

Lesson Plan

FYUGP 2024-25 (SMSM) BBA Program: Semester – II

Major 2

Paper Code: UBBAMAJ12002

Marketing Management

(Lectures: 40 Hours)

Unit and Topic	Content	Hours	
Unit I: Introduction	Nature, Scope, and Importance of Marketing	2	
	Evolution of Marketing , Core marketing Concepts, Product Concept, the Selling Concept, Marketing concept, Holistic marketing concept	3	
	Marketing Environment: Demographic, Economic, Political, Legal, Socio-Cultural, technological environment (Indian Context),	3	
	Marketing management tasks	2	
Unit II: Product	Marketing Strategies for Consumer products and industrial products	2	
	Product Line and Product Diversification, Product Differentiation, Service Differentiation,	3	
	Packaging, labelling and Warranties	2	
	Segmentation, targeting, and positioning	2	
	Difference between Segmentation targeting and positioning	1	
Unit III: Pricing	Concept, Objective of pricing, cost-plus Pricing, Penetration price, Skimming Price, Perceived Value Pricing.	3	
	Promotion Mix	Factors determine promotion mix, Promotional tools- Basis of advertisement, Sales promotion, public relations and Publicity, Personal Selling.	4
	Place (Marketing Channels)	Channel functions, channel Levels, Types of Intermediaries, types of retailers, types of wholesalers	3

Unit IV: Marketing of Services	Unique characteristics of Services,	1
	Managing service Encounters, Common Encounter Satiations, managing Service Encounter for satisfactory outcomes,	2
	Service Failure, service recovery, process of Service Recovery,	2
	Customer Retention and benefits, marketing	2
	Strategies for Service firms-7Ps.	3

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FYUGP 2024-25 (SMSM) BBA Program: Semester – II

Minor 2

Paper Code : UBBAMIN12002

Business Statistics

(Lectures: 40 Hours)

Unit and Topic	Content	Hours
Unit I: Measures of Central Tendency	Data and Tabulation, Class and Interval, Concept of frequency distribution.	1
	Mean, Median Mode; Merits, Limitations and Suitability of Mean, Median and Mode in Business Applications;	4
	Arithmetic Mean, Harmonic Mean, and Geometric Mean, The relationship between AM, GM and HM	3
	Relevance of AM, GM and HM in business decision making.	2
Unit II: Dispersion, Skewness and Kurtosis of Distributions	Meaning and Significance of Absolute and relative measures of dispersion-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of variation, Relevance of SD and CV in Business Decision Making	6
	Nature of distribution: Moments, Skewness, Kurtosis, basic concepts of a Normal distribution, Bench mark values of Kurtosis and Skewness	4
Unit III: Correlation and Regressions	Correlation Analysis: meaning and Significance, Correlation and Causation, Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation coefficient, Properties of Correlation Coefficient, Concept of Multiple Correlation and Partial Correlation	8
	Regression analysis: Meaning and Significance, regression vs Correlation, Linear Regression lines (X on Y, Y on X). Properties of regression coefficients, Intersaction of two regression lines. The point of intersaction of two regression lines: use of Correlation and regression in business decision making	7

Unit IV: Sampling Fundamentals	Census and Sampling, Importance of Sampling, Methods of Sampling, Probabilistics and Non Probabilistics Sampling,	2
	Concept of random Numbers and Random Sampling, Techniques of drawing a random samples, Sampling error, non-Sampling error, Sampling frame.	3

Lesson Plan

FYUGP 2024-25 (SMSM) BBA Program: Semester – II

MDC

Paper Code: UPOAMDC11005

Basics of Accounting

(Lectures: 40 Hours)

Unit and Topic	Content	Hours
Unit I: Conceptual Framework and Accounting Process	Accounting as an information system, its users, functions, advantages and limitations,	3
	Cash basis and Accrual Basis of accounting, Capital and revenue expenditures and receipts	3
Unit II: Process of Recording transactions	(a) Types of Accounts, Golden Rules, Balance Sheet Approach, Journal, Ledger, and Trial Balance	6
	(b) Cash Book (Double Column) and bank Reconciliation Statement	8
Unit III: Accounting for Depreciation	Depreciation: Meaning, reasons, factors, different methods	6
Unit IV: Financial Statements	Preparation of trading and Profit and Loss Account, Balance Sheet	14

Lesson Plan

FYUGP 2024-25 (SMSM) BBA Program: Semester – II

Skill Enhancement Course (SEC)

Digital Marketing

(Lectures: 40 Hours)

Unit and Topic	Content	Hours
Unit I: Introduction Digital Marketing	Concept, Scope and Significance; Traditional Marketing Vs Digital Marketing; Evolution of Digital Marketing; Challenges opportunities for digital marketers;	4
	Digital Marketing Landscape in India;	2
	Terminologies used in Digital Marketing- Mobile Marketing, Email Marketing, Content marketing, Social Media Marketing, Influencer Marketing, Affiliate Marketing, Content Management System (CMS), Web Analytics, Search Engine Optimization, PPC,CPC, Link building, Cookies	9
Unit II: Digital Marketing Process	Digital Marketing Plan and Strategy: Consumer decision journey, Segmentation and Customizing messages;	4
	POEM Framework;	2
	Tools of digital advertising: Display Advertising, Social Media Advertising; Digital metrics Buying Models-CPC, CPM,CPL,CPA, fixed Cost/Sponsorship.	9
Unit III: Social Media Marketing	Fundamentals of Social Media marketing, Significance, and tools of Social Media Marketing; Building a successful strategy;	6
	Facebook, Twitter, LinkedIn, Instagram and Snapchat Marketing: Basics, different types of Ad formats, Setting up Ad Account, audience and type, Content Creation, Content Strategy, Designing Advertising Campaigns, Apps, Live, Hashtags	9

<p>Unit IV: Search Engine Optimization (SEO) and Web Analytics</p>	<p>Concept, History functions, phases techniques, keywords; Googlebots (Google Crawler)</p>	<p>7</p>
	<p>Web Analytics:Introduction, Scope, Functions, Significance, Analysis vs intuition;</p>	<p>2</p>
	<p>Social Media Analytics-Facebook insights, Twitter analytics, YouTube analytics, Social Ad analytics/ ROI measurement.</p>	<p>4</p>
	<p>Common mistakes analysts make while using Web Analytics tools.</p>	<p>2</p>

Lesson Plan

FYUGP 2024-25 (SMSM) BBA Program: Semester – II

PAPER DESCRIPTION: ABILITY ENHANCEMENT COURSE

PAPER TITLE: ENHANCING READING and WRITING SKILLS

(Number of Lectures- 36)

UNIT & TOPIC	CONTENT	NO. of LECTURES
Unit-1 Poems	<ul style="list-style-type: none">- William Wordsworth: <i>Daffodils</i>- Walt Whitman: <i>O Captain! My Captain!</i>- Rabindranath Tagore: <i>Where the mind is without fear</i>	12
Unit-II Short Stories	<ul style="list-style-type: none">- Ernest Hemingway: <i>Old Man at the Bridge</i>- M.K Gandhi: <i>A Telephone Call</i>- O' Henry: <i>The Gift of the Magi</i>	12
Unit- III Writing Skills	<ul style="list-style-type: none">- E mail- CV- Paragraph Writing- Report Writing	12