

**B.B.A. Design and Innovation**  
**SEMESTER-V**  
**COURSE STRUCTURE**

| <b>Sr. No</b>                        | <b>Particular</b>                                   | <b>Subject Code</b> | <b>Credits</b> | <b>Page. No.</b> |
|--------------------------------------|-----------------------------------------------------|---------------------|----------------|------------------|
| <b>MAJOR CORE</b>                    |                                                     |                     |                |                  |
| 1                                    | <a href="#">AI &amp; Emerging Media</a>             | 23BD5-A261          | 4              | 2                |
| 2                                    | <a href="#">Capstone Project-I</a>                  | 23BD5-A291          | 4              | 5                |
| 3                                    | <a href="#">Business Entities &amp; IPR</a>         | 23BD5-A271          | 2              | 8                |
| 4                                    | <a href="#">Innovation Strategy</a>                 | 23BD5-B281          | 4              | 11               |
| <b>VSC - VOCATIONAL SKILL COURSE</b> |                                                     |                     |                |                  |
| 5                                    | <a href="#">Project Management &amp; Leadership</a> | 23BD5-C251          | 2              | 14               |
| <b>FP/OJT/CEP</b>                    |                                                     |                     |                |                  |
| 6                                    | <a href="#">Emerging Technologies-FP</a>            | 23BD5-E301          | 2              | 17               |
| <b>MINOR</b>                         |                                                     |                     |                |                  |
| 7                                    | <a href="#">Advance Marketing</a>                   | 23BD5-F051          | 4              | 20               |
| <b>Total Credits</b>                 |                                                     |                     | <b>22</b>      |                  |

| TY BBA (Design & Innovation) – Semester – V                                                                                                                                                                                                                                                                                                                   |                                                                 |                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------|
| <b>Course Code:</b><br><b>23BD6-A261</b>                                                                                                                                                                                                                                                                                                                      | <b>Subject: AI (Artificial Intelligence) and Emerging Media</b> | <b>Marks: 100</b><br><b>Credits: 4</b> |
| <b>Course Objectives:</b> <ul style="list-style-type: none"> <li>● Explore basic AI models and their application in design and business.</li> <li>● Understand emerging media technologies and their role in innovation.</li> <li>● Learn the fundamentals of business analytics for data driven decision-making</li> <li>● AI and Design Thinking</li> </ul> |                                                                 |                                        |
| <b>Course Outcome:</b><br>After completing the course, the student shall be able to<br>CO1: Analyze AI driven design solutions<br>CO2: Leverage emerging media (AR / VR, Metaverse) in product development<br>CO3: Apply Business Analytics principles for strategic growth<br>CO4: Summarize AI-enhanced UX, Personalization in AI interfaces                |                                                                 |                                        |

| Unit                                              | Unit Title                  | Contents                                                                                                                  | No of Lectures |
|---------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------|
| I                                                 | Introduction to AI and LLMs | <ul style="list-style-type: none"> <li>AI models, NLP, Generative AI</li> </ul>                                           | 15             |
| II                                                | Emerging Media Technologies | <ul style="list-style-type: none"> <li>AR, VR, Metaverse, Future of interaction</li> </ul>                                | 15             |
| III                                               | Business Analytics          | <ul style="list-style-type: none"> <li>Data visualisation, predictive analytics, machine learning for business</li> </ul> | 15             |
| IV                                                | AI and Design Thinking      | <ul style="list-style-type: none"> <li>AI-enhanced UX, Personalization in AI interfaces</li> </ul>                        | 15             |
| <b>Total No. of Lectures including evaluation</b> |                             |                                                                                                                           | <b>= 60</b>    |

### **Suggested Reading Material:**

1. Generative AI and the future of creativity – Open AI
2. Machine Learning for Business Analytics – MIT Press
3. AI Alignment Podcast (Stanford)
4. The Data Skeptic

| Unit<br>t | Unit Title                        | Suggestive<br>teaching<br>methodology                                          | Practical           | Outcome expected                                                                                                                    |                                                                  | Weight<br>age<br>of<br>Marks |
|-----------|-----------------------------------|--------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------|
|           |                                   |                                                                                |                     | Conceptual understanding<br>Knowledge/Skills/Attributes etc.                                                                        |                                                                  |                              |
| I         | Introduction to AI and LLMs       | Lecture -<br>Demonstration and<br>Practical<br>Implementation at all<br>places | During<br>Workshops | AI models, NLP,<br>Generative AI                                                                                                    | To<br>apprehend,<br>draw<br>inferences<br>and learn to<br>apply. | 30%                          |
| II        | Emerging<br>Media<br>Technologies |                                                                                |                     | AR, VR, Metaverse,<br>Future of interaction                                                                                         |                                                                  | 25%                          |
| III       | Business<br>Analytics             |                                                                                |                     | <ul style="list-style-type: none"><li>Data visualisation,<br/>predictive analytics,<br/>machine learning for<br/>business</li></ul> |                                                                  | 20%                          |
| IV        | AI and<br>Design<br>Thinking      |                                                                                |                     | <ul style="list-style-type: none"><li>AI-enhanced UX,<br/>Personalization in AI<br/>interfaces</li></ul>                            |                                                                  | 25%                          |

| TY BBA (Design & Innovation) – Semester – V                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                      |                                        |
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| <b>Course Code:</b><br><b>23BD5-A291</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Subject: Capstone Project - I</b> | <b>Marks: 100</b><br><b>Credits: 4</b> |
| <b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• Apply design and business knowledge to a real-world project</li> <li>• Develop problem-solving and critical thinking skills through hands-on experience.</li> <li>• Collaborate in teams to create innovative, user-centered solutions.</li> <li>• Present research, design concepts, and final prototypes professionally.</li> </ul>                                                                                                |                                      |                                        |
| <b>Course Outcome:</b> <p>After completing the course, the student shall be able to</p> <ul style="list-style-type: none"> <li>• <b>CO1:</b> Conduct in-depth research and define a real-world problem statement.</li> <li>• <b>CO2:</b> Develop innovative concepts using design thinking and business frameworks.</li> <li>• <b>CO3:</b> Create prototypes and test solutions with end users.</li> <li>• <b>CO4:</b> Document and present the project professionally with supporting data.</li> </ul> |                                      |                                        |

| Unit                                              | Unit Title                        | Contents                                                                                   | No of Lectures |
|---------------------------------------------------|-----------------------------------|--------------------------------------------------------------------------------------------|----------------|
| I                                                 | Problem Identification & Research | Defining a problem statement, user research methods, competitor analysis, industry trends. | 16             |
| II                                                | Ideation & Concept Development    | Brainstorming, idea validation, feasibility study, stakeholder feedback.                   | 14             |
| III                                               | Prototyping & Testing             | Low-fidelity and high-fidelity prototyping, usability testing, iterative improvements.     | 14             |
| IV                                                | Final Report & Presentation       | Preparing the final report, storytelling techniques, pitching ideas, visual communication. | 16             |
| <b>Total No. of Lectures including evaluation</b> |                                   |                                                                                            | <b>= 60</b>    |

### **Suggested Reading Material:**

1. *The Lean Startup* – Eric Ries
2. *Creative Confidence* – Tom Kelley & David Kelley
3. *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days* – Jake Knapp
4. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur

| Unit | Unit Title                        | Suggestive teaching methodology                                    | Practical        | Outcome expected                                                                           |                                                   | Weightage of Marks |
|------|-----------------------------------|--------------------------------------------------------------------|------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------|--------------------|
|      |                                   |                                                                    |                  | Conceptual understanding Knowledge/Skills/Attributes etc.                                  |                                                   |                    |
| I    | Problem Identification & Research | Lecture - Demonstration and Practical Implementation at all places | During Workshops | Defining a problem statement, user research methods, competitor analysis, industry trends. | To apprehend, draw inferences and learn to apply. | 25%                |
| II   | Ideation & Concept Development    |                                                                    |                  | Brainstorming, idea validation, feasibility study, stakeholder feedback.                   |                                                   | 25%                |
| III  | Prototyping & Testing             |                                                                    |                  | Low-fidelity and high-fidelity prototyping, usability testing, iterative improvements.     |                                                   | 25%                |
| IV   | Final Report & Presentation       |                                                                    |                  | Preparing the final report, storytelling techniques, pitching ideas, visual communication. |                                                   | 25%                |

**Maharashtra Education Society's  
Garware College of Commerce (Autonomous)  
Programme – B.BA(D&I)**

Third Year of Bachelor Business Administration (Design & Innovation) – T.Y.BBA-D&I-SemV  
(June 2025 Onwards)

**Board of Studies: Business Laws**

| <b>B.B.A (D&amp;I) - (Semester V)</b>                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------|
| <b>Course Code:<br/>23BD5-A271</b>                                                                                                                                                                                                                                                                                                                                                                                         | <b>Subject/Course: Business Entities &amp; IPR</b> | <b>Marks: 50<br/>Credits - 02</b> |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To understand the nature of kinds of business organizations.</li><li>2. To get acquainted with the legal &amp; administrative framework for various kinds of Business organizations.</li><li>3. To get an overview about scope &amp; importance of various Intellectual Property Rights (IPR) &amp; the Indian laws governing them.</li></ol>           |                                                    |                                   |
| <b>Course Outcome:</b> <p>After completing the course, the student shall be able to-</p> <p>CO1: Describe various kinds of business organizations.</p> <p>CO2: Understand the legal &amp; administrative framework for various kinds of Business organizations.</p> <p>CO 3: Understand various types of intellectual properties, need for their protection &amp; type of legal protection available for various IPRs.</p> |                                                    |                                   |

| <b>Unit</b> | <b>Unit Title</b>                                                                   | <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>No of lectures</b> |
|-------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>I</b>    | <b>Concept of Law, Kinds of Business Organizations, Law of Contract</b>             | 1. Law-Meaning, Functions & Classification<br>1.2 Features, Advantages & Disadvantages, Legislative & Administrative framework of various kinds of Business Organizations:<br>1.2.1 Sole Proprietorship<br>1.2.2 Partnership<br>1.2.3 Limited Liability Partnership<br>1.2.4 Joint Stock Company<br>1.3 Introduction to the Law of Contract-Formation & Discharge of contract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 10                    |
| <b>II</b>   | <b>India's Innovation Policy Framework &amp; Intellectual Property Rights (IPR)</b> | 2.1 India's Innovation Policy Framework<br>2.1.1 Policy evolution<br>2.1.2 MSME<br>2.1.3 Ministry Of Education<br>2.1.4 Ministry Of Science & Technology-Department of Science & Technology<br>2.2 Meaning & importance of Intellectual Property<br>2.2.1 International efforts in protection of IPR: WIPO (Objectives & activities) & TRIPS Agreement:<br>Objectives<br>2.3 Definition and conceptual understanding of following IPRs under the relevant Indian current statutes.<br>2.3.1 Patent: Definition & concept, Rights & obligation of Patentee, term of patent.<br>2.3.2 Copyright: Characteristics & subject matter of copyright, Author & his Rights, term of copyright, creative commons licenses<br>2.3.3 Trademark: Meaning, term, various marks, internet domain name- Rights of trademark owner, term of trademark<br>2.3.4 Design: meaning, scope, subject-matter, term of design, rights of owner<br>2.3.5 Geographical Indications<br>2.3.6 Confidential Information, Trade Secrets & Traditional Knowledge (Meaning & scope of these IPRs)<br>2.4 Emerging trends in IPR-Technological advancements & future of creation, protection & management of IPR | 20                    |

**References**

| <b>Sr. No.</b> | <b>Title of the Book</b>                        | <b>Author/s</b>         | <b>Publication</b>              |
|----------------|-------------------------------------------------|-------------------------|---------------------------------|
| 1              | Business Legislation for Management             | M.C. Kuchhal, Dr. Deepa | Vikas Publication house Pvt.Ltd |
| 2              | Intellectual Property Rights & the Law          | Dr.G.B.Reddy            | Gogia Law Agency-Hyderabad      |
| 3              | An Introduction to Intellectual Property Rights | J.P.Mishra              | Central Law Publications        |

**Web References**

| <b>Sr. No.</b> | <b>Website Address</b>                                        | <b>Institution</b>                                                                                                                                          |
|----------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1              | <a href="https://lawmin.gov.in/">https://lawmin.gov.in/</a>   | Ministry of Law & Justice-GOI-Department of Legal Affairs.                                                                                                  |
| 2              | <a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a> | Office of the Controller General of Patents, Designs & Trade Marks - The Department for Promotion of Industry and Internal Trade - Ministry of Commerce and |
| 3              | India Code                                                    | The Copyright Act,1957                                                                                                                                      |
| 4              | India Code                                                    | The Trade Marks Act,1999                                                                                                                                    |
| 5              | India Code                                                    | The Patents Act,1970                                                                                                                                        |
| 6              | India Code                                                    | The Geographical Indications OF Goods (Registration And Protection) Act, 1999                                                                               |

| TY BBA (Design & Innovation) – Semester – V                                                                                                                                                                                                                                                                                                                                         |                                     |                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------------------|
| <b>Course Code:<br/>23BD5-B281</b>                                                                                                                                                                                                                                                                                                                                                  | <b>Subject: Innovation Strategy</b> | <b>Marks: 100<br/>Credits: 4</b> |
| <b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• To understand the role of innovation in business growth and competitive advantage.</li> <li>• To explore frameworks and methodologies for developing innovation strategies.</li> <li>• To equip students with tools for managing and scaling innovation in organizations.</li> </ul>                             |                                     |                                  |
| <b>Course Outcome:</b><br><br>After completing the course, the student shall be able to:<br><br>CO1: Understand and apply various innovation strategy frameworks.<br>CO2: Identify market opportunities and develop innovative solutions.<br>CO3: Implement and manage innovation within an organization.<br>CO4: Evaluate the impact and sustainability of an innovation strategy. |                                     |                                  |

| Unit                                              | Unit Title                           | Contents                                                                                                                                                                                       | No of Lectures |
|---------------------------------------------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| I                                                 | Fundamentals of Innovation Strategy  | Types of Innovation (Product, Process, Business Model, Service), Importance of Innovation in Business Growth, Disruptive vs. Incremental Innovation.                                           | 15             |
| II                                                | Frameworks and Models for Innovation | Design Thinking for Innovation, Lean Startup, Blue Ocean Strategy, Open Innovation, Business Model Innovation.                                                                                 | 15             |
| III                                               | Managing and Scaling Innovation      | Organizational Culture for Innovation, Leadership in Innovation Management, Risk Management in Innovation, Scaling New Ideas.                                                                  | 15             |
| IV                                                | Case Studies and Future Trends       | Analysis of Successful and Failed Innovation Strategies (Apple, Tesla, Google, Kodak, Nokia), Emerging Technologies Driving Innovation (AI, Blockchain, IoT, XR), Ethics and Sustainability in | 15             |
| <b>Total No. of Lectures including evaluation</b> |                                      |                                                                                                                                                                                                | <b>= 60</b>    |

### **Suggested Reading Material:**

1. *Blue Ocean Strategy* – W. Chan Kim & Renée Mauborgne
2. *The Lean Startup* – Eric Ries
3. *Ten Types of Innovation* – Larry Keeley
4. *Innovator's Dilemma* – Clayton Christensen

| Unit | Unit Title                           | Suggestive teaching methodology                                    | Practical        | Outcome expected                                                                                                                                                                            |                                                   | Weightage of Marks |
|------|--------------------------------------|--------------------------------------------------------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|--------------------|
|      |                                      |                                                                    |                  | Conceptual understanding<br>Knowledge/Skills/Attributes etc.                                                                                                                                |                                                   |                    |
| I    | Fundamentals of Innovation Strategy  | Lecture - Demonstration and Practical Implementation at all places | During Workshops | Types of Innovation (Product, Process, Business Model, Service), Importance of Innovation in Business Growth, Disruptive vs.                                                                | To apprehend, draw inferences and learn to apply. | 30%                |
| II   | Frameworks and Models for Innovation |                                                                    |                  | Design Thinking for Innovation, Lean Startup, Blue Ocean Strategy, Open Innovation, Business Model Innovation.                                                                              |                                                   | 25%                |
| III  | Managing and Scaling Innovation      |                                                                    |                  | Organizational Culture for Innovation, Leadership in Innovation Management, Risk Management in Innovation, Scaling New                                                                      |                                                   | 20%                |
| IV   | Case Studies and Future Trends       |                                                                    |                  | Analysis of Successful and Failed Innovation Strategies (Apple, Tesla, Google, Kodak, Nokia), Emerging Technologies Driving Innovation (AI, Blockchain, IoT, XR), Ethics and Sustainability |                                                   | 25%                |

| TY BBA (Design & Innovation) – Semester – V                                                                                                                                                                                                                                 |                                                   |                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------------|
| <b>Course Code:<br/>23BD5-C251</b>                                                                                                                                                                                                                                          | <b>Subject: Project Management and Leadership</b> | <b>Marks: 50<br/>Credits: 2</b> |
| <b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• To equip students with tools for planning, executing, and managing projects efficiently.</li> <li>• To enhance leadership capabilities for handling teams, stakeholders, and decision-making.</li> </ul> |                                                   |                                 |
| <b>Course Outcome:</b><br>After completing the course, the student shall be able to:<br><b>CO1:</b> Develop project planning, scheduling, and resource management skills.<br><b>CO2:</b> Demonstrate leadership in handling teams and decision-making.                      |                                                   |                                 |

| Unit                                              | Unit Title                         | Contents                                                                                                                                                             | No of Lectures |
|---------------------------------------------------|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| I                                                 | Fundamentals of Project Management | Project Life Cycle, Scope Definition, Goals & Objectives, Project Planning, Scheduling, Resource Allocation, Budgeting, Risk Identification & Mitigation Strategies. | 18             |
| II                                                | Leadership in Project Management   | Team Management, Decision-Making, Stakeholder Communication, Conflict Resolution.                                                                                    | 12             |
| <b>Total No. of Lectures including evaluation</b> |                                    |                                                                                                                                                                      | <b>= 30</b>    |

### **Suggested Reading Material:**

1. *Project Management: A Systems Approach* – Harold Kerzner
2. *The Lean Startup* – Eric Ries
3. *Scrum: The Art of Doing Twice the Work in Half the Time* – Jeff Sutherland
4. *Leadership and Self-Deception* – The Arbinger Institute

| Unit | Unit Title                         | Suggestive teaching methodology                                    | Practical        | Outcome expected                                                                                                                                                     |                                                   | Weightage of Marks |
|------|------------------------------------|--------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|--------------------|
|      |                                    |                                                                    |                  | Conceptual understanding<br>Knowledge/Skills/Attributes etc.                                                                                                         |                                                   |                    |
| I    | Fundamentals of Project Management | Lecture - Demonstration and Practical Implementation at all places | During Workshops | Project Life Cycle, Scope Definition, Goals & Objectives, Project Planning, Scheduling, Resource Allocation, Budgeting, Risk Identification & Mitigation Strategies. | To apprehend, draw inferences and learn to apply. | 60%                |
| II   | Leadership in Project Management   |                                                                    |                  | Team Management, Decision-Making, Stakeholder Communication, Conflict Resolution.                                                                                    |                                                   | 40%                |

| TY BBA (Design & Innovation) – Semester – V                                                                                                                                                                                                                                   |                                       |                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------|
| <b>Course Code:</b><br><b>23BD5-E301</b>                                                                                                                                                                                                                                      | <b>Subject: Emerging Technologies</b> | <b>Marks: 50</b><br><b>Credits: 2</b> |
| <b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• <b>To introduce students to emerging technologies shaping the future of business and design.</b></li> <li>• <b>To analyze how businesses and startups are leveraging these technologies for</b></li> </ul> |                                       |                                       |
| <p>Course Outcome:</p> <p>After completing the course, the student shall be able to:</p> <p>CO1: Understand key emerging technologies and their real-world applications.</p> <p>CO2: Analyze industry case studies to assess the impact of these technologies.</p>            |                                       |                                       |

| Unit                                              | Unit Title                            | Contents                                                                        | No of Lectures |
|---------------------------------------------------|---------------------------------------|---------------------------------------------------------------------------------|----------------|
| I                                                 | Introduction to Emerging Technologies | Overview of AI, IoT, Blockchain, AR/VR, Quantum Computing, Industry 4.0.        | 18             |
| II                                                | Extended Reality (AR/VR) & Blockchain | Applications in retail, healthcare, gaming, and metaverse; Blockchain and Web3. | 12             |
| <b>Total No. of Lectures including evaluation</b> |                                       |                                                                                 | <b>= 30</b>    |

### **Suggested Reading Material:**

1. *AI Superpowers* – Kai-Fu Lee
2. *The Fourth Industrial Revolution* – Klaus Schwab
3. *Blockchain Revolution* – Don Tapscott & Alex Tapscott
4. *The Infinite Retina* – Irena Cronin & Robert Scoble

| Unit | Unit Title                            | Suggestive teaching methodology                                    | Practical        | Outcome expected                                                                |                                                   | Weightage of Marks |
|------|---------------------------------------|--------------------------------------------------------------------|------------------|---------------------------------------------------------------------------------|---------------------------------------------------|--------------------|
|      |                                       |                                                                    |                  | Conceptual understanding Knowledge/Skills/Attributes etc.                       |                                                   |                    |
| I    | Introduction to Emerging Technologies | Lecture - Demonstration and Practical Implementation at all places | During Workshops | Overview of AI, IoT, Blockchain, AR/VR, Quantum Computing, Industry 4.0.        | To apprehend, draw inferences and learn to apply. | 60%                |
| II   | Extended Reality (AR/VR) & Blockchain |                                                                    |                  | Applications in retail, healthcare, gaming, and metaverse; Blockchain and Web3. |                                                   | 40%                |

| TYBBA D&I (NEP) Semester-V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                     |                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>Cours<br/>e<br/>Code:<br/>23BD5<br/>-F051</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Course: Advance Marketing</b>                    |                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Marks: 100<br/><br/>Credits: 4</b> |
| <b>Curriculum Objectives:</b><br><br><div><div>1.</div><div>To understand to Develop Strategic Marketing Plans.</div></div> <div><div>2.</div><div>To understand the key metrics &amp; Data performance.</div></div> <div><div>3.</div><div>To understand the future trends in marketing.</div></div> <div><div>4.</div><div>To Understand the concept of global marketing outcomes</div></div>                                                                                                                                                                        |                                                     |                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |
| <b>Curriculum Outcome:</b><br><br>After completing the course, the student shall be able to<br><br><b>CO1:</b> Understand the concept and role of Marketing Strategy.. To understand the concept of Strategy and also the consumers behavior.<br><br><b>CO2:</b> Understand the various KPI’s & also to performance the marketing using various tools.<br><br><b>CO3:</b> Understand various future trends & various marketing strategies<br><br><b>CO4:</b> Understand the concept of global marketing & also study about various international companies case study. |                                                     |                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Unit Title                                          | Contents                                                                                                                                                                                                                                                                                                                                                                                             | Lecture                               |
| <b>I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marketin<br>g Strategy<br>&<br>Consumer<br>Behavior | 1.1 Marketing Strategy Frameworks (STP, 4Ps, 7Ps)<br>1.2 Competitive Analysis & Market Positioning Consumer Psychology<br>& Decision-Making ,<br>1.3 Brand Management & Loyalty Strategies ,<br>1.4. Marketing Metrics & ROI Measurement<br>1.5. Case Studies: Successful & Failed Marketing Campaigns.<br>1.6 Social Media Strategy & Community Building<br>1.7 Data Analytics in Digital Marketing | <b>15</b>                             |

|                             |                                              |                                                                                                                                                                                                                                                                                                                                         |           |
|-----------------------------|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>II</b>                   | Data-Driven & Performance Marketing          | 2.1 Marketing Metrics & KPIs<br>2.2 A/B Testing & Experimentation<br>2.3 Customer Segmentation & Targeting<br>2.4 Predictive Analytics & Machine Learning for Marketing<br>2.5 Google Analytics, CRM & Dash boarding.<br>2.6 Predictive Analytics & Machine Learning for Marketing                                                      | <b>15</b> |
| <b>III</b>                  | Emerging Trends & Future of Marketing        | 3.1 AI & Machine Learning in Marketing<br>3.2 Web3, Blockchain & Metaverse Marketing<br>3.3 Green & Sustainable Marketing Strategies<br>3.4 Ethical & Inclusive Marketing<br>3.5 Future of Marketing – Predictions & Innovations.<br>3.6 Metaverse & Augmented Reality Marketing<br>3.7 Artificial Intelligence & Chatbots in Marketing | <b>15</b> |
| <b>IV</b>                   | Advanced B2B & Global Marketing & Case Study | 4.1 Strategic Partnerships & Business Development<br>4.2 International Marketing Strategies<br>4.3 Cross-Cultural Consumer Behavior<br>4.4 Pricing Strategies & Multi-Channel Marketing Strategies<br>4.5 Public Relations & Crisis Management<br>4.6 Event Marketing & Sponsorships.<br>4.7 Case Study on Brands                       | <b>15</b> |
| <b>Total No of Lectures</b> |                                              |                                                                                                                                                                                                                                                                                                                                         | <b>60</b> |

| Unit | Unit Title                             | Teaching methodology                                  | Project (If any)                                                        | Outcome expected-<br>Conceptual understanding<br>Knowledge/Skills/Attributes etc.                                              |                                                                 | Weightage of Marks (%) |
|------|----------------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------|
|      |                                        |                                                       |                                                                         | Curriculum Outcome (CO)                                                                                                        | Learning Outcome (LO)                                           |                        |
| 1    | Marketing Strategy & Consumer Behavior | Group Discussion & Quiz                               | Importance and essentials of marketing strategies                       | Understand the concept and role of Marketing Strategy.. To understand the concept of Strategy and also the consumers behavior. | Importance and essentials<br>Develop Strategic Marketing Plans. | 25%                    |
| 2    | Data-Driven & Performance Marketing    | Discussion, Group Presentations. Videos, Posters.     | Presentations and Talks on Unfair Security and Encryption in E-Commerce | Understand the various KPI's & also to performance the marketing using various tools.                                          | Understand Key metrics & Data performance.                      | 25%                    |
| 3    | Emerging Trends & Future of Marketing  | Informative lectures, case studies and presentations. | Presentations and Talks on IT Acts and E-Payment systems.               | Understand various future trends & various marketing strategies                                                                | Awareness about future trends in marketing.                     | 25%                    |

|   |                                              |                                                                         |                                                                                                 |                                                                                                       |                                                                       |     |
|---|----------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----|
| 4 | Advanced B2B & Global Marketing & Case Study | Discussion based on Online Business Transactions and Website Designing. | Presentations and talks on role of Industry Online Business Transactions and Website Designing. | Understand concept of global marketing & also study about various international companies case study. | Awareness towards Online Business Transactions and Website Designing. | 25% |
|---|----------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----|

| Unit | Evaluation Method                                                       | Marks (100)          |             |                      | Project/<br>Practical<br>(If any) |
|------|-------------------------------------------------------------------------|----------------------|-------------|----------------------|-----------------------------------|
|      |                                                                         | Formative Assessment |             | Summative Assessment |                                   |
|      |                                                                         | CCE I (20)           | CCE II (20) | SEMESTER (60)        |                                   |
| I    | Quiz and Discussions on Elements of E-Commerce.                         | MCQ                  | Assignment  | Written Examination  | NA                                |
| II   | Presentations Security and Encryption in E-                             | MCQ                  | Assignment  | Written Examination  | NA                                |
| III  | MCQs/ Presentations on IT Acts and E-Payment                            | MCQ                  | Assignment  | Written Examination  | NA                                |
| IV   | Group Discussion on Online Business Transactions and Website Designing. | MCQ                  | Assignment  | Written Examination  | NA                                |