S.K. Maheswari, Vikas Publishing House.
10. Advanced Accounts: M.C. Shukla, T.S. Grewal, S.C. Gupta, S. Chand & Company
11. Corporate Accounting: Umamaheswara Rao, Kalyani Publishers
12. Corporate Accounting: Dr Chanda Srinivas, Seven Hills International Publishers,

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-V
COURSE 17: COST AND MANAGEMENT ACCOUNTING

Theory Credits: 4

4 hrs/week

Learning Objectives: The aim of this course is to expose the students to the basic concepts and the tools used in cost accounting.

Learning Outcomes: At the end of the course, the student will able to;

Understand various costing methods and management techniques, Apply Cost and Management accounting methods for both manufacturing and service industry, Prepare cost sheet, quotations, and tenders to organization for different works, Analyze cost-volume-profit techniques to determine optimal managerial decisions, Compare and contrast the financial statements of firms and interpret the results and Prepare analysis of various special decisions, using relevant management techniques.

Unit 1: Introduction: Cost Accounting: Definition – Features – Objectives – Functions – Scope – Advantages and Limitations - Management Accounting: Features – Objectives – Functions – Elements of Cost - Preparation of Cost Sheet (including problems)

UNIT-II: MATERIAL: Direct and Indirect Material cost – Inventory Control Techniques – Stock Levels – EOQ – ABC Analysis – JIT - VED - FSND - Issue of Materials to Production – Pricing methods: FIFO - LIFO with Base Stock and Simple and Weighted Average methods. (including problems)

UNIT-III: LABOUR: Labour: Direct and Indirect Labour Cost – Methods of Payment of Wages (only Incentive Plans): Halsey, Rowan, Taylor Piece Rate and Merrick Multiple Piece Rate Methods. (including problems)

Unit-IV: Fund Flow Statement: Concept of fund: Preparation of funds flow statement. Uses and limitations of funds flow analysis (including problems). **Cash Flow Statement:** Concept of cash flow – Format of cash flow statement - Uses and limitations of cash flow analysis. (Theory Only)

UNIT -V: RATIO ANALYSIS Meaning - Advantages and Limitation of Ratio Analysis – Types of Ratios – Liquidity Ratios Solvency Ratios- Profitability Ratios- Activity Ratios (including problems)

Activities:

- Debate on methods of payments of wages
- Seminars
- Problem Solving Exercises
- Seminar on need and importance of financial statement analysis Graphs showing the breakeven point analysis
- Identification of elements of cost in services sector by Visiting any service firm
- Cost estimation for the making of a proposed product

- Listing of industries located in your area and methods of costing adopted by them
- Collection of financial statements of any two organization for two years and prepare a common Size Statements
- Collection of cost sheet and pro-forma of quotation
 - Invited Lectures and presentations on related topics.
- Examinations (Scheduled and surprise tests)

References Books:

1. S.P. Jain and K.L. Narang – Advanced Cost Accounting, Kalyani Publishers
2. M.N. Arora – A test book of Cost Accounting, Vikas Publishing House Pvt. Ltd.
3. S.P. Iyengar – Cost Accounting, Sultan Chand & Sons.
4. Nigam & Sharma – Cost Accounting Principles and Applications, S.Chand& Sons.
5. S.N. Maheswari– Principles of Management Accounting, Sultan Chand & Sons.
6. I.M.Pandey – Management Accounting, Vikas Publishing House Pvt. Ltd.
7. Sharma & Shashi Gupta – Management Accounting, Kalyani Publishers
8. Murthy & Guruswamy – Management Accounting, Tata McGraw Hill, New Delhi.
9. S.P. Gupta – Management Accounting, S. Chand Publishing, New Delhi.
10. Umamaheswara Rao and Ranganath, Cost Accounting, Kalyani Publishers.
11. Dr V Murali Krishna – Cost Accounting, Seven Hills International Publishers.

Semester – VI

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-VI

Course 18 A: SEMRush

Theory Credits: 4

4 hrs/week

Course Objectives:

SEM Rush is an SEO tool that does keyword research, tracks the key word strategy used by competitors, runs an SEO audit of a blog and looks for back -linking opportunities

Learning Outcomes:

Save time & budget. Stay creative with your content while *Semrush* takes care of the data. Over 7million users have registered for *Semrush*.

UNIT-I: Keyword Research: Analyze Search Intent Instantly with Semrush-Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Keyword Research

UNIT- II: Keyword Ranking: How to Track Your Keywords on Google (with Semrush)- Search Engine Ranking: How to Use Sem rush to Track Keywords and Positions-How To Measure SEO Share of Voice on Sem rush-How To Use Sem rush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position

UNIT-III: LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Sem rush-Sem rush Back links Update 2021: How We Built a New Back links-Fastest Back link Discovery Tool as A sem rush

UNIT-IV: Social Media and Local SEO: How to Use the Free Sem rush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Sem rush –How To Improve Your Local SEO

UNIT-V: SEO Traffic Analysis and Competitor Research: How to Target and Win SERP Features- How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4Steps:How - How to Analyze Competitor Website Traffic with. Trends-Competitor Insights

References:

1. SEM rush for Advanced Digital Marketing Strategy by Justin Womack 2017, Publisher- Packt
2. SEM Rush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017 Publisher: Matthew Powell

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H- (Digital Marketing) SEMESTER-VI

COURSE 18 B: AI IN DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

This course is designed to:

- Understand the fundamental concepts and evolution of Artificial Intelligence (AI).
- Examine the various applications of AI in marketing domains.
- Analyze how AI is transforming digital marketing strategies and operations.
- Explore tools and platforms used in AI-driven marketing and advertising.
- Develop insights into SEO, Machine Learning (ML), and Natural Language Processing (NLP) in marketing.

Course Outcomes (COs)

CO1: Understand how AI helps analyze customer data for better targeting and personalization.

CO2: Evaluate various AI applications across digital marketing platforms.

CO3: Demonstrate knowledge of AI tools and how they improve marketing performance.

CO4: Develop strategies using AI for predictive analysis and customer engagement.

CO5: Apply AI technologies to optimize content, SEO, and user experience in digital marketing.

Unit I: An Introduction to Artificial Intelligence

Definition of AI – Features of AI – Scope of AI – Types of AI – History of Artificial Intelligence – How is Artificial Intelligence Changing the Face of Digital Marketing? – Importance of AI in Digital Marketing – AI in Advertising.

Unit II: AI Applications

Advanced web search engines (e.g., Google Search) – Recommendation systems (YouTube, Amazon, Netflix) – Human speech understanding (Siri, Alexa) – Self-driving cars (Waymo) – Creative tools (ChatGPT, AI Art) – Automated decision-making – AI in strategy games.

Unit III: AI in Marketing

Applications such as Publica, Affectiva, EliseAI, Google Ads, IBM, RTB House, Salesforce, Yext, Conversica, and Mutiny – AI tools for marketing efficiency.

Unit IV: AI Applications in Digital Marketing

Generating Content – Product Recommendation – Content Curation – AI Chatbots – Chatbot Marketing – Predictive Analysis – Digital Advertising – Online Searches – Email Marketing.

Unit V: AI, SEO, ML, and NLP

Improved Keyword Research – Content Optimization – Enhanced User Experience – Predictive SEO – Voice and Visual Search Optimization – Machine Learning: Definition and Importance – Natural Language Processing and its Influence on Digital Marketing.

Student Centric Activities

- Develop a content marketing calendar for a brand or startup.
- Create blog posts, infographics, or videos based on chosen niche markets.
- Analyze a brand's content strategy and present strengths, gaps, and improvements.
- Design a mock WordPress site and publish optimized content with SEO principles.
- Participate in peer review and feedback on published content for style, clarity, and effectiveness.

Reference Books:

1. Mitchell, M. (2019). Artificial Intelligence: A Guide for Thinking Humans. Farrar, Straus and Giroux.
2. Russell, S., & Norvig, P. (2021). Artificial Intelligence: A Modern Approach (3rd ed.). Pearson Education.
3. Khan, M. (2020). Artificial Intelligence in Digital Marketing. Independently published.
4. Prado, A. F. (2021). Artificial Intelligence Allied to Digital Marketing. Independently published.
5. Dixit, P. (2023). Digital Marketing in the Age of Artificial Intelligence. TechWorld Publications.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H- (Digital Marketing) SEMESTER-VI

COURSE 19 A: MANAGEMENT & INFORMATION SYSTEMS

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce the basic concepts, components, and types of information systems used in business management.
- Develop an understanding of how information systems support managerial decision-making, operations, and strategy.
- Explain the technological foundation of modern MIS including databases, networks, and enterprise systems.
- Evaluate the ethical and security aspects of managing information in organizations.
- Explore recent trends such as ERP, AI, cloud computing, and data analytics in MIS.

Course Outcomes (COs)

After completing this course, students will be able to:

CO1: Understand the role of information systems in enhancing business performance.

CO2: Analyze the components and types of information systems used in organizations.

CO3: Explain how MIS supports decision-making at different managerial levels.

CO4: Assess the security, ethical, and legal issues related to information systems.

CO5: Apply knowledge of MIS in practical business contexts and emerging technologies.

Unit I: Introduction to Management Information Systems

Definition and Characteristics of MIS – Role and Importance of MIS in Business – Components of MIS: People, Hardware, Software, Data, and Networks – Information vs. Data – Types of Information Systems: TPS, MIS, DSS, ESS – Strategic Role of MIS – Challenges in MIS Implementation.

Unit II: Information Systems and Business Processes

Business Processes and Information Systems Integration – Functional Information Systems: Marketing, Finance, HR, Production – Cross-functional Systems – Business Process Reengineering (BPR) – Enterprise Resource Planning (ERP): Concept, Benefits, and Challenges – Supply Chain and Customer Relationship Management Systems.

Unit III: Database and Network Fundamentals

Introduction to Database Concepts – Data Hierarchy – Database Management System (DBMS) – Types of Databases – SQL (conceptual overview) – Data Warehousing and Data Mining – Basics of Computer Networks – LAN, WAN, Internet, and Intranet – Network Topologies and Protocols – Cloud Computing Basics.

Unit IV: Decision Support and E-Business Systems

Decision-Making Process – Role of MIS in Decision-Making – Decision Support Systems (DSS) and Executive Information Systems (EIS) – Business Intelligence and Data Analytics – E-Commerce and E-Business: Models and Applications – Mobile Computing – Online Payment Systems – Social Media and MIS.

Unit V: Security, Ethics, and Trends in MIS

Information System Security Risks – Cybersecurity Threats – Risk Management and Disaster Recovery – Data Privacy and Protection – Ethical and Legal Issues in MIS – IT Governance and Compliance – Emerging Trends: Artificial Intelligence, Blockchain, Internet of Things (IoT), and Green Computing.

Student-Centric Activities

- Analyze the MIS structure of a real business through a company visit or virtual case study and present findings.
- Develop a flowchart or process map for a business function (e.g., HR recruitment) integrating MIS elements.
- Prepare a group presentation on emerging trends in MIS such as AI, ERP, IoT, or Cloud Computing.
- Conduct a role-play simulating a cyberattack scenario and demonstrate risk mitigation steps and ethical responses.
- Build a simple database using MS Access or Google Sheets to manage sample business data like sales or inventory.

Recommended Textbooks and Readings

1. Laudon, K. C., & Laudon, J. P. (2022). Management Information Systems: Managing the Digital Firm. Pearson Education.
2. O'Brien, J. A., & Marakas, G. M. (2021). Management Information Systems. McGraw Hill.
3. Jawadekar, W. S. (2022). Management Information Systems. Tata McGraw Hill.
4. Raymond McLeod & George Schell (2021). MIS: Foundations of E-Business. Pearson Education.
5. Alexis Leon (2021). Enterprise Resource Planning. McGraw Hill.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

III BBA H- (Digital Marketing) SEMESTER-VI

COURSE 19 B: CONTENT MANAGEMENT SYSTEM

Theory

Credits: 4

4 hrs/week

Course Objective

This course is designed to:

- Equip students with practical knowledge to design and develop professional websites using Content Management Systems (CMS), with a focus on WordPress.
- Enable students to work with various WordPress themes and customize them to suit business or personal website needs.
- Introduce the installation and configuration of plugins for enhancing website functionality, security, and SEO.
- Guide students in managing and structuring website content effectively using WordPress tools.
- Train students in deploying websites from local servers to web hosting platforms, including domain registration and server setup.

Course Outcomes (COs)

After successful completion of the course, the student will be able to:

CO1: Understand the concept and components of CMS platforms, especially WordPress.

CO2: Set up a local server environment and install WordPress.

CO3: Customize themes and use plugins to enhance website performance and functionality.

CO4: Design, develop, and optimize a complete website.

CO5: Deploy and manage content on hosted web servers.

Unit I: Introduction

Hosting your CMS – Types of WordPress – Setting up local server – Downloading XAMPP – Installing XAMPP to create local server

Unit II: Installation

Installing WordPress – Extracting WordPress files – Logging into Word Press Dashboard – Navigating the Dashboard – Functions of Dashboard Components

Unit III: Themes

Installing Word Press Themes – Finding and Customizing Themes – Widgets in Word Press – Installing Premium Themes – Importing Demo Content

Unit IV: Plugins

Installing Word Press Plugins – SEO Optimization Plugins – Speed Optimization – Security Plugins – Contact Form Plugins – Setting up a Contact Page – Basics of One-Page SEO Optimization

Unit V: Page Creation and Deployment

Creating Pages and Managing Settings – Choosing and Registering Domain Names – Selecting Hosting Providers – Setting Up Web Server – Installing WordPress on Server – Migrating Content from Local to Live Server

Student-Centric Activities

- Practical Assignment: Create a fully functional website (e.g., for a business/startup) using WordPress with at least 5 pages.
- Workshop: Hands-on workshop on installing WordPress and configuring themes and plugins.
- Theme Customization Challenge: Design and present a customized theme for a portfolio or blog site.
- Website Audit Presentation: Students audit a live WordPress website and suggest improvements in design, SEO, and usability.
- Group Activity: Collaborate to create a WordPress site for a fictional organization and present the backend setup and user interface.
- Design and launch a basic WordPress website with theme customization and plugin integration.
- Conduct peer reviews of classmates' websites to assess layout, usability, and content structure.
- Create a tutorial video on installing and configuring a CMS locally using XAMPP.
- Develop a content publishing plan for a blog or business site using categories and tags.
- Participate in a workshop on SEO optimization and content scheduling in WordPress.

References

1. Williams, R., & Williams, J. A. (2022). *WordPress for beginners 2022: A visual step-by-step guide to mastering WordPress*. Independently published.
2. Sabin-Wilson, L. (2021). *WordPress all-in-one for dummies* (4th ed.). Wiley.
3. Stern, D. (2020). *WordPress 5 complete: Build beautiful and feature-rich websites from scratch* (8th ed.). Packt Publishing.
4. Totz, J. (2021). *Professional WordPress: Design and development* (3rd ed.). Wrox.
5. Chandler, A. (2022). *SEO 2022: Learn search engine optimization with smart internet marketing strategies*. CreateSpace Independent Publishing.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

**(Re-Accredited by NAAC with “A+” Grade) **

(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-VI

COURSE 20: STOCK MARKETS

Theory Credits: 4

4 hrs/week

Learning Objectives: The objective of this paper is to help students to acquire knowledge on concept of Financial Market and ability to understand the terminologies associated with the field of Financial Market and control along with their relevance. To impart awareness on Primary and Secondary Market, Stock Exchange, SEBI etc.

Learning Outcomes: By the completion of the course, the students will be able to Expose to theory and functions of the Share Market in Financial Sector as job careers and 2. Study the functioning of capital markets and create awareness among the public. Acquire knowledge on operations of Share Market and Research skills and involve in activities of Mutual Funds and stock market firms. Enhance their skills by practicing in preparation of accounting statements

Unit 1: Introduction,; Nature, Scope and basics of stock market, Need of Investment-Short and Long Term investment- Money market Vs Capital Market-Primary Market-Secondary Market - Types of Investors- Speculators, Hedgers, Arbitraders.

Unit 2: Capital Markets: Definition, Participants of Capital Market, Participants of Primary Market, issues of Equity Shares , Preference Shares and Debentures .Typesof Mutual Funds. Secondary Market Stock Exchange - National Stock Exchange of India.

Unit 3: Financial Intermediaries: Depositories -Buy Back of Shares-- Forward Contract and Future Contract- differences –Participants in Future Contract- Clearing of Mechanism.

Unit 4: Stock Indices: Index and its types-SENSEX- Calculation Methodology-Types of Clearing Members.

Unit 5: Regulatory Mechanism: Security and Exchange Board of India (SEBI)-Powers, functions - Over the Counter Exchange (OTCE) of India-Functions and Mechanism.

Activities: • Students shall individually study the work of stock market professionals and agencies and make observations and Report to the teacher.

- Training of students by a related field expert.
- Assignments (including technical assignments like identifying the investors and their activities in share markets

- Seminars, Conferences, discussions by inviting concerned institutions
- Visits to local Investment Institutions, offices,
- Invited lectures and presentations on related topics by field experts.

Reference Books:

1. I.M.Pandey. ,Financial Management, Vikas Publishing House
2. Prasanna Chandra Financial Management TaTa Mc Graw Hill
3. Markets and Institutions Tata McGraw Hill Publishing House
4. Khan MY,Jain PK Financial Management, Tata McGraw Hill
5. Kishore Ravi.M Financial Management, Taxman Publication

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

**(Re-Accredited by NAAC with “A+” Grade) **

(W. e. f. 2025-26 Admitted Batch)

III BBA H– (Digital Marketing) SEMESTER-VI

COURSE 21: STOCK MARKETS ANALYSIS

Theory Credits: 4

4 hrs/week

Learning Objectives: The objective of this paper is to help students to acquire knowledge on functioning of local Capital markets. To impart skills by involving activities of Share Market analysis.

Learning Outcomes: By the completion of the course, the students are able to Expose to theory and functions of the monetary and Financial Sector as job careers and Study the functioning of local Capital markets. Create awareness among the public by giving reporting after analysis and Acquire knowledge on operations of Share Market and Research skills. Enhance their skills by involving activities of Share Market analysis

Unit 1: Introduction, Nature, Scope and basics of stock market analysis: Introduction of Investments- Need of Security Analysis-Types of analysis-Fundamental Analysis, Technical Analysis, and Quantity Analysis.

Unit 2: Fundamental Analysis: Based on Company’s Records and Performance-EPS Ratio Price to Sales Ration-P/Earnings Ratio, P/Equity Ratio, ROI,D/P Ratio- Intrinsic Value-

Unit 3: Technical Analysis: Based on Share Price Movement and Market Trends-Bullish Pattern-Bearish pattern

Unit 4: Quantity Analysis: Based on data for special Research purpose (Descriptive, Correlation, Comparative and Experimental) by preparing questionnaire, observation, focus groups and interviews – Dow Theory

Unit 5: Mutual Funds: Importance and the role of Mutual Fund –Types of Mutual Funds Various schemes in India- Growth Fund, Income Fund, Growth and Income Fund, Tax planning schemes ,other categories, Asset Management Mutual Funds-its method of analysis’s

Activities:

- Students shall individually study the data of selected institutions and their performance by analyzing the statements learning from practical experiences from Chartered Accountants and Cost Accountants and Report to the teacher
- Training of students by a related field expert.
- Assignments (including technical assignments like identifying sources of local financial institutions,

- Seminars, Conferences, discussions by inviting concerned institutions
- Visits to local Financial Institutions like HDFC securities, ICICI Direct Securities Reliance Securities etc.
- Invited lectures and presentations on related topics by field experts.

Reference Books:

1. Khan.M.Y. Financial Management, Vikas Publishing House
2. Bhole.L.M. Financial Markets and Institutions, Tata McGraw Hill Publishing House
3. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill
4. Damodharan Aswath, Valuation: Security Analysis for Investment and corporate Finance., Johnwiely, Newyork
5. Francis.J.C., Investment Analysis and Management, Tata Mc Graw Hill

...

Semester – VII

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

IV BBA H– (Digital Marketing) SEMESTER-VII

COURSE 22: MOBILE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Provide a comprehensive understanding of mobile marketing concepts and tools.
- Enable students to utilize mobile devices and technologies for promoting products and services.
- Familiarize students with mobile applications, websites, SMS, MMS, and campaign delivery options.
- Explore mobile advertising, search marketing, and integration with social media platforms.
- Provide practical exposure to mobile marketing tools such as Buffer for campaign execution.

Course Outcomes (COs)

By the end of the course, students will be able to:

CO1: Effectively use mobile devices and applications for marketing and promotion.

CO2: Design integrated mobile and social media strategies.

CO3: Apply mobile-specific content formats, QR codes, AR, and IVR technologies.

CO4: Execute and analyze mobile advertising campaigns and monitor compliance.

CO5: Demonstrate hands-on skills using Buffer software for managing mobile marketing pages and campaigns.

Unit I: Introduction to Mobile Marketing

Definition and Importance – Understanding Mobile Devices – Choosing the Right Mobile Device – Core Product and Service Offerings – Campaign Delivery Options: SMS & MMS Messaging – Mobile Applications – Mobile Websites – App Marketing Strategies.

Unit II: Supplemental Mobile Products and Services

Campaign Delivery Options: QR Codes – Augmented Reality – Interactive Voice Response (IVR) – Comparison with Traditional Marketing – User Experience and Interactivity.

Unit III: Mobile Advertising and Search

Mobile Advertising Trends – Mobile and Search Integration – Programmatic Ad Buying – Incentives and Loyalty Programs – Mobile Rules and Regulations – Mobile Marketing Compliance.

Unit IV: Mobile Marketing and Social Media Integration

Content Marketing for Mobile – Facebook Ads for Mobile – Location-Based Services – Use of Beacons: Opportunities and Challenges – Responsive Website Design – Mobile Analytics and Measurement – Career Paths in Mobile Marketing.

Unit V: Practical Lab Using Buffer Software

Hands-on Practice with Buffer – Creating Mobile Marketing Pages – Planning and Scheduling Mobile Campaigns – Analytics and Insights – Integration with Other Social Platforms.

Student Centric Activities

- Create a mobile marketing campaign using SMS or QR codes for a local product or service.
- Analyze and present case studies of successful mobile advertising strategies.
- Develop a responsive landing page for a mobile marketing initiative.
- Conduct a class survey on mobile usage behavior and present insights using charts.
- Simulate the use of mobile marketing tools such as Buffer or Mailchimp in lab sessions.

Reference Books (APA Style)

1. Rowles, D. (2013). *Mobile marketing: How mobile technology is revolutionizing marketing, communications and advertising*. Kogan Page.
2. Ghose, A. (2017). *Tap: Unlocking the mobile economy*. MIT Press.
3. Qualman, E. (2019). *Socialnomics: How social media transforms the way we live and do business*. Wiley.
4. Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). Routledge.
5. Ryan, D. (2020). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (5th ed.). Kogan Page.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

IV BBA H- (Digital Marketing) SEMESTER-VII

COURSE 23: SERVICES MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Develop a foundational understanding of the service sector and its significance in marketing.
- Analyze the structure and management of the service marketing mix.
- Understand customer expectations and perception of services.
- Evaluate service failure incidents and apply service recovery strategies.
- Examine marketing applications across various service industries such as banking, healthcare, and hospitality.

Course Outcomes

Upon successful completion of this course, students will be able to:

CO1: Understand the growth, types, and nature of services and the role of the service sector in India's economy.

CO2: Apply the extended marketing mix (7Ps) in designing service marketing strategies.

CO3: Evaluate factors influencing customer expectations and perceptions in service encounters.

CO4: Design effective service recovery mechanisms and understand the quality dimensions in services.

CO5: Analyze and apply marketing concepts to specific service industries like banking, healthcare, hospitality, and BPO.

Unit I: Introduction to Services

Role of services in the Indian economy – Nature and characteristics of services – Reasons for growth in the service sector – Classification of services – Differences between goods and services – Importance of service marketing – Challenges and obstacles in service marketing – Global and Indian scenario of service sector growth.

Unit II: Service Marketing Mix

Marketing management process for services – Segmentation, targeting, and positioning in service marketing – Elements of the services marketing mix: Product, Price, Place, Promotion, People, Process, and Physical Evidence – Strategies for managing the service marketing mix – Controlling and evaluating service marketing performance.

Unit III: Customer Expectations of Service

Definition and types of customer expectations – Factors influencing customer expectations of service – The role of past experiences, personal needs, and word-of-mouth – Issues related to understanding and managing customer expectations – Customer perception of service: Service encounters, service evidence, and customer satisfaction.

Unit IV: Service Quality and Service Recovery

Understanding service failure and its impact – Customer response to service failures – Service recovery: Need, types, and strategies – Designing effective service recovery systems – Service guarantee as a tool for managing failures – Service quality: Dimensions, measurement, and human elements influencing service quality.

Unit V: Marketing of Services

Application of service marketing in key sectors – Marketing of financial services: Banking and Insurance – Marketing in healthcare services – Hospitality and tourism services – Retail and distribution services – Emerging service sectors: Business Process Outsourcing (BPO) – Marketing challenges and strategies in each sector.

Student-Centric Activities

- **Field Visit and Service Audit:** Students visit a local bank, hospital, or hotel to observe service delivery and evaluate service quality using SERVQUAL model.
- **Case Study Analysis:** Analyze real-world service failure and recovery cases from companies like Jet Airways, ICICI Bank, or Apollo Hospitals.
- **Role-Play Activities:** Simulate service encounters (front-office interactions) and practice managing customer expectations and complaints.
- **Mini Project:** Students design a complete service marketing mix (7Ps) for a hypothetical service start-up (e.g., online tutoring, cloud kitchen).
- **Customer Satisfaction Survey:** Conduct and analyze primary data from users of local services (e.g., food delivery apps or salons) to understand customer perception.

Reference Books

1. Rao, K. R. M. (2021). *Service marketing*. Pearson Education.
2. Venugopal, V., & Raghu, N. (2021). *Services marketing*. Himalaya Publishing House.
3. Reddy, P. N. (2022). *Services marketing*. Himalaya Publishing House.
4. Jha, S. M. (2020). *Services marketing*. Himalaya Publishing House.
5. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

IV BBA H– (Digital Marketing) SEMESTER-VII

COURSE 24: TRAINING & DEVELOPMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Provide conceptual clarity on training and development as strategic HR functions.
- Familiarize students with methods of training need assessment, program design, and delivery.
- Develop skills in evaluating training effectiveness and return on training investment.
- Explore various modern methods of learning including e-learning and competency-based training.
- Equip students to design customized training and development programs for diverse organizations.

Course Outcomes (COs)

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

CO1: Understand the strategic role of training in human resource development.

CO2: Conduct training needs analysis and design training programs effectively.

CO3: Apply various training methods suited to employee roles and organizational goals.

CO4: Evaluate training outcomes using scientific models and ROI metrics.

CO5: Design learning interventions using modern tools including e-learning and coaching.

Unit I: Introduction to Training and Development

Definition, Scope, and Objectives of Training – Importance of Training in HRD – Difference between Training, Education, Learning, and Development – Principles of Adult Learning – Role of HR Manager in Training – Training as a Strategic Function – Learning Organizations and Organizational Learning.

Unit II: Training Needs Assessment and Planning

Concept of Training Need Analysis (TNA) – Levels of TNA: Organizational, Task, and Individual – Methods of Identifying Training Needs – Designing the Training Plan – Setting Training Objectives – Identifying Target Audience – Budgeting and Scheduling for Training.

Unit III: Training Methods and Techniques

On the Job Training Methods: Coaching, Mentoring, Job Rotation, Job Instruction Technique
Off the Job Methods: Lectures, Case Studies, Role Plays, Simulation, Sensitivity Training, Outbound Learning – E-Learning, Blended Learning – Training Delivery: Trainer Qualities, Training Aids, Learning Environment.

Unit IV: Management Development and Career Planning

Concept and Importance of Management Development – Techniques of Executive Development – Succession Planning – Competency Mapping – Career Planning and Development – Career Anchors – Counseling and Mentoring – Training for Soft Skills, Leadership, and Managerial Competencies.

Unit V: Evaluation of Training Effectiveness

Purpose and Process of Training Evaluation – Criteria for Evaluation – Kirkpatrick’s Four-Level Model – ROI on Training – Designing Feedback Mechanisms – Post-training Support – Use of Technology in Evaluation – Common Pitfalls in Training Evaluation.

Student-Centric Activities

- **Training Need Analysis (TNA) Project:** Students conduct a mock TNA in a chosen organization (real or hypothetical) and prepare a needs assessment report.
- **Design a Training Module:** Groups develop a complete training program (including objectives, methods, schedule, and evaluation) on topics like leadership, sales skills, or time management.
- **Role Play and Simulation:** Practice training delivery techniques such as role plays, mock coaching sessions, and feedback drills.
- **Case Study Discussion:** Analyze successful and failed training initiatives from companies like Infosys, Tata Steel, or Google and identify key takeaways.
- **E-learning Tool Demo:** Students explore and present modern e-learning platforms (e.g., Coursera, Udemy, Moodle) for workplace training scenarios.
- **Kirkpatrick Evaluation Application:** Apply the four-level evaluation model to assess the effectiveness of a recent training program (actual or simulated).

Recommended Textbooks and Readings

1. Noe, R. A. (2022). Employee Training and Development. McGraw Hill.
2. Rao, P. L. (2022). Training and Development. Excel Books.
3. Blanchard, P. N., & Thacker, J. W. (2021). Effective Training: Systems, Strategies, and Practices. Pearson Education.
4. McGrath, E. H. (2021). Training for Life and Leadership in Industry. Prentice-Hall of India.
5. Goldstein, I. L., & Ford, J. K. (2022). Training in Organizations: Needs Assessment, Development, and Evaluation. Cengage Learning.

Semester – VIII

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

IV BBA H- (Digital Marketing) SEMESTER-VIII

COURSE 25: RETAIL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

This course is designed to enable students to:

- Understand the Fundamentals of Retailing
- Analyze Consumer Behaviour in Retail Contexts
- Evaluate Retail Location and Store Design Decisions
- Understand the Retail Marketing Mix (4Ps/7Ps)
- Comprehend Retail Strategy and Operations

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand the fundamentals of retailing, types of retail formats, and analyze the growth, trends, and career opportunities in the Indian and global retail environment.

CO2: Evaluate retail consumer behavior and decision-making processes, and apply customer relationship management strategies supported by retail technology.

CO3: Apply the 7Ps of the retail marketing mix including merchandise planning, pricing, promotion, store design, service delivery, and branding.

CO4: Manage retail operations and logistics, including inventory control, visual merchandising, supply chain, and retail performance metrics.

CO5: Analyze emerging trends in e-retailing, franchising, FDI, digital and influencer marketing, and assess real-time practices through leading retailer case studies.

UNIT I: Introduction to Retailing

Definition, Meaning, and Evolution of Retailing -Characteristics and Importance of Retailing - Functions of a Retailer -Types of Retailers – Store-based and Non-store based - The Retailing Environment – Indian and Global Context-Growth and Trends in Retail Industry–Retail Marketing as a Career.

UNIT II: Retail Consumer Behavior

Understanding Retail Consumers - Factors Influencing Consumer Buying Behavior-Consumer Decision Making Process in Retail -Market Segmentation and Targeting in Retail -Customer Relationship Management in Retail -Role of Technology in Understanding Customers

UNIT III: Retail Marketing Mix

The 7Ps of Retail Marketing - Product – Merchandise Planning and Category Management - Price – Pricing Strategies in Retail - Place – Store Location, Layout, and Design - Promotion – Advertising, Sales Promotion, and Personal Selling - People – Role of Salespersons - Process – Service Delivery and Queue Management - Physical Evidence – Atmospherics, Branding, Packaging.

UNIT IV: Retail Operations and Logistics

Retail Store Operations – Frontend Back-end - Inventory Management and Merchandise Handling - Visual Merchandising and Planogramming -Retail Supply Chain and Logistics - Retail Technology – POS, RFID, Self-checkout - Retail Metrics – Sales per sq. ft., Footfall, Conversion Rate.

UNIT V: Emerging Trends in Retail Marketing

E-Retailing and Digital Transformation- Socialmedia and Influencer Marketing in Retail - Franchising, FDI in Retail Business in India - Future of Retail Business- Case Studies of Leading Indian and Global Retailers (e.g., Reliance Retail, D-Mart, Walmart, Amazon, IKEA)

Activities:

- Retail Store Visit & Observation Report
- Customer Interview / Survey
- Design a Retail Marketing Plan
- Visual Merchandising Contest
- Retail Metrics Case Exercise

References:

1. Retail Marketing, S.C. Bhati Himalaya Publishing House.
2. Retail Management: Functional Principles and Practices, Gibson G. Vedamani, Jaico Publishing House
3. Retailing Management, Swapna Pradhan, McGraw Hill Education
4. Retail Management, Arif Shaikh & Kaneez Fatima, Himalaya Publishing House
5. Retail Management: A Strategic Approach, Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava, Oxford University Press

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

IV BBA H- (Digital Marketing) SEMESTER-VIII

COURSE 26: CUSTOMER RELATIONSHIP MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Provide conceptual clarity on the foundations of CRM and its strategic importance.
- Impart knowledge on customer lifecycle, customer value, and loyalty models.
- Equip students with skills to manage customer data, engagement, and retention strategies.
- Expose students to CRM technologies, tools, and real-world business applications.
- Develop competencies in designing and implementing CRM strategies for diverse sectors.

Course Outcomes (COs)

Upon completion of this course, students will be able to:

CO1: Understand the evolution and strategic role of CRM in business.

CO2: Apply customer acquisition and retention strategies across various industries.

CO3: Analyze customer data and behavior for business insights.

CO4: Utilize CRM tools and technologies in managing customer interactions.

CO5: Design CRM strategies tailored to business goals and customer expectations.

Unit I: Introduction to CRM

Definition, Evolution and Concept of Customer Relationship Management – Importance of CRM in Today’s Business Environment – CRM Cycle and Process – Goals and Objectives of CRM – Strategic Framework for CRM – Benefits of CRM to Customers and Business – CRM vs. Traditional Marketing.

Unit II: Customer Life Cycle and Retention Strategies

Understanding Customer Lifecycle – Customer Acquisition, Retention and Development – Strategies for Customer Retention and Loyalty – Role of Customer Satisfaction and Value – Measuring Customer Lifetime Value (CLV) – Concepts of Customer Delight, Complaint Management, and Recovery Strategies.

Unit III: Customer Data Management and Analytics

Role of Information Technology in CRM – Data Warehousing and Data Mining in CRM – Customer Profiling – Use of RFM (Recency, Frequency, Monetary) Analysis – Predictive Analytics for Customer Segmentation – Privacy and Ethical Issues in Customer Data Usage.

Unit IV: CRM Tools and Technologies

Overview of CRM Software Solutions – Salesforce, Zoho, HubSpot (Introductory exposure) – Operational, Analytical, and Collaborative CRM – E-CRM – Mobile CRM – CRM Dashboards and Reports – CRM in Call Centers and Customer Support – Role of AI and Automation in CRM.

Unit V : CRM Applications in Various Sectors

CRM in Banking, Insurance, Retail, Healthcare, and Hospitality – CRM in B2B and B2C Markets – Social CRM – Measuring CRM Effectiveness – Best Practices and Case Studies – Challenges in Implementing CRM – Future Trends in CRM: Chatbots, Omni-channel CRM, Customer Experience (CX) Optimization.

Student Centric Activities

- Develop a customer journey map for a selected brand or service.
- Simulate a CRM strategy using a case study of a retail or service organization.
- Design a CRM dashboard using Excel or CRM software (e.g., Zoho, Salesforce demo).
- Conduct a survey to understand customer satisfaction and propose CRM improvements.
- Role-play a customer interaction scenario focusing on relationship building and conflict resolution.

Recommended Textbooks

1. Buttle, F. & Maklan, S. (2022). *Customer Relationship Management: Concepts and Technologies*. Routledge.
2. Kumar, V. & Reinartz, W. (2021). *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.
3. Shainesh, G. & Jagdish N. Sheth (2021). *Customer Relationship Management: A Strategic Perspective*. Macmillan.
4. Dyche, J. (2022). *The CRM Handbook: A Business Guide to Customer Relationship Management*. Addison Wesley.
5. Zikmund, W.G., McLeod, R., & Gilbert, F.W. (2021). *Customer Relationship Management*. Wiley India.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
**(Re-Accredited by NAAC with “A+” Grade) **
(W. e. f. 2025-26 Admitted Batch)

IV BBA H- (Digital Marketing) SEMESTER-VIII

COURSE 27: BUSINESS RESEARCH METHODOLOGY

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce the fundamentals of business research and its role in decision-making.
- Equip students with the knowledge to design research studies and choose appropriate methods.
- Develop skills in data collection, analysis, and interpretation.
- Foster critical thinking and analytical skills in evaluating research findings.
- Enable students to prepare and present effective research reports.

Course Outcomes (COs)

On successful completion of the course, students will be able to:

CO1: Understand various research methodologies applicable to business studies.

CO1: Formulate research problems and hypotheses effectively.

CO1: Design and execute surveys and other data collection techniques.

CO1: Apply statistical tools for data analysis and draw valid inferences.

CO1: Prepare comprehensive research reports using academic standards.

Unit I: Introduction to Business Research

Meaning, Objectives, and Significance of Business Research – Characteristics of Good Research – Types of Research: Basic vs. Applied, Exploratory, Descriptive, and Causal – Research Process: Steps in Research – Ethical Issues in Business Research – Limitations of Research in Business Decision-making.

Unit II: Research Design and Formulation

Meaning and Importance of Research Design – Types of Research Designs: Exploratory, Descriptive, and Experimental – Identification and Formulation of Research Problem – Setting Objectives – Formulation of Hypothesis – Types of Hypotheses – Testing of Hypotheses – Concept of Variables.

Unit III: Sampling and Data Collection Methods

Sampling: Definition, Need, and Types – Probability and Non-Probability Sampling Techniques – Sampling and Non-sampling Errors – Primary and Secondary Data – Data Collection Methods: Questionnaire, Schedule, Interview, Observation – Scaling Techniques: Likert Scale, Semantic Differential Scale, Rating Scales – Pilot Testing and Pre-testing Tools.

Unit IV: Data Analysis and Interpretation

Data Preparation – Editing, Coding, Tabulation – Descriptive Statistics: Mean, Median, Mode, Standard Deviation – Inferential Statistics: t-Test, Chi-square Test, ANOVA (conceptual understanding only) – Use of Software Tools like MS Excel/SPSS (basic exposure) – Correlation and Regression – Data Interpretation and Validity.

Unit VII: Research Reporting and Presentation

Essentials of a Good Research Report – Types of Reports: Technical, Popular, Interim, Summary Reports – Report Structure: Title Page, Table of Contents, Introduction, Body, Conclusions, Bibliography, Appendices – Guidelines for Writing a Research Report – Report Presentation: Tables, Graphs, Charts – APA/MLA Citation Styles – Oral Presentation and Viva Voce Preparation.

Student-centric activities

- **Research Problem Formulation Exercise:** Students identify a real-world business issue and frame a research problem with objectives and hypotheses.
- **Survey Design and Data Collection:** Design a questionnaire and collect primary data from at least 30 respondents.
- **Mini Research Project:** Carry out a short research study using any one method (survey, interview, etc.) and submit a brief report.
- **Data Analysis Practice:** Use Excel or SPSS to calculate basic statistics (mean, standard deviation, t-test) from sample data.
- **Research Report Presentation:** Prepare and present a structured research report including graphs, tables, and citations.

Recommended Textbooks

1. Kothari, C.R. & Garg, G. (2022). *Research Methodology: Methods and Techniques*. New Age International.
2. Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2021). *Business Research Methods*. Cengage Learning.
3. Uma Sekaran & Bougie, R. (2022). *Research Methods for Business: A Skill Building Approach*. Wiley India.
4. Ranjit Kumar. (2022). *Research Methodology: A Step-by-Step Guide for Beginners*. SAGE Publications.
5. Krishnaswami, O.R. & Ranganatham, M. (2022). *Methodology of Research in Social Sciences*. Himalaya Publishing.