

Subject Name	L	T	P	Credit
C2-COM2AG - New venture planning	6	0	0	6

**Unit 1:**

New venture: meaning and features - opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: the role of creative thinking. Developing your creativity. Impediment to creativity.

**Unit 2:**

Methods to initiate Ventures - the pathways to new ventures for entrepreneurs, creating new Ventures. Acquiring an established venture: advantages of acquiring an ongoing venture. Examination of key issues. Franchising: how a franchise works. Franchise law. Evaluating the franchising opportunities.

**Unit 3:**

The search for Entrepreneurial capital: the entrepreneurs search for capital. The venture capital market. Criteria for evaluating new venture proposals. Evaluating the venture capitalist. Financing stages. Alternate source of financing for Indian entrepreneurs. Bank funding. Government policy packages. State financial corporations. Business incubators and facilitators. Information risk capital: angel investors.

**Unit 4:**

Business plan preparation for new Ventures - business plan: concept. Pitfalls to avoid in business plan. Benefits of a business plan. Developing a well conceived business plan. Elements of a business plan: executive summary. Business description. Marketing: market niche and Market share. Research, design and development. Operation management. Finances. Critical risk.

**Unit 5:**

Marketing aspects of new Ventures - developing a marketing plan. Customer analysis, sales analysis and competition analysis. Market research. Sales forecasting, evaluation pricing decision.

**UNIT 6:**

Government schemes for new Ventures: different schemes like startup India, stand up India, make in India, the venture capital assistance scheme, multiplier grand scheme for it research and development, credit guarantee, comparative analysis of various government schemes.

**Outcomes:**

- Generate a business idea using different techniques and describe sources of innovative ideas.
- Evaluate advantages of acquiring an ongoing venture with a case study.
- Present a comparative analysis of various government schemes which are suitable for the business idea.
- Develop a marketing plan for a business idea.
- Prepare and present a well conceived business plan.

**Text books:**

- Vasant Desai, Business Planning and Entrepreneurial Management, Himalaya Publishing House, New Delhi



- Robert, Manimala, M. Peter's, Shepherd, Entrepreneurship, Tata McGraw Hill, India
- Sapna Bansal Tonye Stephen Lawson, New venture planning, JSR Publishing House, New Delhi
- Holt, David H, Entrepreneurship: New Venture Creation, PHI learning, New Delhi
- S.S. Khanka, Entrepreneurial Development, S Chand, New Delhi

Subject Name	L	T	P	Credit
M2 - BBAB1T - Marketing Management	6	0	0	6

## Unit 1:

Nature and scope of marketing, selling versus marketing, basic concepts and approaches, marketing management philosophies, concept of holistic marketing. Market segmentation, marketing mix, marketing environment, marketing system.

## Unit 2:

Product strategy. Product classification and product mix, branding and packaging decision, integrated marketing Communication. Promotion mix: advertising, publicity, selling, sales promotion and public relation.

## Unit 3:

Pricing decision, methods of setting prices, pricing strategies, product promotion, rural marketing. Steps for taking lead in startups. Modern marketing, future marketing.

## Unit 4:

Service marketing - introduction growth of service sector, concept, characteristics, classification of service designing, developing human resources. Marketing of services with special reference to 1. Financial services 2. Health services 3. Hospitality services including travel, hotels and tourism. 4. Professional services 5. Public utility services 6. Educational services.

## Unit 5:

Channel of distribution, logistics supply chain management, factors affecting choice of channel, types of intermediaries and their roles. types of retailing, retail Management, internet marketing, non profit marketing.

## Outcomes:

- Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.
- Differentiate between categories of consumer criteria for determining value.
- Recognise how to identify target markets and environment by analysing demographics and consumer behaviour.
- List best practices for responsible marketing and how to manage marketing efforts synthesize ideas into a business plan for entrepreneurial startup Ventures.
- The students will be able to emphasis on various aspects of service marketing which make it different from goods marketing.

## Text books:

- Saxena Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019 -6th edition)
- S.A. Sherlekar, Marketing Management, Himalaya Publishing House (2015)
- Philip Kotler, Marketing Management, Pearsons Education (2015)
- Krishna K. Havaladar and Shailendra Dasari B2B Marketing Text and Cases McGraw, New Delhi (2021 5th edition)
- Nair Rajan Gupta C.B. Marketing Management Sultan Chand & Sons, New Delhi (2018).

Subject Name	L	T	P	Credit
M2 - BBAB2T - Marketing Research	6	0	0	6

## Unit 1:

Definition, concept and objectives of marketing research. advantages and limitations of marketing research. problems and preparations in marketing research. analysing competition and consumer markets, market research methodology.

## Unit 2:

Types of marketing research: consumer research, product research, sales research and advertising research. various issues involved and ethics in marketing research. rural marketing research. institutional management and research.

## Unit 3:

Problem formulation in statement of research. Research process. Research design - exploratory research, descriptive Research and experimental research designs. Decision theory and decision tree.

## Unit 4:

Methods of data collection: observational and survey methods. Questionnaire, design attitude measurement techniques.

## Unit 5:

Administration of surveys, sample designs, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, concept, need, objectives of hypotheses, types of hypotheses and its uses report writing

### Outcomes:

- Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
- Provide a detailed overview of the stages in the market research process.
- Develop research questions and objectives that can be addressed in a research design.
- Develop an appropriate market research design for the clients.
- Manage the data collection process use contemporary statistical packages to calculate and report descriptive statistics from quantitative data interpret data analysis in the context of the identified business problem.
- Communicate research results in the return report and oral presentation formats.

### **Text books:**

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi (2019 4th edition)
- Cooper DR and Schindler , Business research methods, Tata McGraw Hill, New Delhi latest edition.
- Kothari, CR and Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. 2019
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Pearsons Education (2019-7th Edition)
- Malhotra NC, Marketing Research, Pearsons, New Delhi (2015)
- G.C.Berry, Marketing Research, TMH, New Delhi (2020)

Subject Name	L	T	P	Credit
V1-COM-DIGT - Digital Marketing	4	0	0	4

**Unit 1:**

Meaning of digital marketing, differences from traditional marketing, return of investments on digital marketing versus traditional marketing. E-Commerce tools used for successful marketing SWOT analysis of business for Digital Marketing, meaning of blogs, websites, portal and their differences, visibility, visitor engagement, conversion process, retention, performance evaluation.

**Unit 2:**

Search Engine Optimization: on page optimisation techniques, off page optimization techniques, preparing reports, creating search campaigns, creating display campaigns.

Social Media Optimisation: Introduction two social media marketing, advanced Facebook marketing, word press blog creation, Twitter marketing, LinkedIn marketing, Instagram marketing, social media analytical tools.

**Unit 3:**

Search Engine Marketing: meaning and use of search engine marketing, tools used - pay per click, google adwords, display advertising techniques, report generation.

Website traffic analysis, Affiliate Marketing and Ad Designing: Google analytics, online reputation management, email marketing, affiliate marketing, understanding adwords algorithm, advertisement designing.

Practical:

- Design SEO to improve page rank of our college.
- Monitor traffic of your website using Google analytics.
- Using search engine submission improves online recognition and visibility of websites.
- Designing a blog.
- Use of cross linking.
- On/off optimization of the website.
- Design back link and outbound link of websites.
- Web development, audio video production.
- Digital content creation, product and sales review analysis.

**Outcomes:**

- Understand digital marketing, importance thereof, meaning of website and levels of website, difference between blog, portal and website.
- Understand the working of SEO (search engine optimization) phone page optimisation, off page optimisation and will learn to prepare reports.
- Learn about SMO (social media optimisation) like Facebook, Twitter, LinkedIn, Tumblr, pinterest, and other social media services optimization.
- Understand paid tools like Google ad words, display advertising techniques.
- Learn apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and add designing.

**Text books:**

- Ahuja Vandana, Digital Marketing, Oxford University press (2016) ISBN 9780 19 945 5447.
- Sainyromi, Nargundkar Rajendra, Digital Marketing: Cases from India, Notion Press (2018) ISBN 9781644291931, 1644291932.