

Tel. No.: 2419700/2419567  
Fax: 0821-2419363/2419301



Email: [registrar@uni-mysore.ac.in](mailto:registrar@uni-mysore.ac.in)  
[www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

Vishwavidyanilaya Karyasoudha  
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29(2)/2021-22

Date: 19-04-2023

### NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.B.A. (Hons.) (Communication and Media Management)** course under Specialized Programme from the academic year 2023-24-reg.

- Ref.: 1. Decision of the BOS Meeting held on 11-01-2023.  
2. Decision of the Faculty of Commerce meeting held on 09-03-2023.  
3. Decision of the Academic Council meeting held on 24-03-2023.

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The Board of Studies in **B.B.A. (Communication and Media Management) (UG)** at its meeting held on 11-01-2023 has recommended the approval of 2<sup>nd</sup> year Syllabus of **B.B.A. (Hons.) (Communication and Media Management)** course in University of Mysore under specialized/specified programs from the academic year 2023-24 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 09-03-2023 and 24-03-2023 respectively, have also approved the above proposal and the same is hereby notified.

The syllabus of **B.B.A. (Hons.) (Communication and Media Management)** course is uploaded in University website. The contents may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

  
REGISTRAR

University of Mysore  
MYSURU - 570 005

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemagangotri, Hassan.
3. Prof. C.K. Puttaswamy, DoS in Journalism and Mass Communication, Manasagangothri, Mysuru.
4. The Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

**Dr. C K Puttaswamy**  
Professor and Chairman  
BoS in BBA (Communication and Media Management)

**To,**

1. The Syndicate Section, University of Mysore
2. The Academic Section, University of Mysore
3. The Director, PMEB, University of Mysore

Dear Sir / Madam,

Sub: Submitting proceedings of the BoS meeting in connection with specialized BBA  
(Communication and Media Management) program.  
Ref: Your letter No. PMEB-5/21/Spl./2022-23 dated 27-12-2022.

With reference to the above, I am herewith submitting a copy of the proceedings of the meeting of the members of BoS in BBA (Communication and Media Management) along with the recommended list of courses and respective syllabi for your further needful action.

Thanking you,

Sincerely your's

  
(C K Puttaswamy)

**Copy to:** The Registrar, University of Mysore, for your Information



**Proceedings of the meeting of the members of the Board of Studies in BBA (Communication and Media Management) (UG) held on 11-01-2023 at 10.30 AM at the CRESTA First Grade College, Mysuru.**

- Ref:** 1. No. UA2/159(1)/2017-2018 dt 18-03-2021  
2. No. PMEB-5/21/Spl./2022-23 dt 27-12-2022

With references to the above cited, a meeting of the members of the Board of Studies in BBA (Communication and Media Management) has been conducted at the CRESTA First Grade College on Wednesday the 11-01-2023 at 10.30 AM. The following members have attended the meeting.

- |                            |                |
|----------------------------|----------------|
| 1. Dr K S Muthamma         | Invited Member |
| 2. Dr. D Anupama Sundar    | Member         |
| 3. Dr. P Lakshmi           | Member         |
| 4. Dr. H M Rakesh          | Member         |
| 5. Dr. K S Chaitra Bocheer | Member         |
| 6. Prof. C K Puttaswamy    | Chairman       |

*Handwritten signatures and dates:*  
Muthamma 11/01/23  
D. Anupama Sundar 11/01/23  
P. Lakshmi 11/1/23  
Rakesh H. M.  
K. S. Chaitra Bocheer 11/1/23  
C. K. Puttaswamy

The following member were absent for the meeting.

1. Sri. M Praveen Kumar Member

The meeting was initiated with a welcome speech by Prof. C K Puttaswamy, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus of 2<sup>nd</sup> Year (3<sup>rd</sup> and 4<sup>th</sup> Semester) as per NEP 2020 Regulations for various courses to be offered as part of the proposed BBA (Hons.) (Communication and Media Management) UG program. The draft of the titles of the courses and the respective syllabi are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. The proposed BBA (Hons.) (Communication and Media Management) should be offered under the common NEP 2020 regulations being followed by the University from time to time for the existing general (conventional) BBA program. The only difference is in the titles of various courses and their respective syllabi offered under DSC and DSE.
2. The overall number of credits to be earned by the students and distributions of credits in each semester are exactly on par with the existing BBA (Hons.) program of the University.
3. The titles of the various courses along with the credit patterns and the respective syllabi for the proposed program are given in ANNEXURE BBA (Hons.) (Communication and Media Management).

*Handwritten signature:* C K Puttaswamy  
CHAIRMAN



ಸಂಖ್ಯೆ: ಪಿ.ಎಂ.ಇ.ಬಿ.-5/21/Spl./2022-23

ದಿನಾಂಕ: 27.12.2022

ಇವರಿಗೆ:

ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು/ಸದಸ್ಯರುಗಳು  
Specialized Programme  
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು

ಮಾನ್ಯರ,

ವಿಷಯ: ಅಧ್ಯಯನ ಮಂಡಳಿಯ ವಾರ್ಷಿಕ ಸಭೆಯನ್ನು ಏರ್ಪಡಿಸುವ ಬಗ್ಗೆಗೆ

.....

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ Specialized Programme ಅಡಿಯಲ್ಲಿ ರಚಿತವಾಗಿರುವ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು, ವಾರ್ಷಿಕ ಸಭೆಗಳನ್ನು ದಿನಾಂಕ 16.01.2023ರೊಳಗೆ ಏರ್ಪಡಿಸಿ, Specialized Programmeನಡಿ ಮಾನ್ಯತೆ ಪಡೆದ ಕೋರ್ಸ್‌ಗಳ ಪಠ್ಯಕ್ರಮಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ತಮ್ಮ ಶಿಫಾರಸ್ಸುಗಳಲ್ಲಿ ಸದರಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಭೆಯ ನಡವಳಿ ಪತ್ರದೊಂದಿಗೆ ಈ ಕಛೇರಿಗೆ (ಪಿ.ಎಂ.ಇ.ಬಿ.) ಜರೂರಾಗಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ಸಲ್ಲಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.

ತಮ್ಮ ವಿಶ್ವಾಸಿ



ಕುಲಸಚಿವರು

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಮೈಸೂರು-570 005

2/1/2023

2/1/2023

4/1/23

ಪ್ರತಿ:

1. Specialized Programme ಅಡಿಯಲ್ಲಿ ಮಾನ್ಯತೆ ಪಡೆದಿರುವ ಸಂಸ್ಥೆಯ ನಿರ್ದೇಶಕರು/ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ
2. ಮಾನ್ಯ ಕುಲಸಚಿವರು/ಕುಲಸಚಿವ (ಪರೀಕ್ಷಾಂಗ)ರವರ ಆಪ್ತ ಸಹಾಯಕರು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
3. ಕಛೇರಿ ಪ್ರತಿ.



**NOTIFICATION**

Sub: Constitution of the Board of Studies in **BBA (Communication and Media Management) (UG)**

Ref: Letter dated 01-03-2021 received from Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.

\* \* \* \* \*

Pursuant to the approval of the Hon'ble Vice-chancellor and pending approval of the University Syndicate the Board of Studies in **BBA (Communication and Media Management) (UG)** is constituted as per the Statutes framed under Section 33 (1) and (2) of the Karnataka State Universities Act 2000, with the following members for a period of **three years** from the date of this notification or until further orders, whichever is earlier.

1.	Prof.C.K.Puttaswamy Professor, DOS in Journalism and Mass Communication, Manasagangotri, Mysuru.	Chairman
2.	Dr.H.M.Rakesh Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
3.	Sri.M.Praveen Kumar HOD - Management & Assistant Professor, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
4.	Dr.P.Lakshmi Associate Professor, Department of Business Administration Vidyavardhaka College of Engineering, P.B.No.206, Gokulam III Stage, Mysuru - 570 002	Member
5.	Dr.D.Anupama Sundar Associate Professor, JSS Centre for Management Studies, JSS S & T University, JSS TI Campus, Mysuru - 570 006	Member
6.	Dr.K.S.Chaitra Bocheer Associate Professor, Department of Management Studies, Bangalore Institute of Technology, K.R.Road, V.V. Pura, Bengaluru - 560 004	Member

  
**REGISTRAR** 20/3/2021  


**To:**

1. The Concerned Members.
2. Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028
3. The Dean, Faculty of Commerce, University of Mysore, Mysuru
4. The Registrar (Evaluation), University of Mysore, Mysuru.
5. The Finance Officer, University of Mysore, Mysuru.
6. The Director, PME, University of Mysore, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent (Academic), AB, UOM, Mysuru.
8. P.A. to the Vice-Chancellor/Registrar/Registrar(Evaluation), UOM, Mysuru.
9. The Superintendent, Ph.D Section, Examination Branch, UOM, Mysuru.

**Curriculum as per  
National Educational Policy (NEP 2020)**

**BACHELOR OF BUSINESS  
ADMINISTRATION (BBA)  
(Communication and Media Management)**

**III and IV Semester Syllabus.**

10-1  
14 pages

## Syllabus of BBA (Communication and Media Management)

Sl. No.	Subject	Courses	Hrs/Week	Credits	L:T:P
<b>III Semester</b>					
3.1	Language I	AECC	4	3	2:1:0
3.2	Language II	AECC	4	3	2:1:0
3.3	Media Planning	DSC-7	4	4	4:0:0
3.4	Story Boarding	DSC-8	4	4	4:0:0
3.5	Digital Marketing	DSC-9	4	4	4:0:0
3.6	Artificial Intelligence/ Financial Education and Investment Awareness	SEC	4	2	2:0:0
3.7	India and Indian Constitution/Open Elective	OEC	4	3	3:0:0
3.8	Sports/NCC/NSS/Cultural/others (if any)	SEC-VB		2	0:0:2
			<b>Total</b>	<b>25</b>	
<b>IV Semester</b>					
4.1	Language I	AECC	4	3	2:1:0
4.2	Language II	AECC	4	3	2:1:0
4.3	Integrated Marketing Communication	DSC-10	4	4	4:0:0
4.4	Brand Management	DSC-11	4	4	4:0:0
4.5	Management Accounting	DSC-12	4	4	4:0:0
4.6	Artificial Intelligence/ Financial Education and Investment Awareness	SEC	4	2	2:0:0
4.7	India and Indian Constitution/Open Elective	OEC	4	3	3:0:0
4.8	Sports/NCC/NSS/Cultural/others (if any)	SEC-VB		2	0:0:2
			<b>Total</b>	<b>25</b>	



### III SEM

3.1. Language I (3 Credits) (2:1:0)

3.2. Language II (3 Credits) (2:1:0)

3.3. Media Planning (4 Credits) 4:0:0

**Unit 1:** An Overview of Indian Media Scenario - Defining Media Planning - The shift of Media Planning function from - Advertising Agencies to independent Buying - Agencies - The Ramifications. Major Media Buying Agencies and Agency Affiliations - Sources of Media Information: Population Census, Annual Economic Survey, India-Year Book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) - Handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, Data on Market Share.

**Unit 2:** Media Characteristics - Media Brief - Marketing Information Checklist - Marketing Problem - Objectives Product Category Information Geography/Location Seasonality/Timing Target Audience.

**Unit 3:** Media Planning and its Application - Defining Media Objectives, Target Audience - Objectives, Distribution Objectives, Media Terms, Problems associated with media planning, Media Weight Theories -Various Models of Media Planning : Bill Harvey's - Expansion Model, Recency Model and Other Models.

**Unit 4:** Understanding Media Objectives, Strategy, Scheduling - Strategy and Media Plan Setting Media Objectives: Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions within Media, Evaluating and Selecting Media Vehicles Developing Media Strategy.

**Unit 5:** Budgeting and Evaluation Plan - Budgeting : Setting and Allocating the Budget, Different Methods of Setting Budget-Competitive Spending, Objective and Task, Expenditure per Rate, Factors Affecting the Size of the Budget Presentation of Media Plan to a Client and Evaluation of Media Plan Media Matrix and Measurability and Payment Methods.



### Reference Books:

1. Barban Arnold: Media Planning, USA, NTC Business Book, 1997.
2. Barton Et Al: Essentials of media planning, USA NTC Business Book, 1993.
3. Bara Joel & Dixit Veena: Mass Media in India 1998-99, New Delhi, Publication Division 1999.
4. Coyne Richard: Turning of Place: Sociable Space and Perspective Digital Media (UK: MIT Press, 2010).
5. Dominick Joseph R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007).

### 3.4. Story Boarding (4 Credits)

4:0:0

**Unit 1:** Basics of Story Board: Understanding the Concept and Story Development: Introduction to Principles of Drawing, Scripting & Story boarding for animation: Creation and Development. Storyboard – Definition, Importance of storyboarding, Storyboard formats, Composition rules – Concept of panels and its usages, Camera angles and shots, visual continuity, Hook-ups, OL & UL, Props, transitions.

**Unit 2:** Types of Story Board Hours: 18 Introduction of Story Board and Types of Story Board. Scripting & Story boarding for animation. Creation and Development.

**Unit 3:** Techniques of Shots & Cameras Hours: 18 Applying Angles and Shots: Understanding different camera angles and shots and applying in your own group project. Camera Panning techniques, Zoom-in & Zoom-out, Cut - shot, Dissolve transform, trick shot, hook-up shot etc. Using standard symbols in story-board to depict the camera angles, zooming options etc. Creating your own animatics.

**Unit 4:** Introduction to Character Design & Props Hours: 18 Props Design: Create your own cartoon character and its relative props. Understanding the Character Bible: size relation chart and their respective props etc.

**Unit 5:** Visualise the Characters, Location and story props, Create a story-board for their own characters, dialogues, Experiment different types of story-board, Creation of Animatic - Scanning storyboard panels and synchronizing it with the sound tracks.

### Reference Books:

1. How to Draw Animation- Learn the Art of Animation from Character Design to Storyboards and Layouts: Christopher Hart.
2. The Art of the Storyboard - Storyboarding for Film, TV, and Animation: John Hart.

3. Prepare to Board! Creating Story and Characters for Animation Features and Shorts, 2nd Edition by Nancy Beiman (2012).

4. Cartooning: Character Design (HT291) (How to Draw & Paint) Paperback – April 1, 2006 by Editors Of Walter Foster (Editor), Sherm Cohen (Illustrator).

### 3.5. Digital Marketing (4 Credits)

4:0:0

**Unit 1:** Introduction to Digital Marketing. Introduction, Objectives, Definition of Digital marketing. Nature and Scope of Digital marketing. Digital marketing concept, Digital marketing environment, Digital economic and non-digital economic.

**Unit 2:** Operations of Digital Marketing - Digital Marketing- Techniques, Objective and Needs. Product pricing - Techniques of packing. Online-payment mechanism – E-payment Legal and Ethical Issues in Digital Marketing – Digital Marketing budgeting – Resource planning – Cost estimating – Cost budgeting – Cost control.

**Unit 3:** SEO - its applications, website, purposes, characteristics and appeal. Social Media Tools in Digital Marketing.

**Unit 4:** Fundamental of E-CRM. Evolution, Meaning and Definition of E-CRM, Benefits of E-CRM - Objectives of E-CRM , Feature of E-CRM - Importance of E-CRM - Difference b/w CRM and E-CRM - E-CRM through customer Analysis with examples.

**Unit 5:** Digital Media Planning - Concepts and Process -Understanding Google AdWords – Choosing Keywords, Optimization Social Media Ad Planning – Understanding Paid Ad Platforms, and Monitoring Real time Campaign Optimization.

#### Reference Books:

1. Digital Marketing by Vandana Ahuja, Oxford University Press.
2. Anderson Kristin L., Kerr J. Carol , Customer Relationship Management, 2001, by McGraw-Hill Education.



## OEC

### 3.5 Social Media Marketing (OEC) (3 Credits)

3:0:0

**Pedagogy:** Classrooms lecture, tutorials, and Problem Solving.

**Course Outcomes:** On successful completion of the course, the Students will demonstrate:

- Define social media marketing goal setting for successful online campaigns.
- Analyze the effective social media marketing strategies for various types of industries and businesses.
- Design social media content and create strategies to optimize the content's reach to the target audience.
- Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
- Design a suitable social media campaign for the business goals.

### **Syllabus:**

**Unit 1** Social Media Introduction - Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.

**Unit 2** Facebook -Instagram marketing Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, Creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, Setting a theme and flow on Instagram, and generating Leads.

**Unit 3** Twitter Marketing - Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.

**Unit 4** YouTube marketing - Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.

**Unit 5 Search Engine Optimization-Recent trends and challenges - Search Engine Optimisation (SEO)**  
Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.

**Skill Developments Activities:**

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a search engine optimization(SEO) dashboard.

**Text Books:**

1. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
2. Matt Golden (2022), Social Media Marketing, 1<sup>st</sup> Edition, Bravex Publications.
3. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
4. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.
5. Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.



**Pedagogy:** Classrooms lecture, tutorials, and Problem Solving.

**Course Outcomes:** On successful completion of the course, the Students will demonstrate

- Describe the importance and application of various concepts of rural marketing.
- Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behavior.
- Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.
- Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.
- Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.

### **Syllabus:**

**Unit 1** Introduction to Rural Marketing - Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment: rural population, occupation pattern, income generation, location of the rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities.

**Unit 2** Rural Consumer Behavior Consumer buying behavior in rural markets, factors affecting consumer behaviour, rural consumer buying process, the rise of rural consumerism. Market segmentation – Bases for segmenting rural consumer markets.

**Unit 3** Rural Product and Pricing Strategy - Rural product, Rural product classification, product life cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.

**Unit 4** Rural Distribution and Communication Strategy - Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.

Rural communication strategy, challenges in rural Communication, creating promotion mix for rural audiences: advertisement, sales promotion, publicity.

**Unit 5** Regulations and Recent Trends in Rural Marketing - Regulated market, Regulated Market in India, Future of Regulated Markets in India, Role of Govt in Developing rural marketing, Public Distribution Systems (PDS), Food Corporation of India, Self Help Groups (SHG's). Agricultural Credit Policy, Digitalizing rural India, online marketing reach in the rural market, recent trends in packing,

labelling, grading, transporting, order processing, payment methods, storage and warehousing and Corporate farming.

**Skill Developments Activities:**

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

**Text Books:**

1. Debarun Chakraborty and Soumya Kanti Dhara, et al. ( 2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.
3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.
4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.
5. T.P.Gopaldaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.



## IV Sem BBA

4.1. Language I (3 Credits)

(2:1:0)

4.2. Language II (3 Credits)

(2:1:0)

4.4 Integrated Marketing Communication (4 Credits)

(4:0:0)

**Unit 1:** An Introduction to Integrated Marketing Communication (IMC) and models: Meaning and role of IMC in Marketing process, one voice communication v/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behavior. Communication response hierarchy- AIDA model.

**Unit 2:** Planning for Marketing Communication (Marcom): Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives.

**Unit 3:** Budgeting in Integrated marketing - Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

**Unit 4:** Developing the Integrated Marketing Communication Programme: Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning.

**Unit 5:** Measuring Effectiveness and control of Promotional Programmes: Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC. The ethical, social, and legal aspects of advertising and promotion-, Social Communication Different legislative and self-regulatory codes controlling advertising and promotions in India viz. advertising councils code, print media codes, broadcasting media codes and regulations governing sales promotion, packaging, direct marketing and internet marketing.

### Reference Books:

1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective TATA McGraw Hill.
2. Terence A. Shimp Pub. Advertising & Promotion: An IMC approach Cengage Learning.
3. Kenneth Clow and Donald Baack, Integrated Advertising, Promotion, and marketing Communication, Pearson.
4. Jaishri Jethwaney & Shruti Jain Advertising Management, Oxford.

#### 4.5 Brand Management (4 Credits)

(4:0:0)

**Unit 1:** The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), Difference between product and brand, What can be branded, Importance of branding to company and customers, challenges and opportunities of branding, Strategic brand management.

**Unit-2** – Customer based brand equity and its model.

**Unit -3-** Brand awareness, brand positioning, POP and POD, brand image, brand value, and brand mantra.

**Unit -4-** Criteria for choosing brand elements, different types of brand elements, leveraging secondary brand associations.

**Unit -5-** Brand Strategy, portfolios and brand extension, Global branding, barriers to global branding.

#### Reference Books:

1. Strategic brand management, Kevin Lane Keller.
2. Brand management-The Indian context, YLR Murthy.
3. Compendium Brand Management, Chunnawalla.

#### 4.5. Management Accounting (4 Credits)

(4:0:0)

**Unit 1:** Management Accounting: Meaning and Definitions, Nature, Scope and Objectives of Management Accounting, Difference between Cost and Management Accounting and Management Accounting and Financial Accounting. Limitations of Management Accounting.

**Unit 2:** Marginal Costing: Basic concepts and Definitions, assumptions contribution, P/V ratio. BEP, margin of safety. Make or buy decisions, graphical analysis. Unit 3-Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making.

**Unit 3:** Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making

**Unit 4:** Analysis of Financial Statements: Meaning, tools of financial statements-(Common size, comparative, Trend analysis, Ratio analysis). Profitability Ratio- G/P, N/P, Operating Ratio, EPS, Turnover Ratio, Debtors Turnover ratio, Creditors Turnover ratio, Stocks Turnover ratio, working Capital Turnover ratio, Fixed Assets turnover ratio. Financial ratio- Current ratio, Liquid ratio, Debt-equity ratio, Proprietary ratio. (problems on above ratio only).

**Unit 5:** Budgetary control: Definitions- Budget, Budgetary control, objectives, Basic concepts, key factors. Types of Budgets, problems on Flexible Budget, Cash Budget and Sales Budget. Standard Costing:



Meaning, Definition, Difference between standard costing and budgetary control, Advantages and limitations, Variance analysis. Simple problems on material and labour variances.

#### Reference Books:

1. Accounting for Management by S N Maheshwari, 4<sup>th</sup> edition, Vikas publication.
2. Management Accounting by Piillai, Bhagavathi, S. Chand and Co. Ltd, Ramanagar, New Delhi.

### OEC

#### 4.6 Business Leadership Skills (OEC) (3 Credits)

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**Pedagogy:** Classrooms lecture, tutorials, and Problem Solving.

**Course Outcomes:** On successful completion of the course, the Students will demonstrate

- To make students understand the significance of leadership skills for effective people management
- To increase the comprehension of leadership through various leadership theories
- To make students understand different leadership styles, types, patterns and functions
- To introduce various leadership approaches for effective management of people
- To make students aware of recent trends in the area of business leadership

#### Syllabus:

**Unit 1** Introduction To Business Leadership - Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.

**Unit 2** Traits of Leadership - Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership;

**Unit 3** Leadership Theories - Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Likert's Management System; Fielder's contingency model, Blake and Mouton's Managerial Grid.

**Unit 4** Leadership Styles

**Leadership styles:** a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership;

**Unit 5** Leadership Strategies –

Leadership Strategies a) leading from the front, b) supporting leadership, c) interactive

leadership. Group conflict, leader's role in managing group conflict; challenges in leadership; change management.

### **Skill Developments Activities:**

- Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.
- Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.
- Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on

### **Text Books:**

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.

10/11  
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